

gam
Georgia Association of Museums



JANUARY 17 – 19, 2024

FINDING THE RIGHT FREQUENCY:

MUSEUMS AND COMMUNITIES IN HARMONY



Program Sessions by Areas of Interest

Administration & Operations

One Size Does Not Fit All: Creating Standardized Print Materials for Diverse Historic Sites

I'm Going to Call HR... Oh Wait! That's Me

Managing EMPs: What the Next Generation of Museum Workers Wants You to Know

Finding the Right Frequency: University Public History Programs & Museum Partnerships

When Things Fall Apart: Overcoming Unexpected Challenges at Your Museum

The Full Athens Story

Directors' Roundtable

Career Development

I'm Going to Call HR... Oh Wait! That's Me

Space Wrangler: Beginner SketchUp for Exhibition Design

Preserving Yourself: Self-Care for EMPs

Managing EMPs: What the Next Generation of Museum Workers Wants You to Know

When Things Fall Apart: Overcoming Unexpected Challenges at Your Museum

How We Got Here: Finding Museum Jobs in Tough Economies, Right Locations, or Dream Roles

Collections/Curatorial/Exhibitions

One Size Does Not Fit All: Creating Standardized Print Materials for Diverse Historic Sites

Beyond the Façade: Museums in the Community

Space Wrangler: Beginner SketchUp for Exhibition Design

A Hacker's Guide to Leading Great Tours

Discussing the Difficult

Can We Serve Everyone? Balancing the Needs of Stakeholders, Students, and Community

"If I'm Hit By A Bus Tomorrow...": Collections Continuity Planning

Development & Fundraising

Museum Memberships: Corporate Sponsorship Perspectives on Gaining and Retaining Members

Grants: The Sounds of Success

Debunking Fundraising Myths

Offbeat Fundraising

Diversity, Equity, Accessibility, Inclusion

One Size Does Not Fit All: Creating Standardized Print Materials for Diverse Historic Sites

Unlocking the Senses: Creating Multi-Sensory Replicas for Visually Impaired Visitors

"Tackling" Difficult History with Historical Empathy

Creative Communities: Emotional Healing in the Museum

Discussing the Difficult

The Full Athens Story

Can We Serve Everyone? Balancing the Needs of Stakeholders, Students, and Community

Education

Unlocking the Senses: Creating Multi-Sensory Replicas for Visually Impaired Visitors

Lesson Planning 101

Beyond the Façade: Museums in the Community

K-12 Programming at UGA Special Collections

"Tackling" Difficult History with Historical Empathy

Creative Communities: Emotional Healing in the Museum

A Hacker's Guide to Leading Great Tours

Discussing the Difficult

Finding the Right Frequency: University Public History Programs & Museum Partnerships

Can We Serve Everyone? Balancing the Needs of Stakeholders, Students, and Community

Georgia Museum Educators Roundtable

January 17, 2024

Dear Georgia Association of Museums attendees:

I am delighted to extend a warm welcome to all attendees of the Georgia Association of Museums conference in the charming city of Athens. It is truly an honor to host such a distinguished gathering of professionals dedicated to the preservation and celebration of our rich cultural heritage.

Athens, with its unique blend of history, art, and vibrant community spirit, is an ideal setting for this esteemed conference. As the Mayor of this wonderful city, I take immense pride in our thriving cultural scene, and I am confident that your time here will be both enlightening and enjoyable.

Throughout the conference, you will have the opportunity to engage in meaningful discussions, share valuable insights, and forge new connections within the museum community. The diverse array of sessions and activities planned for the event reflects the dynamic nature of the field and the commitment of participants to advancing the appreciation of our shared cultural tapestry.

Beyond the conference walls, I encourage you to explore the cultural treasures that Athens has to offer. From our world-renowned music scene to our historic landmarks and eclectic arts community, there is something for everyone to enjoy. The local businesses, restaurants, and shops eagerly await the chance to showcase the hospitality that Athens is known for.

I would like to express my sincere gratitude to the Georgia Association of Museums for choosing Athens as the host city for this year's conference. It is our pleasure to welcome you, and we hope that your time here will be both professionally rewarding and personally enriching.

Once again, welcome to Athens! May your conference be filled with inspiration, collaboration, and the joy of exploring our vibrant community.

Sincerely,

Kelly Girtz
Mayor

MAYOR KELLY GIRTZ
UNIFIED GOVERNMENT OF ATHENS-CLARKE COUNTY, GEORGIA

P.O. Box 1868 • Athens, Georgia 30603 • (706) 613-3010

Dear Fellow GAM Members,

I am thrilled to welcome you to Athens for GAM 2024! The Host Committee, Program Committee, and GAM board have worked hard over the last year to deliver an incredible program of sessions, hands-on workshops, guided tours, and evening events. Thank you to everyone who made this conference possible!

The music scene of Athens is one of a kind. Beloved bands like R.E.M., the B-52s, Pylon (including GAM's favorite bass guitar player), and many more helped to create a vibrant scene that celebrated diverse sounds and made the Classic City a destination for other musicians and music lovers. This Athens sound is the inspiration for this year's theme, Finding the Right Frequency: Museums and Communities in Harmony. I am eager to learn more about how GAM members are orchestrating opportunities for rhythm and harmonious collaboration with their communities, partners, and audiences.

Thanks again to the Athens/Winterville Host Committee, Program Committee, Awards Committee, GAM Board, and GAM's Administrative Director Michele Rodgers. An extra-special thank you to Rebecca Bush, Ashleigh Oatts, and Michael Lachowski. You three deserve a standing ovation - bravo!

