From our everyday work of counting objects, records, personnel, and visitors to our larger role within our communities, the cultural landscape, and the non-profit world - Museums Count. In honor of this year’s theme, we are pleased to welcome internationally recognized and respected museum thinker Dr. John H. Falk as our keynote speaker.

Dr. Falk is known for his expertise on free-choice learning; the learning that occurs in settings like science centers, museums, parks, and on the Internet. Dr. Falk has authored over one hundred fifty scholarly articles and chapters in the areas of learning, biology and education, more than a dozen books, and helped to create several nationally important out-of-school educational curricula. Recent books include: The Museum Experience Revisited (2012, with Lynn Dierking); Identity and the Museum Visitor Experience (2009); Free-Choice Learning and the Environment (2009, with Joe Heimlich and Susan Foutz); Exemplary Science Programs: Informal Science Education (2007, with Robert Yager); In Principle, In Practice: Museums as Learning Institutions (2007, with Lynn Dierking and Susan Foutz); Thriving in the Knowledge Age: New Business Models For Museums and Other Cultural Institutions (2006, with Beverly Sheppard); Lessons Without Limit: How Free-Choice Learning is Transforming Education (2002, with Lynn Dierking); and Free-Choice Science Education: How People Learn Outside of School (2001).

He is currently Sea Grant Professor of Free-Choice Learning at Oregon State University and Director of the OSU Center for Research in Lifelong STEM Learning. Along with colleagues, Falk has created the first doctoral and masters program in the world in the areas of science and mathematics free-choice learning. Before joining the faculty at Oregon State University, he founded and directed the Institute for Learning Innovation where for twenty years he oversaw more than 200 consulting projects across a wide range of free-choice learning institutions. He also worked as an early child science educator at the University of Maryland and spent fourteen years at the Smithsonian Institution where he held a number of senior positions. Falk received a joint doctorate in Biology and Education from the University of California at Berkeley. He also earned MA and BA degrees in Zoology and a secondary teaching credential in Biology and Chemistry from the same institution. In 2006, Dr. Falk and Dr. Lynn Dierking were recognized by the American Alliance of Museums as one of the 100 most influential museum professionals of the past 100 years. In 2010 he was further recognized by the American Alliance of Museum’s Education Committee with the John Cotton Dana Award for Leadership.

During his keynote, Dr. Falk will discuss his efforts to answer four fundamental questions: Why do people visit museums? What do visitors do once inside the museum? What meanings do visitors make from their visit?, and What, if any, is the relationship between these first three questions?
### THURSDAY, April 25

<table>
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<tr>
<th>Time</th>
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| 8:00 - 10:00 | CWAM Board Meeting, TGH  
|          | SRMA Board Meeting, TGH                                              |
| 9:00 - 1:15  | Attendee Registration, CCGH                                          |
| 9:00 - 1:00  | Vendor Marketplace Registration/and Set-Up (Vendors Only), AMC       |
| 10:30 - 1:15 | Keynote and CWAM/SRMA Business Lunches, CCGH                        |
| 1:30 - 4:00  | Registration, AMC                                                    |
| 1:30 - 5:00  | Vendor Marketplace, AMC                                              |

**Workshop Sessions**
- Basic Survey Design for Program Evaluation
- The Exhibit Space: Practical Considerations While Getting Your Hands Dirty

**Concurrent Sessions**
- Practical Applications for the Falk Visitor Identity Model
- Shark Attack: Directed Destruction at the Loveland Museum

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**Workshop Session**
- Train the Trainer: Oral History Instruction for Community Projects
- Diving into Identity-Related Visitor Motivations

**Concurrent Sessions**
- Know your Audience: How evaluation can improve the visitor experience
- Disseminating Summit County History: A Collaborative Effort
- Everything you Always Wanted to Know About a Fine Art Insurance Claim but were Afraid to Ask

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**Concurrent Sessions**
- Volunteer Management: We Are All in the Same Boat, Let’s Paddle Together
- Taking the Scary Out of Thinking About Becoming Accredited
- Not all History is Happy: How Do Museums Explore Difficult to Tell Stories for School and Family Audiences

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<td>Noon - 1:30</td>
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**Workshop Sessions**  
- What’s So Great about Logic Models, and How Can I Make One?  
1:45 - 5:00  
- Collection Guardianship: Preservation Policy Development  
- Organizing Community Oral History Projects

**Concurrent Sessions**  
- Serving Latino Audiences: Si, se puede  
- Connecting communities to collections: An in-depth look at the role of archives and libraries in museums  
- Creating a Dynamic Historic House Museum Using Changing Exhibits, Programming and Collections  
1:45 - 3:15

**Concurrent Sessions**  
- Image Licensing and Copyright in Museums and Libraries: Current Practices  
- How to do Collaborative Research with Tribes: Opportunities for Museum and Students  
- Museum Blend: personalized learning brewed by curiosity  
3:30 - 5:00  
- Creating a Dynamic Historic House Museum Using Changing Exhibits, Programming and Collections  
- Image Licensing and Copyright in Museums and Libraries: Current Practices  
- How to do Collaborative Research with Tribes: Opportunities for Museum and Students  
- Museum Blend: personalized learning brewed by curiosity

**Concurrent Sessions**  
- Still Relevant  
- Internships and Projects: Museum Studies Partnerships with Museums  
- Google Earth as Access Point for Aerial Photo Collections and Local History  
- Help Wanted: In Search of the Right Evaluator  
9:00 - 10:30

**Thought Café**  
- Amache: A Model for Museum Collaboration  
- How to Re-energize Your Volunteer Program and Mobilize a Community  
- Found Savings: The Value of Energy Star for Museums  
- Making Orphan Objects Count: Creating a Useful Education Collection  
- Mapping Your Objects and Stories  
- Google Fu: Proper Internet Search Engine techniques for supplementing existing research relating to objects and people in a museum setting  
**10:45 - noon**

