Durango rolls out the rails for CWAM conference

Pull on in to Durango on April 14 and you’re in for a trip. Amidst the splendor of the San Juan Mountains, the historic Strater Hotel welcomes you to a conference that promises to bring out the tourist in you — and bring the tourists into your museum.

Founded in 1880 by the Denver & Rio Grande Railroad, Durango was a brand new Durango Discovery Museum in the town’s restored Powerhouse, circa 1906. Hop onto a trolley with your camera like a real tourist and what it means for museums to stop visitors in their tracks. On Friday, the event you’ve been waiting for takes you two blocks from the Strater to the Durango and Silverton Narrow Gauge Railroad, where you’ll enjoy the local favorite landscape and scale and tour of the Railroad Museum, yard, and restoration facility guided by train expert and museum director, Jeff Ellinghaus.

Between stimulating Saturday sessions, you’ll be turned loose for lunch at your choice of many fine establishments in the historic downtown. Saturday night’s events will remind you why you love CWAM. There will be no shortage of pink flamingo opportunities at The Henry Strater Theatre, where there will be silent auction which will raise funds for conference scholarships. Then a scrumptious banquet will provide entertainment extraordinary. Local museum volunteers who moonlight as the Strater Shadows Murder Mysteries troupe are producing a CWAM melodrama, and you will provide the vaudeville to follow, also known as the Little or No Talent Show. Start working on your act.

Still vacillating for more? Choose from a menu of post-conference tours to make this a memorable trip to the southwest corner of the CWAM world.

Keynote speaker discusses role of tourism

CWAM is pleased to welcome Judy Welden as the keynote speaker for the 2011 Annual Meeting. Welden is President of the Welden Mile Group where she works to help local communities across the United States strengthen the economic impact of heritage tourism. She works with museums, historic sites and historic downtowns to keep abreast of ever-changing travel trends. Currently she is working with culinary tourism in Washington State (a food paradise), with bird watching in the Kansas wetlands (internationally important for migratory birds), and in developing film shorts to be shown in theaters in Southeast Colorado. Her signature workshop is entitled “How to Make Money in Tourism.”

Welden served as Director of Marketing for the Colorado Travel and Tourism Authority from 1998-2000, coordinating sales and production of Colorado’s Official State Travel Guide and www.colorado.com. For eight years she crearred an inbound tour company which brought Asian travelers to the American Southwest, then worked with ministries of tourism in Asia and the South Pacific in ecotourism development. Her interest in Asia continues. In November she speaks at the China National Tourism Conference in Shanghai on Competing for the International Tourism Dollar.

During her keynote address, Welden will share her passion for tourism and will help us to explore the unique relationship between museums and tourism and what it means for museums to stop visitors in their tracks.
Thinking Big and Building Exhibits with a Small Budget
9:30-12:30 a.m.
Location: Center of Southwest Studies, Fort Lewis College
This pre-conference workshop will focus on a variety of exhibit solutions that can be accomplished on a small budget. The presenters will look at the nuts and bolts of exhibit production from A to Z, and get you started on producing better-in-house exhibits. Demonstrations and hands-on projects will include printing exhibit cases that can be retrofitted to accommodate multiple types of exhibits and artifacts. We will look at case lighting and supplemental lighting solutions, creating case furniture such as risers and slant bases from materials easily available from your local sources, creating plant walls and banners without fabrication skills, and more.

Presenter: Jack Towsen, Exhibition Designer/Preparator, Sleycraft Design, Estes Park, CO

Off the Walls: Online Exhibits from the Ground Up
10:45 a.m.-12:15 p.m.
Location: Center of Southwest Studies, Fort Lewis College
This workshop will emphasize the importance of planning an online exhibit incorporating digital content. Successful tips for web writing, examine successful online exhibit models, and evaluation techniques. A combination of presentations, hands-on exercises, and small group work will allow participants to explore content ideas, meaningful, and interactive online exhibits. Online exhibits permit the ability to connect our audiences with our intellectual capital. But have we done it — and how can it be done well — to make these exhibits remain meaningful and valuable to viewers, donors, and stakeholders?