Marcy Breffle

GAM President

Program Committee

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Jess Grant, UGA Hargrett Rare Book and Manuscript Library

Jan Hebbard, UGA Hargrett Rare Book and Manuscript Library

Michelle Nguyen, Historic Athens Welcome Center

Jonathan Scott, Carter-Coile Country Doctors Museum

Caitlin Short, Historic Athens Welcome Center

Program designed by Noelle Shuck, Georgia Museum of Art, University of Georgia



Keynote Speaker: Ryan Lewis

Ryan Lewis is the Georgia Music Exhibit Coordinator at the Hargrett Rare Book and Manuscript Library. He is responsible for growing the Georgia Music Collection with a focus on exhibition, research, and instruction.

Originally from Maryland, Ryan moved to Athens in 1993 to attend the University of Georgia and participate in the Athens music scene. He spent years as a record store clerk in Athens and New York City, co-founded Kindercore Records, toured the U.S. and Europe as a guitarist and drummer, co-founded the Kindercore Vinyl record pressing factory, and worked as an award-winning graphic designer and nonprofit communications professional.

In his free time, Ryan plays music with his partner Noelle, collects comic books and toys, and loves traveling with his 12-year-old daughter Poppy.



Conference App

Download the free GAM App, created by THINKPROXI for the GAM Annual Conference. Visit the Apple App Store or Google Play Store on your mobile device and search "GAM Conference" to download the GAM App. The digital version of the GAM Conference program provides key conference details and customizable schedules at your fingertips, as well as special announcements and session evaluations.

Theme

Over the past decade, museums have focused much of their work on engaging with their communities in more authentic, meaningful ways. From shared authority in curating exhibitions and the development of born-digital archives, to programming and commemoration efforts led by community members, to more inclusive approaches to fundraising and public relations, museum staff have forged new relationships and strengthened long-term bonds while seeking to work in concert with the people they serve. Many of these efforts have coincided with an increasingly discordant national discourse that has affected the ways we design and give tours, interact with schools and donors, and prioritize staff well-being. All of these factors weave together as we seek to build harmony and understanding to interpret Georgia's historic, cultural, and natural resources, as well as the stories of Georgians past and present.

Athens has a well-deserved reputation as a hotbed of live music and alternative rock. Chart-topping acts such as R.E.M., The B-52s, the Indigo Girls, Widespread Panic, and Pylon shaped the sound of the 1980s and '90s while creating a vibrant local music scene that still thrives today with diverse sounds. For musicians, tuning their instruments with their fellow performers is an essential aspect of the music-making experience. Agreeing on a shared pitch, or finding the right frequency, makes possible all of the melodies and harmonies to follow.

As museum professionals, we navigate daily the project of finding common ground—that right frequency—to allow for moments of harmony, dissonance, tension, and resolution in our exhibitions, collections, programs, and operations. Participants in Finding the Right Frequency: Museums and Communities in Harmony will engage in sessions and workshops that explore the many ways that museums collaborate with the communities they serve, as well as with governmental entities and other nonprofits.

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mbreffle@purposepossible.com

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rbush@columbusmuseum.com

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Georgia Museum of Agriculture & Historic Village
phuff@abac.edu

Melissa Swindell

Treasurer
Georgia Writers Museum
director@georgiawritersmuseum.org

Ephraim Rotter

Past President
Thomasville History Center
ephraim@thomascountyhistory.org

Michael Lachowski

Georgia Museum of Art
mlachow@uga.edu

Harvee White

History Cherokee
hwhite@historycherokee.org

Karin Johnston Dalton

Georgia Capitol Museum
kjohnsto@uga.edu

Andrea Miskewicz

Museum of History & Holocaust Education,
Kennesaw State University
amiskewi@kennesaw.edu

Ashleigh Oatts

T.R.R. Cobb House
aoatts@trrcobhouse.org

Jerald Crook

Georgia Humanities
jcrook@georgiahumanities.org

Tommy Gregors

Artesian Alliance
tgregors@artesianalliance.org

Natalie Smith

Augusta Museum of History
deputydirector@augustamuseum.org

GAM Administrative Director

Michele Rodgers
P.O. Box 2133
Marietta, GA 30061
gamuseums@gmail.com

Free Local Museums

Lyndon House Arts Center

Historic Athens Welcome Center/Church-Waddell-Brumby House (self-guided tours)

T.R.R. Cobb House

(by appointment only)

Carter-Coile Country Doctors Museum

(Winterville, GA, extended hours for GAM attendees)

Steffen Thomas Museum of Art

(Buckhead, GA... visit on your way to or from GAM!)

Scull Shoals Historic Site

(near Greensboro, GA... visit on your way to or from GAM!)

Georgia Museum of Art

UGA Special Collections Library

ATHICA (Athens Institute for Contemporary Art)

two locations:
675 Pulaski St., Suite 1200, Athens
and 234 W Hancock Ave., Athens

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The advertisement features a blue background with several museum figures. On the left is a white female mannequin on a stand. In the center is a white female mannequin sitting on a wooden chair. To the right is a detailed figure of a man in a suit sitting in a folding chair, and further right is a figure in a racing suit and helmet. The company logo and contact information are centered in the upper right.



JANUARY 17 – 19, 2024

FINDING THE RIGHT FREQUENCY:

MUSEUMS AND COMMUNITIES IN HARMONY

Unless noted, all events take place at Graduate Athens, 295 East Dougherty Street, or the Lyndon House Arts Center, 211 Hoyt Street, a five-minute walk from Graduate Athens. **For tours taking place at the Russell Special Collections Libraries Building** (300 South Hull Street), meet on the second floor rotunda. For parking, please park in the Hull Street parking deck. There are street level exits on floors 3 and 4 of the deck. Please bring your license plate number inside the library and register with it for free parking.