**10:30 - 10:45 Refreshment Break, AMC**  

**SATURDAY, April 27**

**7:00 - 8:45 CWAM New/Old Board Breakfast Meeting, TGH**

**7:30 - Noon Registration, AMC**

**8:00 - 1:30 Vendor Marketplace, AMC**

**Concurrent Sessions**  
- Still Relevant  
- Internships and Projects: Museum Studies Partnerships with Museums  
- Google Earth as Access Point for Aerial Photo Collections and Local History  
- Help Wanted: In Search of the Right Evaluator

**10:45 – noon**

**10:00 - 10:15**

**10:30 - 10:45 Refreshment Break, AMC**

**10:45 – noon**

**Thought Café**  
- Amache: A Model for Museum Collaboration  
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- Found Savings: The Value of Energy Star for Museums  
- Making Orphan Objects Count: Creating a Useful Education Collection  
- Mapping Your Objects and Stories  
- Google Fu: Proper Internet Search Engine techniques for supplementing existing research relating to objects and people in a museum setting  
- The Impacts of Performative, Experimental and Participatory Programming on Visitor Experiences at the Museum of Contemporary Art Denver  
- Before, During, and After: What Every Museum Educator Should Know About Creating and Leading Accessible Programming  
- Language and Museums: Supporting Endangered Languages through Collaborative Programming  
- The Voice Preserve Model: A Multidisciplinary Collaboration  
- Small Museums Can Handle Mammoth Undertakings  
- Leeds Social Impact Consultants  
- University Museums as Places for Intercultural Dialogue  
- Overcoming Roadblocks to Success

**Noon - 1:30 Lunch – On Your Own**

**Concurrent Sessions**  
- Museum Fellowship: Uniting and Expanding to Regional Audiences  
- Every Voice Counts: Making Oral History Prevalent and Pertinent (Through Metadata)  
- Technology Trends Affecting Museums: What Everyone Ought to Click Into  
- Moving the Mountain Twice While Remaining Accountable: Packing and Moving the History Colorado Collections – Twice  
1:30 - 3:00

**3:00 - 6:00 Ice Cream Social, CCHP**

**SUNDAY, April 28**

**Post-Conference Tour**  
- From Buffalo Bill to Buffalo Springfield: The Lariat Loop Driving Tour

**ANNUAL MEETING EVENT LOCATIONS**

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
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| AMC      | American Mountaineering Center  
710 10th Street, Golden, CO |
| CCGH     | Calvary Church Great Hall  
1320 Arapahoe Street, Golden, CO |
| FAC      | Foothills Art Center  
809 15th Street, Golden, CO |
| GHC      | Golden History Center  
923 10th Street, Golden, CO |
| TGH      | The Golden Hotel  
800 11th Street, Golden, CO |
THURSDAY, April 25

CWAM Board Meeting
8:00 - 10:00, TGH

SRMA Board Meeting
8:00 - 10:00, TGH

Attendee Registration
9:00 - 1:15, CCGH

Vendor Marketplace Registration and Set-Up
9:00 - 1:00, AMC – Conference A

Keynote and CWAM/SRMA Business Lunches
10:30 - 1:15, CCGH

Keynote sponsored in part by The Greenwood Fund

Join the CWAM and SRMA boards for their annual membership meetings. You’ll discover what both organizations have been up to and what is planned for the upcoming year. We are pleased to announce that Dr. Ford Bell, President and CEO of the American Alliance of Museums, will join us to continue our exploration of how Museums Count. During his plenary remarks, Dr. Bell will elaborate on AAM’s mission of nurturing excellence in museums through advocacy and service.

Registration
1:30 - 4:00, AMC

Vendor Marketplace
1:30 - 5:00, AMC – Conference A & B

Workshop Sessions
1:45 - 5:00

Basic Survey Design for Program Evaluation
Location: AMC – Baker Classroom

Presenter: Rachel Asquith, Audience Research Consultant; Rebecca Coon, Loris Consulting & Technologies; Irina Fartushuikova, Denver Museum of Nature Science; Karen Malone, University of Colorado Museum of Natural History

This workshop will be aimed at helping program facilitators enhance the value of their participant feedback by improving how they design, distribute, and analyze post-program questionnaires. This workshop is targeted toward educators and other program developers with little or no technical background in program evaluation, but who wish to better measure visitor satisfaction with program offerings. Topics and activities will include survey design, sampling procedures, survey administration, and simple analysis. This workshop aims to help participants to better formulate questionnaire items, to increase response rates, and to obtain more representative samples. In addition, participants will engage in simple methods to analyze and represent frequency data with available software. A laptop computer is strongly encouraged but not required.

The Exhibit Space: Practical Considerations While Getting Your Hands Dirty
Location: AMC – Conference C

Presenters: Lisa Fujita, Nicolaysen Art Museum; Valerie Innella, Ph.D., CWAM Academic Liaison and Museum Studies Professor at Casper College

Workshop sponsored by Ryan Fine Art Service

The objective of this session is to share practical knowledge and skills in exhibition installation and de-installation, preservation and conservation, inclusive of topics such as applying vinyl lettering and signage considerations, an understanding of basic gallery tools, and general maintenance. Attendees should gain understanding of current preservation and conservation ideals as well as experience handling tools and other exhibit elements. We will use both a PowerPoint presentation on topics such as signage size and scale, for example and then provide actual signage to apply to support surfaces. Put on an apron, we’re about to get our hands dirty.

Concurrent Sessions
1:45 - 3:15, locations listed separately for each session

Practical Applications for the Falk Visitor Identity Model
Location: AMC – Conference D

Presenters: Amber Christopher, Denver Zoo; Patrick Phelan, Director of Marketing; Emily Insalaco, Curator for Behavioral Husbandry; Jessica Holmes, Corporate and Events Coordinator

In 2010 Denver Zoo worked with the Denver Evaluation Network to implement a network wide study using John Falk’s Visitor Identity Model. Denver Zoo expanded the study to include additional days and has been able to utilize the analyzed data in a variety of applications. Denver Zoo staff will look at several different practical applications including: Staff Training, Animal Programs, Marketing and Branding, and Visitor Itineraries. These applications will demonstrate how the typology has changed the way in which zoo staff and board members view what motivates people to visit the best avenues to engage our audiences.