Presenter: Judy Walden will share her passion for tourism

Conference Events Thursday, April 14, 2011

Pre-Conference Workshops
Thursday, April 14, 2011

Conference Events Friday, April 15

Conference Events Saturday, April 16, 2011

Conference Events Sunday, April 17, 2011

Registration
8:30-10:00 a.m.
Center of Southwest Studies
12:30-1:00 p.m.
Center of Southwest Studies
3:00-5:00 p.m.
Strater Hotel – Back Lobby

On Your Own
3:00-6:00 p.m.

Strater Hotel Tour
3:00-4:00 p.m.
Begin in the Strater Hotel Lobby

Registration
7:30-10:00 p.m.
Strater Hotel – Back Lobby

Breakfast On Your Own
6:30-9:00 a.m.
Strater Hotel – Mahogany grille

New Member Breakfast
7:00-8:45 a.m.
Strater Hotel – Oak Room
Come make new friends and learn more about how CWAM can help you and your museum!

Walking Tour: Main Avenue Historic District
7:30 – 9:30 a.m.
Meet in the Strater Hotel Lobby

Vendor Marketplace
7:30 a.m. – 1:45 p.m.
Strater Hotel – Pullman Room

Welcoming Remarks
8:45 – 9:00 a.m.
Strater Hotel – The Henry Strater Theatre

Keynote Address
9:00 – 10:00 a.m.
Strater Hotel – The Henry Strater Theatre

 Museums and Tourism: Andy Vahden will share her passion for tourism and explore its unique relationship with museums.

Conference Events Thursday, April 14, 2011

CWAM Board Meeting
4:00 – 5:00 p.m.
Strater Hotel – Oak Room

Wild West Gunfight
5:30 – 5:45 p.m.
Begin in Strater Hotel Lobby, moves outside

Opening Reception
5:45 – 9:00 p.m.
A Tailgate of the Four Corners Progressive Dinner hosted by the Center of Southwest Studies, Animas Museum and Durango Discovery Museum. Buses will leave from the Strater Hotel front lobby at 5:45. 6:15 and 6:45 and will stagger between venues throughout the evening

Conference Events Saturday, April 16, 2011

No Museum? No Problem! How to be relevant to visitors outside your museum’s walls
2:00 – 3:15 p.m.
The Strater Hotel – The Henry Strater Theatre
This session will explore three unique opportunities to reach visitors outside the museum walls. History Colorado staff will discuss how they turned challenges into opportunities during the two-year period between closing one museum and opening another. From education to collections and exhibit development, learn what can be accomplished for you and your visitors without ever stepping into the museum!
Accommodations

The Historic Strater Hotel is on the right on 7th Street. The County Road 309 and (DRO) is 15-20 minutes onto 7th Street. Walk out the front door of the Strater Hotel, turn right and go two blocks south on Main Avenue to the Strater Hotel – Pullman Room.

You Should Own Your Collection? 
This roundtable discussion will explore the legal implications of who owns the collections in your museum. From distroy contitutional to institutional agreements with NAGPRA, we will explore the complexity of ownership issues and the ramifications for museum staff and administration. Presenter will give short example from their experience and then we will open up the floor for discussion and discussion from participants.

Panelists: Christine Cain, Anthropology Collections Manager, University of Colorado Museum of Natural History, Boulder, CO; Jan Bernstein, President, Bernstein & Associates, Denver, CO; Cathy Oeterman, Heritage Connections, Cheyenne, WY; Melissa Boker, Registrar, History Colorado, Denver, CO; Casey Boulware, Museum Support Staff, City of Golden, Golden, CO

On Your Own
5:00 – 6:00 p.m.

Friday Evening Dinner
6:30 – 9:30 p.m.
Durango & Silverton Narrow Gauge Railroad Museum
Walk out the front door of the Strater Hotel, turn right and go two blocks south on Main Avenue and your dinner will be at the Durango & Silverton Narrow Gauge railroad. For dinner we will explore the complexity of ownership issues and the ramifications for museum staff and administration. Presenter will give short example from their experience and then we will open up the floor for discussion and discussion from participants.

Panelists: Claire Wilbert, Graduate Student, University of Colorado-Boulder, Boulder, CO

Archival Materials: The Basics
The proper storage of objects and documents in museum is critical. This session will address the types of archival materials available to museums and the situations in which these materials can be most effectively used. In this session participants will learn how different archival supplies interact with objects and their condition to make decisions about the best course for long term storage of artifacts.