TUESDAY, JANUARY 16

12:30 AM – 1:45 PM

Registration Graduate Lobby

2 – 4 PM: PRE-CONFERENCE TOURS OFF-SITE

Curator’s Tour: *Legacy: Vince Dooley, 1932–2022*

Russell Special Collections Libraries Building

Join curator Jason Hasty, UGA Athletics History Specialist, on a behind-the-scenes tour of this new exhibition, exploring the impact and legacy of legendary UGA football coach Vince Dooley. Following the tour, attendees will get a closer look at selected items from the athletics archive that document the history of UGA’s football program. (pre-registration required)

Behind the Scenes at the Georgia Museum of Art

Georgia Museum of Art, 90 Carlton Street

Visit the vaults of the Georgia Museum of Art on a guided tour with head registrar Tricia Miller. Get a glimpse of the museum’s collection of more than 18,000 works of art, from paintings and prints to sculpture, decorative arts, works by self-taught artists, and Russian imperial objects. We will also discuss the joys and challenges of long-term preservation. (pre-registration required)

A Community Proud of its Past: Museums and Heritage Sites in Winterville

Meet at the Carter-Coile Country Doctors Museum, 111 Marigold Ln, Winterville, GA.

Located six miles outside of Athens, Winterville is a city passionate about its past. Winterville Cultural Heritage Director Jonathan Scott will lead attendees through the recently rehabilitated Carter-Coile Country Doctors Museum and new collections storage building. Next, we will walk through the town’s Historic District before a behind-the-scenes visit to the

forthcoming Winterville History Museum and Heritage Room inside the former Winterville High School, built in 1920. The tour will end in downtown Winterville via the Georgia Railroad Firefly Trail. Weather permitting, this tour will involve nearly one mile of walking along paved surfaces, though attendees are welcome to drive to each location. (pre-registration required)

Walking Tour: Church-Waddel-Brumby House & Athens History

Meet at Historic Athens Welcome Center, 280 East Dougherty Street.

Embark on a guided walking tour starting at the Church-Waddel Brumby House Museum, Athens’ oldest house museum. Here, you’ll be guided through an interior tour of the house and its collection, featuring an exclusive look at the stunning sterling silver tea service presented to Dr. Alonzo Church by the City of Athens in 1856—usually hidden away from daily visitors. Following the museum, our route meanders through Downtown Athens, leading to UGA’s Historic North Campus. Along the way, you’ll discover the rich tapestry of Athens, with insights into Black history, LGBTQ+ history, and music history. The tour concludes in front of the iconic Phi Kappa Hall. (Max: 14, \$15/ person)

2:30 – 4 PM

Welcome to UGA Special Collections: Galleries and Vaults

Russell Special Collections Libraries Building

This tour provides an overview of the Special Collections exhibition galleries and the high-density storage vault. Attendees will also learn how Special Collections interacts with K-12 and college students through gallery games and other activities. (pre-registration required)

3:30 AM – 5 PM

Registration Graduate Lobby

5 – 7 PM

Pre-Conference Social at T.R.R. Cobb House, 175 Hill Street

Free parking is available behind the Cobb House, accessible via Pope Street. Free street parking is also available along Pope Street and Hill Street.

WEDNESDAY, JANUARY 17

8:30 AM – 4:30 PM

Registration Graduate Lobby

9 AM – Noon

Exhibit Hall Set-Up Foundry Ballroom

9 – 10:15 AM: CONCURRENT SESSIONS

One Size Does Not Fit All: Creating Standardized Print Materials for Diverse Historic Sites

Galleria I

This panel will explore a year-long project between Georgia State Parks and Historic Sites and the Department of Museums, Archives and Rare Books at Kennesaw State University to create standardized site guides for 16 state parks and historic sites including the Little White House, New Echota, Fort McAllister, and Wormsloe, among others. Focusing on process, communication, and content creation, the panel will highlight challenges and opportunities in applying a standard template or brand to print materials for historic sites with wide-ranging histories and primary source material, diverse audiences, and varying long-term goals. **Chair:** James Newberry, *Museums, Archives and Rare Books, Kennesaw State University*; **Panelists:** Kelly Hoomes, *Museums, Archives and Rare Books, Kennesaw State University*; Valarie Ikhwan, *State Parks & Historic Sites, Georgia Department of Natural Resources*; Jennifer Dickey, *Kennesaw State University*

Museum Memberships: Corporate Sponsorship Perspectives on Gaining and Retaining Members

Galleria II

There is a strong relationship between museum membership recruitment/retention strategies and the museum’s attractiveness to corporate sponsors. In this session, we will delve into different ways of thinking about membership and also how to effectively leverage your membership to attract sponsors. **Chair:** Dave Paule, *Our Fundraising Search*; **Panelist:** Ann Marie Bedtke, *Griffith Observatory Foundation*

10 AM – Noon: WORKSHOPS

I’m Going to Call HR... Oh Wait! That’s Me

Lyndon House Arts Center Community Room

Many of us in smaller museums wear many hats: collections manager, educator, director, janitor, etc. However, the role of Human Resources often gets overlooked until something goes wrong. Having employee/board handbooks in place helps directors, managers, staff, and volunteers define roles and understand responsibilities. In this workshop, we will discuss what to include in your handbook: employee conduct, vacation time and sick leave, compensation and overtime, evaluations and termination, and more. In addition, panelists will review what it means to be “employed at will,” the classification of employees, equal opportunity employment, and how these policies can outline reporting of harassment and discrimination in the workplace. Attendees will be able to start creating policies during the workshop. **Chair:** Melissa Swindell, *Georgia Writers Museum*; **Presenters:** Craig Friedman, *Jones Day*; Stefanie Green, *Kennesaw State University*

Unlocking the Senses: Creating Multi-Sensory Replicas for Visually Impaired Visitors (off-site)

Georgia Museum of Art, 90 Carlton Street

Discover the art of multi-sensory inclusivity and learn how to create your own tactile reproduction. Bring an image of an artwork from your museum and learn the steps to craft your own tactile reproductions for blind and visually impaired visitors. Explore innovative techniques and materials to engage all senses, fostering a deeper appreciation of art and culture. Together, we’ll unlock the potential to create meaningful and accessible experiences, ensuring that every visitor can connect with the beauty of our exhibits on a profound level. Participants will be encouraged to share a high-resolution image of an object they wish to replicate. (pre-registration required). **Chair:** Mallory Lind, *Georgia Museum of Art*

10 AM – Noon: OFF-SITE TOURS

Curator’s Tour: *Sunken Treasure: The Art and Science of Coral Reefs*

Russell Special Collections Libraries Building

Join curator Dr. James Porter on a behind-the-scenes tour of this new exhibition, exploring 500 years of artistic and scientific exploration of coral reefs through a display of rare books and manuscript holdings from the Hargrett Rare Book and Manuscript Library and coral specimens from the Georgia Museum of Natural History. This will be a sneak peek for conference attendees! (10 – 11:30 AM, pre-registration required).