Shark Attack: Directed Destruction at the Loveland Museum
Location: AMC – Foss Auditorium

Presenter: Maureen Corey, Loveland Museum and Gallery

In 2011, Loveland Museum mounted an exhibition called The Legend of Bud Shark and His Indelible Ink, a group exhibition of prints done in collaboration with Master
Printer Bud Shark. This exhibition contained prints by the artist Enrique Chagoya which contained imagery that some in the community found offensive, which led to protests. The culmination was the violent destruction of the art by a protestor, followed by active participation of some community members to reach out to the artist and help guide Loveland toward reconciliation. This panel discussion will address the timeline of events, handling of the media, impact upon staff and volunteers, and changes within the museum regarding emergency policy, future loans and censorship issues. This session will also explore the unique way in which the larger community, in coordination with Chagoya, sought to move toward the free exchange of ideas through artistic expression and mutual understanding, and the challenges that still exist.

**Refreshment Break**
3:15 - 3:30, AMC

**Concurrent Sessions**
3:30 - 5:00, locations listed separately for each session

**Saving Ourselves: Disaster Preparedness in the Climate Change Era**
**Location:** AMC – Conference D

**Presenters:** Rebecca Hunt, University of Colorado, Denver; Dana Echohawk, Center of Colorado and the West, Connecting to Collections Coordinator; Leigh Grinstead, Projects Coordinator, Lyrasis

The 2012 fire season, as well as unsettled weather in other parts of the country, has reminded us that part of our duty as custodians of museum resources is preparing for disasters. This session will acquaint the audience with the current state of preparedness planning, will describe some recent efforts and will help develop linkages that can help save you collections and structures in times of crisis. The speakers represent the new IMLS Connecting to Collections initiative that provided training in collections preservation and disaster preparedness efforts and the Colorado Cultural Heritage Disaster Preparedness Taskforce.

**Engaging Families, One Experience At a Time**
**Location:** AMC – Foss Auditorium

**Presenters:** J J Rutherford, History Colorado Center; Sarah Brenkert, Denver Children’s Museum; Heather Nielsan, Denver Art Museum

What does family learning in a museum look like? How can we be intentional about welcoming families, designing experiences for them, and anticipating their needs? How does our distinctive (and sometimes challenging) content inspire unique experiences for families at our different institutions? Join Sarah Brenkert, Director of Education at the Children’s Museum, Heather Nielsen, Head of Community and Family Programs at the Denver Art Museum, and JJ Rutherford, Director of Education at History Colorado, to learn more about the challenges and success of engaging families at three of Denver’s museums.

**Evening Progressive Reception**
6:00 - 9:00, Begin at Foothills Art Center, 809 15th Street

During the Thursday evening Progressive Reception, participants will explore five downtown Golden museums. Start your evening by viewing the exclusive Edgar Degas: The Private Impressionist exhibition at Foothills Art Center and enjoy inspired appetizers, martinis and wine. At 6:30 p.m., participants will break into smaller groups to explore the Rocky Mountain Quilt Museum, The Astor House, and the Colorado School of Mines Geology Museum–each of which will present exhibitions and unique menu options. The evening will culminate with desserts at the Golden History Center beginning at 8 p.m.

**FRIDAY, April 26**

**Registration**
7:00 - 4:00, AMC

**First-Time Attendee Breakfast**
7:00 - 8:45, TGH

**Vendor Marketplace**
8:30 - 5:00, AMC – Conference A & B

**Workshop Session**
9:00 - noon

**Train the Trainer: Oral History Instruction for Community Projects**
**Location:** AMC – Baker Classroom

**Presenter:** Mary Larson, Oklahoma State University

Sponsored by the SRMA Oral History Task Force

This workshop is geared to people who already have some oral history experience but need to know how to effectively train staff members or volunteers for projects. Participants will receive materials that they can use in training packets, and they will go through a short version of an oral history workshop, with ideas for interactive exercises and lessons. (Please note that this workshop will focus on collecting oral histories rather than on post-interview activities such as transcription or editing.) [This workshop covers different ground than “Organizing Community Oral History Projects” does, but the two workshops taken together provide complementary coverage.]
Diving into Identity-Related Visitor Motivations  
Location: AMC – GHC  
Presenter: Dr. John H. Falk  
Workshop sponsored in part by The Greenwood Fund  
A hands-on and minds-on tutorial that will enable participants to: 1) learn more about the theory behind Falk’s identity-related visitor motivations; 2) find out how to simply and reliably collect identity-related visitor motivation data from visitors; and 3) begin the process of thinking through how knowing more about their visitors’ identity-related visit motivations could be used to enhance their museum’s visitor experience.

Concurrent Sessions  
9:00 - 10:30, locations listed separately for each session  
Know your Audience: How evaluation can improve the visitor experience  
Location: AMC – Foss Auditorium  
Presenters: Andréa Giron, Denver Museum of Nature & Science; Dave Blumenstock and Elizabeth Leenhouts, Denver Museum of Nature & Science  
This session will focus on how institutions can use evaluation findings to better inform their programs and exhibit facilitation to enhance the visitor experience. First a case study of the volunteer facilitated Science on a Sphere will be presented in which presenters will share evaluation methods as well as how train volunteers in exhibit facilitation methods. Presenters will focus on the training, technique, and testing of effective volunteer facilitation methods that have been proven most effective for a positive visitor experience. Secondly, presenters will provide a case study of the Urban Advantage program which is innovative partnership program that provides collaboration between informal and formal education. This program makes extensive use of real time evaluation and research to inform the program’s infrastructure; thereby improving program efficacy, increasing our knowledge about our audience and how this information provides useful feedback to the institution and our partners. The case studies to be presented are housed at the Denver Museum of Nature & Science, but will provide applicable tools for any exhibit or program.