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Refreshment Break
5:30 – 5:45 p.m.
Sheraton Hotel – Pullman Room

Conference Events, Saturday, April 16
Registration
7:30 – 9:00 p.m.
Sheraton Hotel – Back Lobby

Breakfast On Your Own
6:30 – 9:00 a.m.
Sheraton Hotel – Maldonado Grille

Conference Events (continued), Friday, April 15
Registration
7:30 – 9:00 a.m.
Sheraton Hotel – Pullman Room

Conference Events (continued), Friday, April 15

Shelley Doolittle, Director, Durango & Silverton Narrow Gauge Railroad Museum, Durango, CO; Elisa Phelps, Director of Collections, History Colorado, Denver, CO

Other Panelists TBA

Talk: Teachers’ networking session
After, Inc. This networking session happening at other museums, if these are any great successes you might want to try, or just want to network with fellow museum educators? Join us to share your success stories, ask questions, brainstorm new and exciting program ideas, and make new connections.

CONCURRENT SESSIONS
9:30 – 10:45 a.m.

Museum Tribal Collaboration:
Southwestern Cultural Center and Museum
The University of Colorado Museum, SUCCM is a 501(c)3 incorporated in the state of Colorado. The Executive Director’s presentation will cover relationships between SUCCM and tribal communities over a period of many years to build a state of-the-art cultural museum. Presenters will detail their project in the collaborative and descriptive project history and present their plans for the future. Presenters will include videos, PowerPoint, posters, lectures and discussion.

Panelists: Linda Brittingham, Executive Director, Southern Ute Cultural Center and Museum, Ignacio, CO. Other panelists TBA

CONCURRENT SESSIONS
10:45 – noon

Stopping Visitors and Motivating Locals
Through Programmatic Provision
Since 1992, the Colorado State Historical Fund has provided historic preservation grants for the protection and rehabilitation of historic buildings and structures in Colorado. These categories of projects are funded: Acquisition, Development, Survey and Preservation. This presentation will focus on the implications for grantee museums, historical societies and other cultural organizations that have connections with historic buildings, structures and archaeological sites. From building a museum to educational programming, the State Historical Fund has assisted in stopping visitors in their tracks as well as motivating the local communities.

Presenter: Lyle Miller, Historic Preservation Outreach Specialist, History Colorado, Denver, CO

Why Here? Why There? Assessing visitor motivation using Fulk’s Identity-Related Typology
In a world rich in visitor attraction options — both entertainment and educational — what motivates visitors to choose our sites and institutions? How can better visitor motivation and experience be quantified? This session will examine visitor motivation and experience as perceived by the visitor and how that interaction can be measured and interpreted.

Presenter: Gary Swan, Director, History Colorado, Denver, CO

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Program Committee

Nettie Doerr, Program Chair
Beaver County Historical Museum, Beaver, WV
Betty Martinares, Annual Meeting Chair
Buffalo Bill Museum, Golden, CO
Joan F. Hay, Historian, Cody, WY
Kat Noden, National Mining Hall of Fame and Museum, Leadville, CO
Steve Itensi, Wyoming State Museum, Cheyenne, WY
Eric Rose
Fort Casper Museum, Casper, WY
Jenny Haskinsen
Littler Heights Museum, Littlerock, CO
Peggy Ford
City of Greely Museum, Greeley, CO
Kean McKiddon
Pueblo-City County Library District, Pueblo, CO
Anne Bureau
City of Greely Museum, Greeley, CO
Christine Elsperman
Brockton Historical Museum, Brockton, WY
Jeni Housh
University of Denver, Denver, CO
Becky Hall
University of Colorado-Denver, Denver, CO
Teresa Sherwood
Laramie Main Street, Laramie, WY

Thank you to all the session moderators and speakers!