T.R.R. Cobb House Decorative Arts Collection

Meet at 175 Hill Street at the front door. Free parking is available behind the Cobb House, accessible via Pope Street. Free street parking is also available along Pope Street and Hill Street.

Join Sam Thomas, curator of the T.R.R. Cobb House Museum, and Dale Couch, independent scholar (formerly with the Georgia Museum of Art), for a southern regional decorative arts tour of this historic house. It features a number of documented pieces that belonged to the extended Cobb families, several of which were recently chosen for inclusion in the Museum of Early Southern Decorative Arts (MESDA) database. If anyone needs elevator access, please email aoatts@trrcobbhouse.org. (pre-registration required)

Queer Space Shuttle Tour

Meet at Historic Athens Welcome Center, 280 East Dougherty Street.

Athens is a small yet powerful place where queer people have found themselves blossoming into their identities. On this tour you will explore uncovered stories of town and gown: a UGA theater director's love story, a lesbian linguist's presence on campus, and Ricky Wilson's time in the B-52's, to name a few. Tour sites include the UGA campus as well as Downtown Athens, where the queer community has come together (and butted heads) over time. This is not only a historical experience, but an immersive one. Some letters and dialogue are included in audio play/podcast form to elevate the experience and bring historical figures to life. This tour was created for Historic Athens by Caro Caden, with support from the UGA Willson Center for Humanities & the Arts and Athens Pride + Queer Collective. (pre-registration required)

Public Art Van Tour

Meet at Lyndon House Arts Center front entrance.

Tatiana Veneruso, Athens-Clarke County Arts Division Public Art Coordinator, will lead a tour via van to view public art in Athens, including downtown murals and sculpture, the Athens Music Walk of Fame, and additional works elsewhere in Clarke County. Featured artists will include David Hale, Peter McCarron, Elio Mercado, Andrew Kovacs, and Aaron Hussey. (pre-registration required)

10:30 – 11:45 AM: CONCURRENT SESSIONS

Lesson Planning 101

Galleria I

Has one of your educators ever called out sick right as 100+ students are pulling up to the museum? Lesson plans are the way to make that nightmare a little less scary. Learn how lesson planning can make your educational programming stronger and

accessible to all your museum staff through the years. With the help of two members of the MHHE's education team and former classroom teachers we will take time to look at your museum's programming and work it into a usable lesson plan format.

Chair: Maddie Davis, *Museum of History and Holocaust Education*;
Panelist: Katy Matello, *Museum of History and Holocaust Education*

Beyond the Façade: Museums in the Community

Galleria II

How can your museum impact the population beyond your brick & mortar? Panelists will provide an in-depth look at community programming, civic partnerships, and strategies for engaging and enriching your town. **Chair:** Didi Dunphy, *Lyndon House Arts Center*; **Panelists:** Hannah Israel, *Illges Gallery, Columbus State University*; Rebecca Bush, *Columbus Museum*

Noon – 2 PM

Lunch on your own

Noon – 5 PM

Exhibit Hall Open Foundry Ballroom

2 – 4 PM: WORKSHOPS

Space Wrangler: Beginner SketchUp for Exhibition Design

Lyndon House Arts Center Community Room

Learn to use SketchUp to collaborate more effectively. A simple digital model can nearly eliminate straining to move a painting “a few inches to the right” or struggling to play Tetris with 30 framed works in a space that is too small. Save time and money while producing opportunities for more creative expression. In this workshop we will learn step-by-step how to create a simple digital model of a gallery space, craft a virtual object checklist, and use these two files to start designing your exhibition. Participants are encouraged to bring a laptop and mouse. It would also be beneficial to bring measurements of the space you would like to model. **Chair:** Elizabeth Marable, *Georgia Museum of Art*

K-12 Programming at UGA Special Collections (off-site)

Russell Special Collections Libraries Building,
300 South Hull Street

In this workshop, SCL staff will provide an overview of how our K-12 programming began and has developed since the building opened in 2012. Attendees will then participate in (1) a gallery tour that demonstrates games used with K-12 students on tours, (2) a craft activity developed around our current feature exhibit,

and (3) an abbreviated version of the “histories mysteries” in-school activity. The workshop will conclude with a Q&A with staff about the creation of the gallery games/crafts and discussion of new directions and projects coming soon at SCL! (pre-registration required). **Chair:** Jan Hebbard, *Hargrett Rare Book and Manuscript Library*; **Presenter:** Mazie Bowen, *Hargrett Rare Book and Manuscript Library*

2 – 4 PM: OFF-SITE TOURS

Morton Theatre and Hot Corner

Meet in the Morton Theatre Lobby. The Theatre is a half-mile walk from the Graduate or the closest paid parking deck is the West Washington Street deck. Metered street parking is also available.

Morton Theatre is one of the first, and the oldest surviving, vaudeville theatres in the United States built, owned, and operated by an African American businessman: Monroe Bowers Morton. Experience it firsthand with a tour of the building and discover why “Hot Corner” still plays an important role in the downtown Athens area. The tour, led by Facility Supervisor Lynn Green, will include history of the facility, the African American professionals and the commercial enterprises that made up its early days, the restoration of the facility, the unique management structure of the facility operations, and its role in the community today. Please wear comfortable shoes and be prepared to climb stairs. (2 – 3 PM, pre-registration required)

Georgia Museum of Natural History Annex

Meet at the Natural History Building, 4435 Atlanta Highway.
Look for the lobby of a nondescript furniture warehouse building.