Disseminating Summit County History: A Collaborative Effort  
Location: AMC – Conference C  
Presenter: Julie Carmen, Summit Historical Society  
Founded in 1966, the Summit Historical Society currently has its headquarters in the Dillon Schoolhouse Museum, Dillon, Colorado. The Society’s many archival holdings are housed in an adjacent annex, a hub of activity as busy as the museum itself. To better serve the Society’s members, community residents, and an inquiring public, the Society’s archivists initiated a cataloging project in 2008. Working with the Summit County Library, who agreed to maintain and house the Society’s cataloged records, the Society, in turn, began to systematically catalog its vast holdings. Since then approximately 3000 items have been accessioned, re-housed, and cataloged with descriptions, locations and historical information about Summit County and surrounding areas. This presentation will review the on-going project and, in the process, also account for archival volunteer endeavors, Society tours and programs, as well as fund-raising events and relationships developed.

Everything you Always Wanted to Know About a Fine Art Insurance Claim but were Afraid to Ask  
Location: AMC – Conference D  
Presenters: Laura Condon, Willis Fine Art, Jewelry and Specie; Camilla Van Vooren, The Western Center for the Conservation of Fine Arts (WCCFA); Anita Heriot, President, Pall Mall Art Advisors; Shirley Ann King, Claims Adjuster, Travelers Insurance Company  
Laura Condon with Willis Fine Art Jewelry and Specie will interview a Fine Art Claims Adjuster, an appraiser and a conservator about their respective roles in a fine art insurance claim. Please come prepared with questions for each of the experts – this is your chance to ask any questions regarding the claims process.

Refreshment Break  
10:30 - 10:45, AMC  
Refreshment Break sponsored by Terry Dowd, Inc.

Concurrent Sessions  
10:45 - noon, locations listed separately for each session  
Volunteer Management: We Are All in the Same Boat, Let’s Paddle Together  
Location: AMC – Conference C  
Presenters: Betsy Martinson, Buffalo Bill Museum & Grave; Jeffrey Yeager, Lakewood Heritage Center; Ericka Fleming, Denver Botanic Gardens; Laura Hiniker, Four Mile Historic Park  
Managing volunteers is rewarding and challenging, shifting from friend to supervisor, mentor to mediator in the blink of an eye. This can be daunting and there should be little surprise that today’s volunteer managers often feel set adrift. The peer network available within CWAM can offer advice and affirmation. Listen to some of metro-Denver’s leading Volunteer Managers discuss their experiences and impressions about today’s more challenging volunteer concerns. You will discover that you are not alone. This opportunity to meet and learn from members in your own peer community sets the groundwork for greater communication and collaboration between CWAM’s Volunteer Managers.

Taking the Scary Out of Thinking About Becoming Accredited  
Location: AMC – Conference D  
Presenter: Maggie Mazzullo, CU Art Museum  
AAM Accreditation can provide many benefits but it is also a long and arduous process. This session will be an overview of the positive reasons for spending lots of time, money and energy to reach this higher standard. What are the potential costs, what are the criteria and how do you even start thinking about if this process is right for your institution? Luckily, AAM provides resources to get you
26 FRIDAY cont.

started. We’ll be taking a look at these and discussing steps on the path to Accreditation.

Not all History is Happy: How Do Museums Explore Difficult to Tell Stories for School and Family Audiences

Location: AMC – Foss Auditorium

Presenters: Alison Salutz, History Colorado Center; April Legg, History Colorado Center

As the two staff members responsible for school and family programs we struggled with how to address topics in the History Colorado Center exhibits that were difficult for school and family audiences. Japanese Internment, Segregation, and the Sand Creek Massacre proved challenging to present in an appropriate way. To address each of these topics for school groups and families we used different story telling techniques, prototyping and evaluation to determine the best approach. The result of this process led to each topic having a unique program that uses a different strategy to highlight different parts of these often complicated stories. In this session we wanted to share our experiences, our successes and failures, and create an open forum to discuss how other museums are tackling these difficult issues within their institutions. Each institution invariably has difficult parts of this story to tell, and we want to create an atmosphere of positive brainstorming as to how we can use our collective knowledge to build bridges of understanding for all audiences, including those visiting museums in school or family groups.

Lunch – On Your Own
Noon - 1:30

Workshop Sessions
1:45 - 5:00

What’s So Great about Logic Models, and How Can I Make One?

Location: GHC

Presenters: Maggie Miller, Maggie Miller Consulting; Sarah Brenkert, The Children’s Museum of Denver; Rachel Murray, Denver Botanic Gardens

Logic models can be powerful tools for planning activities, clarifying goals, working together as a team, and communicating to others. They also give you a great foundation for evaluating a program, event, exhibit, etc. This workshop will feature practical information and hands-on exercises, and you will leave knowing: A brief history of logic models; The benefits of logic models; The anatomy of a logic model; The rules for making logic models; The steps of making a logic model; Different ways that logic models can look. You’ll also have the chance to get a start on making your own logic model! Whether you’re a logic model newcomer or a veteran, and whether you’re a fan or a skeptic, we think you’ll leave the workshop thinking that this tool can be useful in your work and – dare we say – fun to create.

Collection Guardianship: Preservation Policy Development

Location: GHC

Presenters: Leigh Grinstead, Digital Services Consultant, LYRASIS; Tom Clareson, Senior Consultant for Digital & Preservation Services, LYRASIS; Dana EchoHawk, Managing Director, Center for Colorado & the West at Auraria Library

As an outgrowth of a 2009 CWAM pre-conference workshop, this workshop will build on a sustaining culture of preservation by offering training for traditional and digital preservation policy development. The training is open to organizations of all sizes and professionals at all levels interested in preservation of collections. Whether you are counting and inventorying your collection for the first time, or expanding the number of digital items your organization holds, this session will assist you in policy development.

Organizing Community Oral History Projects

Location: AMC – Baker Classroom

Presenter: Mary Larson, Oklahoma State University

Sponsored by the SRMA Oral History Task Force

The goal of this workshop is to help institutions (museums, archives, libraries, historical societies, etc.) plan and implement community oral history projects. The training will include such topics as the importance of advisory boards, how to choose a project topic, how to find prospective interviewees, and how to assess what you want your final products to be (archival collection, book, website, theater piece, audio tour, etc.). In addition, we will discuss how to work with volunteers, how to decide what can be done by volunteers versus paid staff, various ways of making oral history collections available to the
public, and how to approach grant proposals. At the end of the day, participants should have a better understanding of what considerations are involved when undertaking community-based oral history projects. [This workshop covers different ground than “Train the Trainer: Oral History Instruction for Community Projects” does, but the two workshops taken together provide complementary coverage.]