Local Arrangements Committee

Jan Portier, Local Arrangements Chair
Casper Museum, Casper, WY
Cynthia Bobren & Reina Waynis
Durango Discovery Museum, Durango, CO
Jenne Brooks & Julie Topley-Booth
Center of Southwest Studies, Durango, CO
Suzanne Doran
Durango, CO
Cheryl Cash, Chuck Cash & Tyne Travers
Mesa Verde National Park, CO
Nancy Espinosa
Bisson Brace Museum, Bloomfield, NM
Jim Willard
Southern Utah Cultural and Museum District, St. George, UT
Melissa Riech
Ignacio, CO
Cheryl Cash
Durango Discovery Museum, Durango, CO
Jill Carlson
Animas Museum, Durango, CO
Debbie Rice, President, Collections Research for Museums, Denver, CO
Isabel Treff
Antropology Collections Manager, Denver Museum of Nature and Science, Denver, CO

On Your Own

4:45 – 6:15 p.m.
See registration desk for suggestions

CWAM Banquet, Auction, Mock Drama, and Little or No Talent Show M50.00 The Henry Strater Theatre at the historic Strater Hotel Saturday evening’s events will begin with the annual Bird of a Feather Cocktail Hour and Silent Auction in The Henry Strater Theatre. Bring your wallet because proceeds from the Silent Auction support the CWAM scholarship program. The banquet follows, offering fine fare from the award-winning Executive Chef Dave. We’ll close the evening with the Little or No Talent Show. 

The Silent Auction Needs YOU!

As you pack for the conference, don’t forget to add an item for the CWAM auction! Suggested items include homemade objects, baskets containing souvenirs from your museum and/or community (t-shirts, mugs, etc.), autographed books, posters, artwork, or wine/food baskets.

CWAM Annual Meeting Banquet Saturday, April 16, 2011 The Henry Strater Theatre at the historic Strater Hotel

Walk out the front door of the Strater Hotel, turn right and go two blocks south on Main to the Durango & Silverton Narrow Gauge Railroad Depot, constructed in 1883. Follow the sign to the Railroad Museum, located in the roundhouse at 6:30 the cash bar opens and guided tours of the railway and restoration facility begin, followed by dinner at 7:00 p.m.

2010-2011 CWAM Board

Bob Hartland (Chair) – National Mining Hall of Fame and Museum, Leadville, CO
Amber Miller (Vice-Chair, CO) – Legislative Council & State liaison Team Leader – Lakeview’s Heritage Center, Lakeview, CO
Michelle Bailey (Treasurer) – Fort Casper Museum, Casper, WY
Christina Cain (Secretary) – CU Museum of Natural History, Boulder, CO
Sue Bais (Colorado State Rep.) – MCA Denver, Denver, CO
Cathy Osterman (Wyoming State Rep.) – CSU Museum of Natural History, Blvd, CO

Nettie Doerr (Communications and Marketing Team Leader & 2011 Program Chair) – Sheridan County Museum, Sheridan, WY
Andie Hering (Publications & Website Chair) – Institute for hatchment, Denver, CO
Jill Wescott (Professional Development Team Leader) – Northland College, Crosby, WI
Erica Garcia Lloyd (Programs and Services Team Leader) – Colorado Ski and Snowboard Museum, Copper Mountain, CO
Meghan Simmons (Newsletter Editor) – Hoven House Museum, Evergreen, CO

For more information: Nettie Doerr, Program Chair. Tel: 307-739-1570. Email: nettiedeer@gmail.com

For registration information: Andie Hering, Program Chair. Tel: 307-739-1570. Email: anhering78@gmail.com

The silent auction is a major fundraiser for CWAM. Items of greater value will be used in the live auction. These items will be used in the silent auction. The silent auction needs your help! Please bring a silent auction item! Suggestions include homemade objects, baskets containing souvenirs from your museum and/or community (t-shirts, mugs, etc.), autographed books, posters, artwork, or wine/food baskets.

CWAM Annual Meeting Banquet Saturday, April 16, 2011 The Henry Strater Theatre at the historic Strater Hotel

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Items can be brought to the conference registration desk or mailed in advance to Troy Sherwood at 170 E. Piner St, Lafayette, WY, or Andie Hering at 12301 S. Monaco Pkwy., #44, Denver, CO 80226 or Beverly Perkins at Buffalo Bill Historical Center, 700 Sheridan Ave, Cody, WY 82414.

Please specify that it is an auction item and include an estimated value and the name of the donor.

Fancy Flamingo Flair is always welcome. Items of greater value will be used in the live auction. Auction proceeds support CWAM scholarships.

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