Often touted as the “best kept secret in Athens,” the Georgia Museum of Natural History keeps most of its collection in a separate site from its UGA campus gallery. Visit the GMNH Annex with curator John Wares to see extraordinary taxidermy, a tremendous collection of fish and other vertebrates representing the diversity of the southeastern U.S. and beyond, marine invertebrates, and of course one of the largest collections of marine mammal skeletons in the U.S. We will discuss the role our student interns play in maintaining and growing this collection. (2 – 3:30 PM, pre-registration required)

Welcome to UGA Special Collections: Behind the Scenes

 Russell Special Collections Libraries Building

This is a behind the scenes tour of the building, including the vault, processing areas, and exhibition prep spaces. Staff members will talk about what they do and their current projects. This includes a visit to the Brown Media Archives and the film lab. (2 – 3:30 PM, pre-registration required)

Walking Tour: Athens Music with Paul Butchart

Meet at Historic Athens Welcome Center, 280 East Dougherty Street.

Take a fascinating journey through Athens' musical history with renowned music historian Paul Butchart. Paul's firsthand accounts will transport you to the heyday of the Art Rocks scene, where art and music converged to birth legendary bands like the B-52's, R.E.M., and Pylon. This tour explores the sights and sounds that shaped Athens' remarkable musical heritage. Wander through Downtown Athens, stop in the iconic Wuxtry Records, and visit current and former music hotspots like the Steeple, Nuci's Space, and the historic R.E.M. Trestle. Immerse yourself in the enchanting stories of this musical haven and gain a deeper appreciation for its legacy. (pre-registration required)

Athenaeum

A 0.8 mile walk from the Graduate or paid parking is available at parking garages downtown or at metered spots. Limited free parking is available behind the building at 287 West Broad Street.

Tour the exhibition *Fabienne Lasserre: Listeners* with curator and gallery director Dr. Katie Geha at Athenaeum, the contemporary art gallery affiliated with the Lamar Dodd School of Art at UGA. This grant funded exhibition consists of a series of painting/sculpture hybrids that combine clear vinyl spray-painted in translucent gradients of color with fabric, solidified foam, stucco, and paint. The work recalls modernist abstraction while remaining firmly contemporary in its insistence on the presence of the viewer and her body's relation to objects in space.

4 – 5:30 PM

Affinity Group Meet-Ups

Emerging Museum Professionals: Trappeze Pub, 269 North Hull Street

BIPOC Museum Professionals: See conference app or registration for location

Mid-Career Museum Professionals: See conference app or registration for location

6 – 9 PM

GAM Dinner at Georgia Museum of Art (buses depart from Graduate Athens at 5:45)

THURSDAY, JANUARY 18

8:45 AM – 4:45 PM

Registration Graduate Lobby

9 AM – 5 PM

Exhibit Hall Open Foundry Ballroom

9 – 10:15 AM: CONCURRENT SESSIONS

Preserving Yourself: Self-Care for EMPs

Galleria II

Museum work is rewarding but often comes with long hours and low paychecks. According to a recent study by Future Forum, adults under the age of 30 are more likely to report symptoms of burnout than any other age group. In this session, members of the Atlanta Emerging Museum Professionals chapter will discuss self-care and mindfulness for museum workers, how to recognize burnout, and tips for establishing work-life balance in your museum career. **Chair:** *Emily Knight, Michael C. Carlos Museum;* **Panelists:** *Allison Moore, Oak Hill & the Martha Berry Museum; Heidi Schureck, Fernbank Museum of Natural History; Hannah Amuka, High Museum of Art*

9 – 11 AM: WORKSHOPS

“Tackling” Difficult History with Historical Empathy

Galleria I

This workshop will offer museum professionals practical yet research-based strategies for teaching difficult history using historical empathy. Presenters will include a professor of history education at Kennesaw State University along with museum education professionals who interpret a wide range of difficult history topics such as war, genocide, and enslavement. The presentation will begin with an overview of the tenets of difficult history and historical empathy followed by interactive activities demonstrating how to use them. Hands-on activities included in the workshop will incorporate museum collections such as photographs, documents, and testimony. (9 – 10:30 AM, pre-registration required). **Chair:** *Andrea Miskewicz, Museum of History and Holocaust Education;* **Panelists:** *Caroline Conner, Kennesaw State University; Ashleigh Oatts, T.R.R. Cobb House*

**Creative Communities:
Emotional Healing in the Museum**

Lyndon House Arts Center Community Room

The Department of Counseling and Psychological Services and the Zuckerman Museum of Art at Kennesaw State University launched

a partnership during Covid to cultivate wellness and deliver mental health-focused programs in the museum to expand the reach of both departments. Iterations refined the offerings for students, faculty, and staff. Two successful programs, Mindful Drumming and Art4Healing® modalities, will be shared in this hands-on workshop. It will conclude with a group conversation articulating the elements of productive collaborations. Participants are invited to bring their past experiences and future dreams to the conversation. (pre-registration required). **Chair:** *Elizabeth Thomas, Zuckerman Museum of Art;* **Presenters:** *Kate Dorrough and Greg J. Stevens, both with Counseling and Psychological Services, Kennesaw State University*

A Hacker’s Guide to Leading Great Tours (off-site)

Russell Special Collections Libraries Building, 300 South Hull Street

Could your tour script use a refresh? Join Jan Hebbard, exhibition coordinator, and Jess Grant, public programming and exhibition specialist, for an introduction to a new model for crafting engaging tours for visitors, and how they have adapted this model to train student docents to lead gallery tours at the UGA Special Collections Building. The workshop will begin with an overview tour of the galleries, demonstrating tour stops and games, followed by a hands-on experience where attendees will work in teams to invent their own tour stops and games. The workshop will culminate in attendees co-leading a short tour of the galleries for visitors, employing the content they have put together! (pre-registration required). **Chair:** *Jan Hebbard, Hargrett Rare Book and Manuscript Library;* **Presenter:** *Jess Grant, Hargrett Rare Book and Manuscript Library*