Concurrent Sessions
1:45 - 3:15, locations listed separately for each session

Serving Latino Audiences: Si, se puede
Location: AMC – Conference C
Presenter: Andréa Giron, Denver Museum of Nature & Science; Madalena Salazar, Denver Art Museum

Latino audiences in museums, cultural centers and historic sites remain a bit of a mystery to most museum professionals. This session will not solve all of your problems, but will help to shed light on Latino family dynamics, and leisure activities as well as take a critical look at where museums, cultural centers and historical sites are succeeding and where we are failing these audiences. Using visitor demographic data from the Denver Museum of Nature & Science participants will have a real-time look at where Museums are now, and then will be provided with research based information on what it means to operate in the Latino Context. It is my hope that by the end of this session participants will understand the changing demographics of the region relating to Latinos, have a better understanding of Latino visitor/family dynamics, and be able to identify their strengths and weaknesses in serving Latinos, and articulate actionable items to better serve this population.

Connecting communities to collections: An in-depth look at the role of archives and libraries in museums
Location: AMC – Foss Auditorium
Presenters: Caroline Blackburn, City of Greeley Museums; Jen Dibbern, Sarah Gilmor, Laura Ruttum Senturia, Stephen H. Hart Library and Research Center

Libraries and archives in museums, no matter how big or small they may be, matter. They are the repositories for not only institutional memory, but also for information related to artists, museum collections, exhibits, and much more. Museum libraries and archives act as a portal to information that reaches beyond the gallery space, expanding exhibits beyond four walls. While museum curators must make choices about what to include or exclude in collections, the library and/or archive acts as a vehicle, connecting visitors and larger museum communities to in-depth knowledge through manuscript collections, books, maps, photographs, institutional history, and in some cases, access to 3-D museum objects (gasp!). During this session we will be looking at the role libraries and archives play within museums and how they further reiterate that MUSEUMS COUNT!

Creating a Dynamic Historic House Museum Using Changing Exhibits, Programming and Collections
Location: AMC – Conference D
Presenters: Darcie Martin, Andrea Malcomb, Nicole Roush, Molly Brown House Museum; Ashley Rogers, Byers-Evans House Museum; Paul Reimer, Four Mile Historic Park

Using rotating exhibits is a great way for a small historic house museum to counteract the perception that it never changes. This session provides helpful strategies and insights on how to best incorporate collections, exhibits and educational programming without being intrusive to your historic house museum. Changing exhibits allows you to highlight your collection in fresh new ways and introduce relevant programming so your visitors will keep coming back for more.

Refreshment Break
3:15 - 3:30, AMC

Concurrent Sessions
3:30 - 5:00, locations listed separately for each session

Image Licensing and Copyright in Museums and Libraries: Current Practices
Location: AMC – Foss Auditorium
Presenters: Sarah Cucinella-McDaniel, Denver Art Museum; Fay Bisbee, University of Wyoming Art Museum; James Rogers, Denver Public Library

As museums and libraries create digital images to represent their collections questions arise over legal issues and the nuts and bolts of image licensing. From a staff of one to a staff of hundreds, this session will provide tools and resources for creating and managing a rights
and reproductions program. Presenters, from small to large museums, will discuss how their institutions handle copyright research and image requests. Additionally, they will share their experiences with special initiatives such as integrating their rights and reproductions programs into their institutions’ website and creating policies and procedures to guide their staff.

How to do Collaborative Research with Tribes: Opportunities for Museum and Students
Location: AMC – Conference C

Presenters: Jennifer Shannon, University of Colorado Museum of Natural History; Stephanie Skiles, Registrar, University of Colorado Museum of Natural History; Evan Hawkins, Willi Lempert, Kendall Tallmadge, Anthropology Graduate Students, University of Colorado-Boulder

Based on several collections-based research projects we have been conducting with Native American tribes at the University of Colorado Museum of Natural History, presenters will discuss different models of collaboration with communities regarding collections research and exhibit making. Presenters will detail a recent collaborative project with the Mandan Hidatsa Arikara Nation in North Dakota. Roundtable participants who are working on this project include graduate students, a registrar and a curator—each will discuss their roles and reflections on the collaborative process and outcomes. A group discussion will be facilitated in which session audience members will be encouraged to discuss their own collaborative work to contribute to a broader discussion of best practice, creative solutions, and lessons learned. While partners in our research include students and Native American tribes, the models and lessons are also applicable to volunteers/interns and any museum constituency with whom staff wish to conduct research or outreach.

Museum Blend: personalized learning brewed by curiosity
Location: AMC – Conference D

Presenters: Gianna Sullivan, Denver Museum of Nature & Science; Mark Widdifield, Denver Museum of Nature & Science

What exactly is blended learning? In this session, we’ll show you how the Denver Museum of Nature & Science is making efforts to answer this question from an informal education perspective. Our unique blend of face-to-face and online programming allows us to bring the Museum to both teachers and students through memorable and meaningful experiences that strengthen learning. Find out more about our ideas through some of our program offerings. We’ll also give you a fun, first-hand look by facilitating an activity that merges art, science, and interactive components of online and face-to-face learning that are out of this world!

The festivities open with the annual Birds of a Feather Cocktail Hour and Silent Auction. Proceeds from the silent and live auctions support the CWAM scholarship program, so give generously! Dinner will be followed by the live auction.

SATURDAY, April 27

CWAM New/Old Board Breakfast Meeting
7:00 - 8:45, TGH

Registration
7:30 - 3:00, AMC

Vendor Marketplace
8:00 - 1:30, AMC – Conference A & B

Concurrent Sessions
9:00 - 10:30, locations listed separately for each session

Still Relevant
Location: AMC – Baker Classroom

Presenters: Bailey Harberg, Clyfford Still Museum; Victoria Eastburn, Clyfford Still Museum; Irene Weygandt, Clyfford Still Museum

Launching a single-artist museum about a little known artist presents many challenges such as introducing the artist/museum to the community, initiating visitation, inciting curiosity, and encouraging repeat involvement with a single-artist permanent collection. Presenters will share their approaches to these obstacles by examining relevance, accessibility, and sustainability as they relate to museum marketing, education, and collections. Join us for a discussion about ways these questions drive museum initiatives in various types of institutions.