10:15 – 10:45 AM

Coffee Break with Exhibitors

Foundry Ballroom

Sponsored by Donorbox

10:45 AM – Noon:
CONCURRENT SESSIONS

Discussing the Difficult

Galleria I

This roundtable will examine the different experiences participants have had at similar institutions when speaking about difficult issues with guests. While working at cultural sites we have all had the experience of talking about topics that deal with the darker aspects of our history or with modern-day political and social issues. Through these shared experiences, participants

will discuss ways they have found to speak about these topics and navigated concerns to ensure they are providing accurate interpretation. **Chair:** *Kris Allen, Michael C. Carlos Museum;* **Panelists:** *Jonathan Scott, Carter-Coile Country Doctors Museum; Mary Wilson Joseph, Historic Preservation Division, Georgia Department of Community Affairs*

**Managing EMPs: What the Next Generation of
Museum Workers Wants You to Know**

Galleria II

Today’s workplace includes the widest age range in history, and that generational gap has led to a vast array of skill sets, aspirations, and perspectives in the museum field. In this session, we will discuss shifting attitudes around career goals and professional growth in EMPs, and how these factors affect young professionals’ priorities in the workplace. Members of the Atlanta Emerging Museum Professionals who also manage EMPs will give recommendations on communicating with, giving feedback to, and nurturing the talent and ambitions of your EMP staff members. **Chair:** *Virginia Howell, Robert C. Williams Museum of Papermaking;* **Panelists:** *Allison Moore, Oak Hill & the Martha Berry Museum; Emily Knight, Michael C. Carlos Museum; Heidi Schureck, Fernbank Museum of Natural History*

Noon – 1:15 PM

Keynote Luncheon and GAM Business Meeting

Foundry Ballroom

Keynote Speaker: *Ryan Lewis, Georgia Music Exhibit Coordinator, Hargrett Rare Book and Manuscript Library, University of Georgia*

Sponsored by University of Georgia Press

1:45 – 3 PM:
CONCURRENT SESSIONS

**Finding the Right Frequency: University Public
History Programs & Museum Partnerships**

Galleria I

Panelists will share their museum training and work experiences, then offer student experiences in university public history and museum studies courses and programs that prepare them for museum careers. After a case study of the Guard House Museum and its community engagement activities, each panelist will explore examples of how museum/community partnerships are critical for our shared future. Audience discussion will follow. **Chair:** *Alice Taylor-Colbert, Humanities Consultant;* **Panelists:** *Stacey Thompson, Guard House Museum; Susan Asbury, Middle Georgia State University; Melissa DeVelvis, Augusta University*

**When Things Fall Apart: Overcoming Unexpected
Challenges at Your Museum**

Galleria II

As museum professionals, planning and strategic approaches to operations, programming, and scheduling are an important component of our professional lives. However, what happens when the best laid plans fall apart? This session will focus on a frank discussion of when things fall apart in museums based on the experiences of museum administrators, educators, and curators and how they learned to adapt, change, and overcome challenges in choppy waters. **Chair:** *Matt Davis, Historic Museums – Georgia College & State University;* **Panelists:** *Ashleigh Oatts, T.R.R. Cobb House; Rebecca Bush, Columbus Museum; Virginia Howell, Robert C. Williams Museum of Papermaking*

Grants: The Sounds of Success

Lyndon House Arts Center Community Room

You did your research and found the perfect grant opportunity. Now what? From qualification to stewardship, this session will walk you through the lifecycle of a grant. Hear from grant writers and readers on strategies to create workflows, develop impactful proposals, and stand out in the review process. We’ll discuss creative ways to build relationships with funders to leverage your next ask into an even bigger gift. Participants will leave this session with practical tips and templates to find their pitch, cut through the noise, and deliver a double-platinum proposal. **Chair:** *Marcy Breffle, Purpose Possible;* **Panelist:** *Jerald Crook, Georgia Humanities*

3:15 – 4:30 PM:
CONCURRENT SESSIONS

Debunking Fundraising Myths

Galleria I

Whether you’re new to fundraising or a veteran development officer, you’ve probably encountered what some consider “fundamental truths” of fundraising. Whether those “truths” are your own is a different story. This session will address certain myths of fundraising – misconceptions, falsehoods, or downright lies that many people consider vital knowledge when it comes to raising money. Topics include membership trends, issues related to building a fundraising budget, misinformed board members, the “right” and “wrong” ways to make an ask, and the ongoing struggle of communicating with your donors. **Chair:** *Rachel Katz, Donorly;* **Panelists:** *Allison Trice, Fernbank Museum of Natural History; Karen Mahoney, Savoy Automobile Museum*

How We Got Here: Finding Museum Jobs in Tough Economies, Right Locations, or Dream Roles

Galleria II

Entering the job market is always stressful, especially for EMPs and students looking to start their careers. Panelists will briefly discuss their paths (however straight or curvy they might have been) to their current museum roles before opening the floor for discussion with the audience. It's speed networking, without the pressure! **Chair:** *Ashleigh Oatts, T.R.R. Cobb House*; **Panelists:** *Michael Lachowski, Georgia Museum of Art; Hannah Eisla, Tellus Science Museum; Amelia Gallo, Thomasville History Center*

4:30 – 5 PM

Ice Cream Social with Exhibitors and Student Poster Session Foundry Ballroom

Conserving an Unidentified Object

Brooke Curwin, University of West Georgia

Cycles of Destruction

Benjamin Malik, Kennesaw State University

Bridging Spaces: An Ethnographic Study of Transnational African Art

'Bukunmi Bifarin, Georgia State University

Trials and Tragedy: A Comparative Analysis of Difficult History in Hungarian and Georgian Museums

Isabella Decker, Berry College

Collections Management at Waring Archaeology Lab: Revitalization of the Ninety-Six Site

Sarah Grace Rogers, University of West Georgia

Women During the Civil War: A Traveling Trunk

Adam Miller, University of Georgia

Site History for the Jimmy Carter Presidential Library and Museum Campus

Madison Cosby, Georgia State University

6 – 10 PM

Progressive Dinner (buses depart from Graduate Athens at 5:45)

6 PM Appetizers and Drinks at Russell Special Collections Libraries Building

7 PM Dinner and Drinks at Lyndon House Arts Center

8 PM GAM Auction and Drinks at The Foundry, Graduate Athens

FRIDAY, JANUARY 19

8:45 – 10:45 AM

Registration Graduate Lobby

9 – 11 AM

Exhibit Hall Open Foundry Ballroom

9 – 10:15 AM: CONCURRENT SESSIONS

The Full Athens Story Galleria I

Athens is a progressive town but cannot ignore its complicated history of slavery, Reconstruction, and segregation. Join representatives of several Athens institutions to hear what they have been doing to tell a more complete history for the public. This discussion will include grant funding resources, research struggles, collections struggles, and what other resources may exist to help institutions across the state. **Chair:** *Ashleigh Oatts, T.R.R. Cobb House*; **Panelists:** *Mary Wilson Joseph, Historic Preservation Division, Georgia Department of Community Affairs; Didi Dunphy, Lyndon House Arts Center; Caitlin Short, Historic Athens Welcome Center; Lynn Battle Green, Morton Theatre*

Can We Serve Everyone? Balancing the Needs of Stakeholders, Students, and Community

Galleria II

At UGA Special Collections – a library, archive, and museum – we serve many different audiences. Our organizational structure compels us to meet the needs of faculty and students, while simultaneously depending on funding from private donors and stakeholders. How do we ensure that we honor the interests and needs of these very different patrons? And, as a land and sea grant institution, how can we create programming that also equitably serves broader Athens and other Georgia communities? In this session, Exhibits and Events faculty and staff will reflect on current and previous programming that supports a diverse range of participants. **Chair:** *Kaylynn Washnock Stooksbury, Richard B. Russell Library for Political Research and Studies*; **Panelists:** *Jan Hebbard, Kathryn Manis, Jess Grant, all with Hargrett Rare Book and Manuscript Library*

Offbeat Fundraising

Lyndon House Arts Center Community Room

This roundtable discussion will explore strategies to keep your finances in tune with off-mission events and innovative techniques. We will open the discussion by sharing some successful fundraising events, and some not so successful, as

well as challenges and lessons learned. Participants will then share experiences from their organizations before discussing how to identify out-of-the-norm fundraising opportunities. **Chair:** *Holly Wait, National Civil War Naval Museum*; **Panelists:** *Brandon Gilland, National Civil War Naval Museum; Amelia Gallo, Thomasville History Center*

10:15 – 10:45 AM

Coffee Break with Exhibitors Foundry Ballroom

Sponsored by Donorbox

10:45 AM – Noon: CONCURRENT SESSIONS

“If I’m Hit By A Bus Tomorrow...”: Collections Continuity Planning Galleria I

Many museums experienced changes to staff and staff structure over the past 10 years, including in their collections department. Changes in staff, whether new hires or changes in positions, often result in a learning curve with institutional knowledge, especially in maintaining the continuity of the collection. This session will bring together collections professionals to discuss collections continuity planning. Attendees will be invited to bring their existing documents, documents in progress, and ideas about what should be included in a formal Collections Continuity Plan. Ideas include the history of previous numbering systems, sources for hard-to-find materials, particular legal language used in agreements and contracts, and trouble-shooting database issues. **Chair:** *Tricia Miller, Georgia Museum of Art*; **Panelists:** *Aimee Brooks, Columbus Museum; Christa McCay, Marietta History Center; Stacey Bradley, Zuckerman Museum of Art*

Directors’ Roundtable Galleria II

This session is designed for museum directors and all interested parties to come together to discuss various administrative challenges facing the field today. Topics will include issues related to governance, fundraising, staffing, diversity, and the relevance of museums in an ever-changing society. A panel of seasoned museum directors will provide candor and lessons learned about how they have “met the moment” to lead their spaces at this time. **Chair:** *Matt Davis, Historic Museums – Georgia College & State University*; **Panelists:** *Virginia Howell, Amy Reed, Marietta History Center, Robert C. Williams Museum of Papermaking; Melissa Swindell, Georgia Writers Museum*

Georgia Museum Educators Roundtable Lyndon House Arts Center Community Room

The Georgia Museum Educators group is a peer network of museum professionals from across the state that supports and encourages growth in education best practice. The group offers professional development, discourse, resource sharing, and practical know-how for education professionals at all career levels. Join us in sharing our triumphs and experiences in the field as we discuss volunteer management and recruitment! **Chair:** *Amelia Gallo, Thomasville History Center*; **Panelist:** *Callan Steinmann, Georgia Museum of Art*