Internships and Projects: Museum Studies Partnerships with Museums
Location: GHC

Presenters: Valerie Innella, Casper College; Lisa Fujita, The Nicolaysen Art Museum; Taylor Herbst, Casper College and the Bishop House Museum; Sarah Hudson, Casper College

This session will feature presentations by both Museum Studies students and museum staff that review various types of partnerships between institutions of higher
education and museums for internships and special exhibitions. The first speaker will review a class project that allowed the participants to curate an exhibition at the National Historic Trails Interpretive Center this past fall; the second speaker will discuss her experience as the first intern ever at the Historic Bishop House and the considerations for new practices; and the third presentation will speak to his own experiences as an intern and the transition to intern supervisor at the Wyoming Veterans’ Museum as well as the projects that were completed by interns at the institution. This session will encourage discussion on recent trends, how museum staff and students can reflect on their experiences and assess the educational program for future partnerships as well as provide insight on how to begin this type of endeavor.

**Google Earth as Access Point for Aerial Photo Collections and Local History**

*Location: AMC – Foss Auditorium*

*Presenters:* Adam Speirs, Douglas County History Research Center; Shaun Boyd, Douglas County History Research Center, Douglas County Libraries

Douglas County History Research Center (DCHRC), Douglas County Libraries, describes working with USGS and Google to provide access to historical aerial photographs, from 1937 and 1955, of Douglas County in Google Earth. DCHRC has also worked with Douglas County Community Planning and Sustainable Development to produce the Douglas County Historic Resources Map KML overlay for Google Earth, which provides points of historical interest for patrons and the general public. These tools and collaborations provide a resource to the public which inspires exploration, and generates interest and excitement in local history.

**Help Wanted: In Search of the Right Evaluator**

*Location: GHC*

*Presenters:* Kathleen Tinworth, Expose Your Museum; Beth Kaminsky, History Colorado Center; Heather Neilsen, Denver Art Museum; Nathan Richie, Golden History Museums

Whether you are eager to learn more about existing or potential audiences, prototype an exhibit, or apply for grant or foundation funding, you may find yourself seeking the help of an evaluator. How do you know whom to choose? What qualities should you look for to best meet your needs? Can you afford it? What questions should you ask? Join a diverse panel of museum practitioners in a discussion about finding the right evaluation fit.

**Refreshment Break**

10:30 - 10:45, AMC

Refreshment Break sponsored by The Society of Rocky Mountain Archivists

**Thought Café**

10:45 - noon, AMC – Conference C & D

**Amache: A Model for Museum Collaboration**

*Presenters:* Anne Amati, University of Denver; Natalie Ruhe, University of Denver Department of Anthropology, Amache Field School

The Granada War Relocation Center, also known as Amache, is a WWII Japanese American internment camp in southeastern Colorado. Multiple stakeholders are involved in the preservation and interpretation of the site, led by the Amache Preservation Society (APS), a group of high school students under the guidance of Granada High School teacher John Hopper. University of Denver Department of Anthropology leads an archeology field school at Amache every other year, in collaboration with the APS, Granada residents, former internees and their families. Undergraduate and graduate students from around the country conduct archeological research in the field as well as collections, archives and interpretation projects at the Amache Preservation Society Museum. A model for museum collaboration, these multi-generational and cross-cultural stakeholders are keeping this important national and local history alive.

**How to Re-energize Your Volunteer Program and Mobilize a Community**

*Presenter:* Ali Ayres, Douglas County Libraries

A stagnant volunteer program leads to stagnant results. This Thought Cafe aims to motivate staff to breathe new life into your volunteer programs, creating dynamic results. Volunteers have potential to serve in many roles, as long as we give them the tools. Volunteers are: crucial support for staff and operations, spokespeople for our organizations, champions for our cause, sources of information about programs and events, and often financial supporters. By making your volunteers count and identifying new areas in your organization that benefit from a volunteer’s care, your strategic goals and initiatives become more meaningful to the patrons who visit your establishment. You’ll gain tools to: (1) help staff speak effectively about the importance of volunteers in your organization and (2) aid volunteers to share the messages that you strive to relay to your community and patrons. In addition, learn about Douglas County’s collaborative effort to implement a one-stop, online shopping source for volunteers and organizations seeking volunteers.
**Found Savings: The Value of Energy Star for Museums**

**Presenter:** Patty Crow, Energy STAR, EPA

A 2011 survey by the American Alliance of Museums found that more than 70% of museums reported financial distress in 2010 due to declines in government and corporate funding. Given that a typical commercial building wastes 30% of its energy, improving building energy efficiency is a great way for museums to find financial savings. ENERGY STAR, which enjoys a more than 80% brand recognition, can help museums find low and no-cost ways to become more energy efficient, and engage with their community. Learn about ENERGY STAR’s tools and resources, and how institutions, like the Buffalo Bill Historical Center in Cody, Wyoming, have benefited.

**Making Orphan Objects Count: Creating a Useful Education Collection**

**Presenter:** Danyelle Dosunmu, University of Colorado, Boulder

This thought café will provide information on how to build a useful and effective education collection using objects from within a museum’s collection and from donated collections. The term “orphan objects” is used, in this instance, to refer to found in collections objects with little to no information associated with them, items that the institution have considered for deaccession and objects from donated collections that may not be considered to be as valuable as the other objects it came with. Take home materials will be included in this thought café. These take-home materials can be used to help museum professionals be able to recognize objects that would be useful in an education collection, identify what the purpose and uses of an education collection would be, and provide strategies on how to effectively use an education collection.

**Mapping Your Objects and Stories**

**Presenter:** Mariko Kageyama, University of Colorado, Boulder

Today there are numerous technological tools available that can provide an online channel for exploring unique museum objects and stories behind them. One powerful means of demonstrating the diversity and depth of collections and associated content is to map a geographic affiliation or origin of an object, or to visualize where a significant event took place and where people lived. This roundtable will review traditional as well as more innovative means of mapping museum objects and geographic content. In the natural history collections community that involves field collecting, recording an accurate locality of a specimen has been critical for scientific study of collection data for decades. With recent advancement in informatics, professional standards of recording geographic data have evolved considerably. The trend has transformed our practice as to how we manage collection data. More recently, digital presentation of locations of objects, sites, and events on maps are no longer limited to the natural science discipline. Content associated with specific places can increase visibility with a variety of innovative mapping technology. This group will exchange ideas about various online applications and case studies on geographic data capturing and visualization, which can be beneficial to cultural and scientific institutions of all sizes.

**Google Fu: Proper Internet Search Engine techniques for supplementing existing research relating to objects and people in a museum setting**

**Presenters:** Marcus Espinosa, University of Colorado Museum of Natural History; Kayla Kramer, University of Colorado, Boulder

Stumped by something in your collection with little associated documentation? Have any mystery objects with no provenience or donor details? It might be because you have been googling all wrong! Learn how to use internet search engines and advanced research methods to find new ways to discover the history of individuals as well as objects in your collection. We'll tell you how to utilize search engines and mine the internet for gems of information on obscure objects and elusive people.

**The Impacts of Performative, Experimental and Participatory Programming on Visitor Experiences at the Museum of Contemporary Art Denver**

**Presenter:** Rebecca Macey, University of Denver

This project focuses on the different physical and personal experiences of adult visitors participating in the performance-based and experimental programs at the Museum of Contemporary Art Denver (MCA Denver). Based on observations of the programs and interviews with newbies, regulars and veterans of the MCA Denver, I explore the many ways that its programming engages adult audiences and produces stimulating, multi-sensory and fun visitor experiences beyond primarily visual and object-centered exhibitions. My on-going research for this project examines how programming taking place in contemporary art museums may inspire innovative programming in other types of museums, and how the infusion of such programming might help make museums more commensurate and engaged with contemporary life.

**Before, During, and After: What Every Museum Educator Should Know About Creating and Leading Accessible Programming**

**Presenter:** Karen Malone, University of Colorado Museum of Natural History

Visitors who have disabilities provide a creative opportunity for museum educators as they strive to
reach each person visiting their museums. This Thought Cafe presentation is for educators as well as anyone providing programming to the public. Come learn practical techniques for designing, modifying and facilitating your programming to expand its accessibility, and why this can improve visitor satisfaction overall. This presentation will also discuss what every museum educator should know about some of the more common disabilities in the United States as well as the history of accessibility in museums. While you’re here, try your hand at making an example program more accessible. Museums count and so should every visitor’s experience!

Language and Museums: Supporting Endangered Languages through Collaborative Programming

Presenter: Heather McClain, University of Denver

The intent of this presentation is to examine the role of language in museums and how the development of collaborative relationships can aid source communities engaged in language revitalization efforts. Although tribal museums and cultural centers often address issues of language and cultural revitalization, non-native institutions are also taking steps to incorporate language into collections, exhibitions, and outreach programming. One such initiative is the Smithsonian’s Recovering Voices program, which supports the documentation and preservation of endangered languages and the knowledge preserved in them. I will be looking at this program as a useful model for how other museums engaged in supporting language initiatives.

The Voice Preserve Model: A Multidisciplinary Collaboration

Presenters: Cyns Nelson, Colorado Voice Preserve; Keith Schrum, History Colorado; Josephine Jones, Colorado Humanities

Imagine a library that enables Colorado’s citizens to share, explore, and interpret the meaning of their lives through recorded narrative. The Colorado Voice Preserve (CVP) is a collaborative infrastructure led by the State Library, History Colorado, and Colorado Humanities. We will work with libraries, museums, and community groups to develop oral-history content—identifying projects, loaning equipment, and supplying interview guidelines and protocols that ensure placement in the repository. Trained volunteers will assist with interview processing: transcribing audio; creating abstracts, key-word listings, and subject headings; integrating surrogates into Online Public Access Catalogs; and posting interviews for Web dissemination. We will develop standard metadata elements and an oral-history schema that links each interview to other information sources that are part of the public domain. As an oral-history library, we also will be a clearinghouse for educational materials that advance oral-historical theory and practice, and we will promote public discourse around the archived narratives. Stop by our table to learn more about the Voice Preserve concept, the planning activities, the collaboration, and how YOU participate in the outcome.

Small Museums Can Handle Mammoth Undertakings

Presenter: Deanna Schaff, Tate Geological Museum

The museum excavated a mammoth. Now, what to do we do? How do we make our decisions, pull an exhibit together with a small museum and limited staff? We worked together, called on our community resources and educated the public.

Leeds Social Impact Consultants

Presenter: Kendall Tallmadge, UC Boulder, Leeds School of Business

Leeds Social Impact Consultants is an MBA student-run, pro-bono consulting service founded in 2011 for non-profits and social ventures in the front-range area. LSIC seeks projects involving strategic planning, marketing, finance, business plan development, program evaluation, business model implementation, community outreach, organizational change and coalition building among others. Over the past two years our student teams have worked on several projects relevant to museums regarding marketing research on millennial donors and building strategic vision statements. We are interested in learning other ways in which we can utilize our skills and services to better serve more museums and non-profits in the front-range area.
University Museums as Places for Intercultural Dialogue  
**Presenter:** Adrienne Turnbull-Reilly, University of Denver

As international education increases globally, more and more students are studying abroad for a semester, a year, or even several years. To keep up with this trend, colleges and universities must adjust to accommodate changing demographics on their campuses. For example, University of Denver has a growing population of international students that has more than doubled since 1995, now making up 11.6 percent of the total student body. The question still remains, however, about how to better incorporate these students not only into a new learning environment but also into a new country and often a second language. Combining Anthropological theory and methods as well as Museological theory, this research hopes to examine the role of university museums in this ever-evolving educational environment. My Thought Café presentation will address the following question: Through collections use and programming, how might a university museum foster community and dialogue between and among students from diverse cultural backgrounds? The University of Denver and its Museum of Anthropology are the setting for all research, and current findings will be presented.