Noon – 1:30 PM

GAM Awards Luncheon Foundry Ballroom

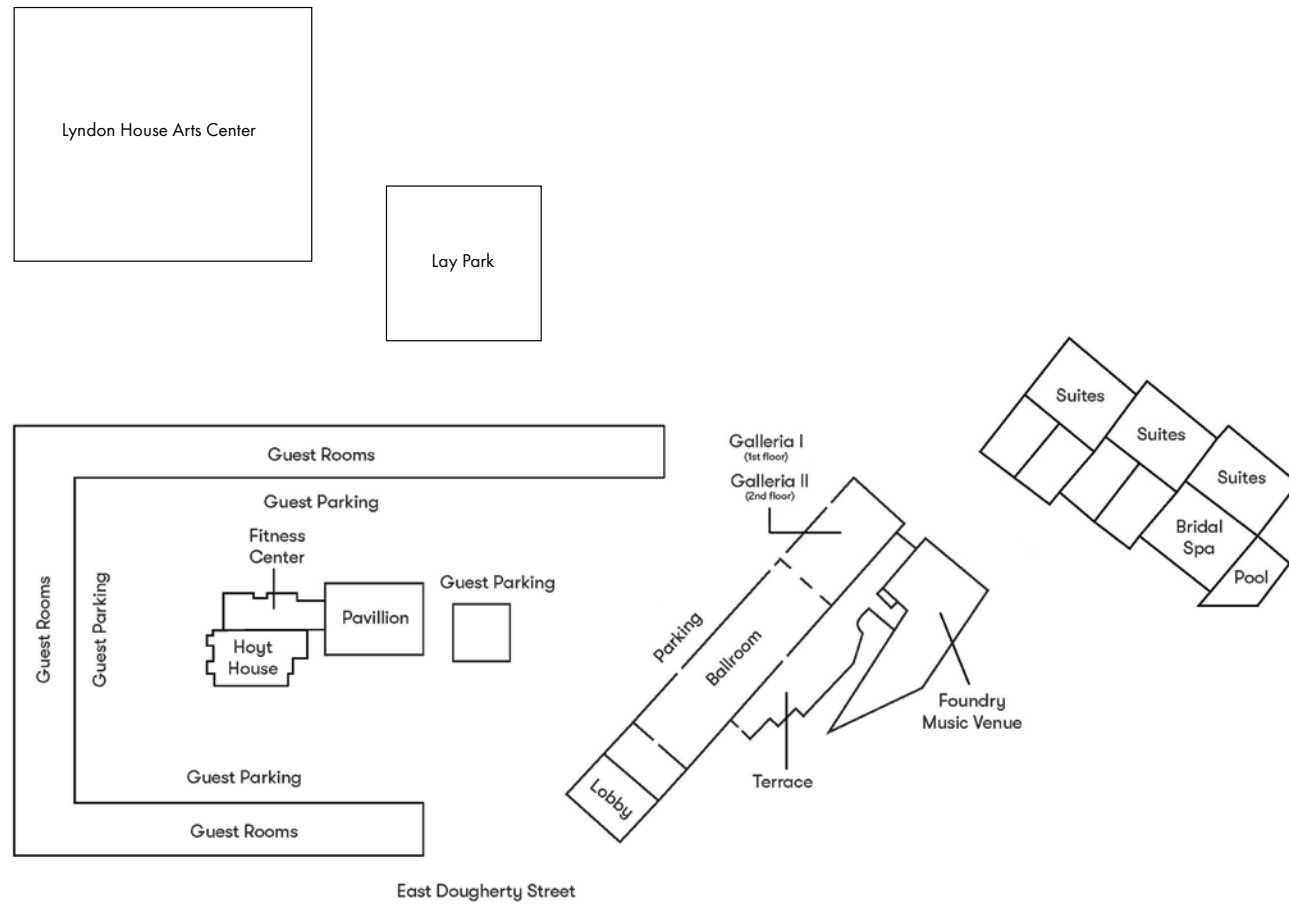
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1:30 – 2 PM

GAM Board Meeting Foundry Ballroom

A special thanks to the T.R.R. Cobb House Museum with the Watson-Brown Foundation for sponsoring conference transportation.

Graduate Athens Hotel Map



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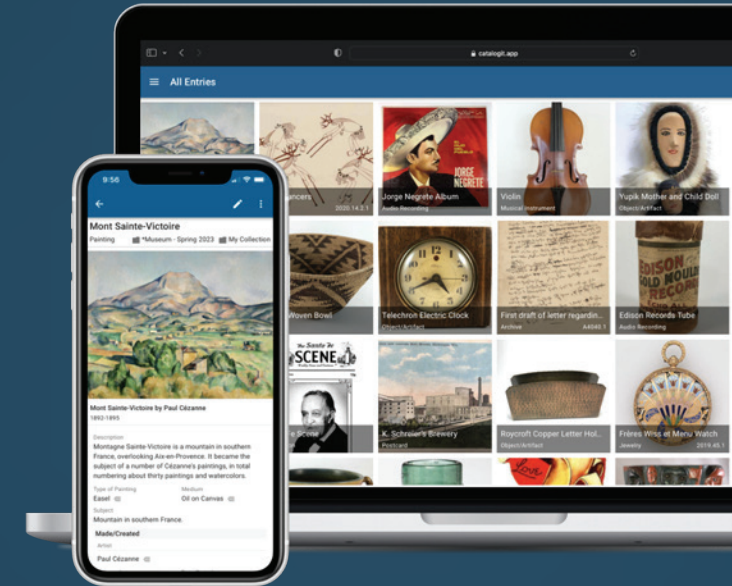
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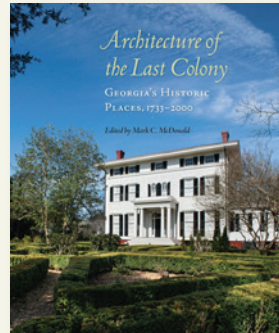
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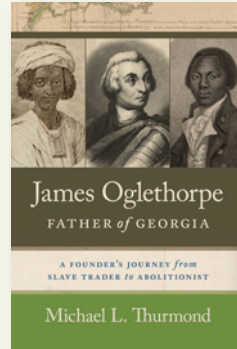
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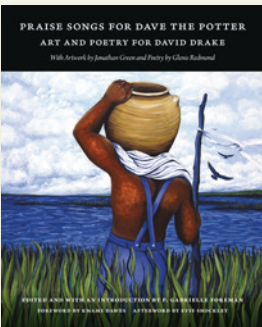
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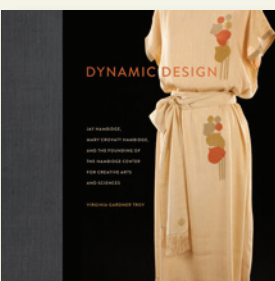
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