Overcoming Roadblocks to Success  
**Presenter:** Johanna Wickman, Wickman Historical Consultants

Johanna Wickman will share her experiences as a museum director in Palm Springs, CA, doubling museum attendance, quadrupling gift shop sales, and molding the museum into a popular and well respected destination in the Coachella Valley. Her experiences may help other museums struggling with low attendance, lack of publicity and public awareness.

Lunch – On Your Own  
Noon - 1:30

Concurrent Sessions  
1:30 - 3:00, locations listed separately for each session

**Museum Fellowship: Uniting and Expanding to Regional Audiences**  
**Location:** AMC – Baker Classroom  
**Presenter:** Cameo Hoyle, Telluride Historical Museum

We all have a similar mission: to preserve, protect and share our collections, our history, our unique stories with the community. We often find our organizations competing for visitation, volunteers, docents, donors, school participation and everything else our museums offer to a neighborhood. This session focuses on building a museum consortium within your local region through resource sharing. We will explore how to share programs, collections, and even volunteers with other museums and non-profits within a regional community. Discover how to foster an expansive outreach and move your museum from isolation to fellowship.

**Every Voice Counts: Making Oral History Prevalent and Pertinent (Through Metadata)**  
**Location:** AMC – Conference D  
**Presenter:** Cyns Nelson, Colorado Voice Preserve

Oral history gives voice to diverse people and perspectives—perspectives that might otherwise be lost to the historical record. Metadata—information about an interview—creates this same opportunity for the recorded voice, describing the content, context, and composition of an interview so that more people can and will click PLAY. Currently, no standard exists for metadata specific to oral history. What do we need to know about a person to...
understand his/her story? What must we know about the setting of an interview? What of the relationship between the interviewer and narrator? What do YOU believe is important? This session will: 1) build awareness for oral history’s inherent value and its utility for museums and archives; 2) create an understanding of metadata and its importance in making oral histories prevalent and pertinent; and 3) engage attendees in discussion and brainstorming about descriptive elements specific to oral history. Outcomes from this session will be shared at the annual conference of the Oral History Association, which is supporting an initiative to establish core elements, aka “Oral History Core.” Lend your voice to the national conversation!

**Technology Trends Affecting Museums: What Everyone Ought to Click Into**

*Location:* AMC – Foss Auditorium

*Presenters:* Jill Orr, Denver Art Museum; Robert Rutherford, University of Colorado Museum of Natural History; Angela Houdyshell, Denver Art Museum; Christina Gradillas, Amy Jacobs, The CELL

From mobile apps and computing tablets to social media and open content, technology has affected and will continue to affect the ways in which museums engage the public. With the abundance of technological resources available how do we keep up with the rapid changing pace — and with limited resources? What has been, and what will be, the role of museum professionals in this realm? Continuing the conversation in Journal of Museum Education’s “Innovations in Practice,” we’ll look at changing technology in the larger world, trends in the Museum Education’s “Innovations in Practice,” we’ll look at changing technology in the larger world, trends in the field to watch in the next 1-3 years, and examples of how technology is being used in museums today and their affect on visitors’ learning.

**Moving the Mountain Twice While Remaining Accountable: Packing and Moving the History Colorado Collections – Twice**

*Location:* AMC – Conference C

*Presenter:* Todd Topper, History Colorado Center

After seven months of frenzied packing and moving, the last pallet of artifacts was safely removed from the Colorado History Museum on April 27th, 2010 -- just days before the demolition fence was erected and the building was slowly demolished. Todd Topper, Director of Collections Management for the new History Colorado Center, will lead you along a photo-documented collections odyssey of five years. The closing and movement of the Colorado History Museum is not just a story of fund raising, site selection, and the construction of a new museum. This story contains the high drama, tragedy, irony, and humor of the ancients. The inventory, packing, movement, and storage of the History Colorado collections–completed not once, but twice--was certainly epic, and surprisingly successful. A brief time for discussion will be allotted at the end.

**Ice Cream Social**

3:00 – 6:00, Clear Creek History Park, 1020 11th Street

Celebrate the culmination of a fun and successful Annual Meeting with your friends and colleagues at an outdoor ice cream social. Enjoy a variety of delicious treats while you explore the beautiful surroundings of the three-acre Clear Creek History Park. Relocated to downtown Golden in 1999, the history park is home to more than 10 historic structures from nearby Golden Gate Canyon and interpret 1880s Colorado ranch life.

**SUNDAY, April 28**

**Post-Conference Tour**

*From Buffalo Bill to Buffalo Springfield: The Lariat Loop Driving Tour*

Make plans to grab your family and join your friends on a scenic adventure along the Lariat Loop National Scenic Byway. Our semi-self-guided tour will start in the Cretaceous Era at Dinosaur Ridge with a shuttle ride to see several dinosaur track sites, and will continue at the beautiful Red Rocks Amphitheater’s Visitor Center where you can experience the history of Rock and Roll through video and interpretive exhibits. Spend lunchtime visiting the Historic Districts of Morrison and Evergreen (we will provide a list of tasty spots to eat) or taking a hike on one of the beautiful trails at Red Rocks. Regroup after lunch at the Hiwan Homestead Museum for a look into its importance in making oral histories prevalent and its utility for museums and archives; 2) create an understanding of metadata and its inherent value and its utility for museums and archives; 2) create an understanding of metadata and its importance in making oral histories prevalent and pertinent; and 3) engage attendees in discussion and brainstorming about descriptive elements specific to oral history. Outcomes from this session will be shared at the annual conference of the Oral History Association, which is supporting an initiative to establish core elements, aka “Oral History Core.” Lend your voice to the national conversation!

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Become a History Day Partner...
At no cost to you, partnering benefits your institution as well as ours—and impacts the academic success of students—by connecting students, their families and teachers to your museum.

For more information:
Kendra.black@ucdenver.edu
National History Day in Colorado
University of Colorado Denver
www.nationalhistorydayincolorado.org, 303-556-6647

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