Museums & Tourism: Stopping Visitors in their Tracks

Program at a Glance

Thursday, April 14, 2011

Pre-conference Workshops – You must pre-register

- ☐ 8:30-10:00 a.m. Registration – Center of Southwest Studies
- ☐ 9:00 a.m.-4:00 p.m. Thinking big and building exhibits with a small budget
- ☐ 9:30 a.m.-12:30 p.m. Off the Walls: Online Exhibits from the Ground Up
- ☐ 10:00 a.m.-1:45 p.m. A Picture Is Worth a Thousand Words
- ☐ 3:00-5:00 p.m. Registration – Strater Hotel, Back Lobby
- ☐ 4:00-5:45 p.m. CWAM Board Meeting
- ☐ 5:45-9:00 p.m. Opening Reception

Friday, April 15, 2011

- ☐ 7:00 a.m.-4:00 p.m. Registration – Strater Hotel, Back Lobby
- ☐ 7:00-8:45 a.m. New Member Breakfast
- ☐ 7:30-8:30 a.m. Walking Tour: Main Avenue Historic District
- ☐ 7:30 a.m.-3:45 p.m. Vendor Marketplace
- ☐ 8:45-9:00 a.m. Welcoming Remarks
- ☐ 9:00-10:00 a.m. Keynote Address: Museums & Tourism
- ☐ 10:00-10:30 a.m. Refreshment Break
- ☐ 10:30-11:30 a.m. Plenary Session: Exploring Museums & Tourism
- ☐ 11:45 a.m.-1:30 p.m. CWAM Business Luncheon

Concurrent Sessions:

- ☐ 2:00-3:15 p.m. No Museum? No Problem! How to be relevant to visitors outside your museum's walls
- ☐ 2:00-3:15 p.m. Administrators' Roundtable
- ☐ 2:00-3:15 p.m. How to Approach Ephemera at Risk: Digitizing Historic Scrapbooks
- ☐ 3:15-3:45 p.m. Refreshment Break

Concurrent Sessions:

- ☐ 3:45-5:00 p.m. Museum Publications: Creating Souvenirs worth Buying
- ☐ 3:45-5:00 p.m. Stopping Kids in Their Tracks: Hands-On Programs
- ☐ 3:45-5:00 p.m. Who Owns Your Collection?
- ☐ 6:00-9:30 p.m. Friday Evening Dinner

Saturday, April 16, 2011

- ☐ 7:30-3:00 p.m. Registration
- ☐ 7:45-8:45 p.m. Walking Tour: Boulevard Historic District
- ☐ 8:00 a.m.-3:30 p.m. Vendor Marketplace

Concurrent Sessions:

- ☐ 9:00-10:15 a.m. Museum Tribal Collaboration: Southern Cultural Center and Museum
- ☐ 9:00-10:15 a.m. Chalk Talk: Educators' Networking Session
- ☐ 9:00-10:15 a.m. Archival Materials: The Basics
- ☐ 10:15-10:45 a.m. Refreshment Break

Concurrent Sessions:

- ☐ 10:45 a.m.-noon Stopping Visitors and Motivating Locals Through Historic Preservation
- ☐ 10:45 a.m.-noon Why Here? Why There?: Assessing Visitor Motivation Using Falk's Identity-Related Typology
- ☐ 10:45 a.m.-noon Moving them onto tracks: Custom collections storage for small museums
- ☐ 12:00-1:30 p.m. CWAM New and Old Board Luncheon

Concurrent Sessions:

- ☐ 1:30-2:45 p.m. Museum Consortiums: Working together to stop visitors in their tracks
- ☐ 1:30-2:45 p.m. Expedition Health: The Creation of a Show-Stopping Exhibition
- ☐ 1:30-2:45 p.m. Collections Conundrums Part One: Collections Open Mic
- ☐ 2:45-3:15 p.m. Refreshment Break

Concurrent Sessions:

- ☐ 3:15-4:30 p.m. Museums and Tourism: A Visitor's Perspective
- ☐ 3:15-4:30 p.m. The Participating Tourist
- ☐ 3:15-4:30 p.m. Collections Conundrums Part Two: Collections Problem Solving Breakout
- ☐ 6:00-7:00 p.m. Birds of a Feather Cocktail Hour & Silent Auction
- ☐ 6:00-9:00 p.m. CWAM Banquet, Auction, Melodrama, and Little or No Talent Show

Sunday, April 17, 2011

Post-Conference Tours – You must pre-register

- ☐ 7:00 a.m.-4:00 p.m. Back Country Day Hike into Canyons of the Ancients National Monument
- ☐ 8:30 a.m.-3:30 p.m. San Juan County Solutions
- ☐ 8:30 a.m.-3:30 p.m. Museums of the San Juan Skyway
- ☐ 9:00-11:00 a.m. The Home for History Tour: The New Animas Museum Collections Facility
- ☐ 9:00-11:00 a.m. Preview of the New Southern Ute Cultural Center and Museum
- ☐ 9:30 a.m.-3:00 p.m. Ride the Rails: The Cascade Winter Train
- ☐ 10:00 a.m.-noon Center of Southwest Studies: Open House and Tour
- ☐ 1:00-3:00 p.m. Behind the Scenes at Mesa Verde

SITE OF 2012 CWAM ANNUAL CONFERENCE

May 10-13, 2012

Dubois, Wyoming

The 2012 CWAM conference and annual meeting will be in True West Magazine's #2 Top Western Town: Dubois, Wyoming. Nestled in the upper Wind River Valley, Dubois is a community that stays in touch with its roots while preparing for the future. Don't let the small population fool you. Dubois offers plenty of exciting things to enjoy: hiking in the mountains and the badlands, fishing in the Wind River (a Blue Ribbon fly fishing stream), and strolling through downtown on an historic walking tour. We have some of the oldest guest ranches in Wyoming, the largest Rocky Mountain bighorn sheep herd in North America, prehistoric high altitude dwelling and hunting sites, fine art galleries including the Headwaters Arts and Conference Center, the National Rocky Mountain Bighorn Sheep Interpretive Center, and of course, the Dubois Museum, which focuses on the cultural history of the Upper Wind River Valley. Come see what you've been missing!

Museums & Tourism: Stopping Visitors In Their Tracks

CW AM

Colorado – Wyoming Association of Museums Annual Meeting April 14 – 17, 2011 Durango, Colorado

Durango rolls out the rails for CWAM conference

Pull on in to Durango on April 14 and you're in for a trip. Amid 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.

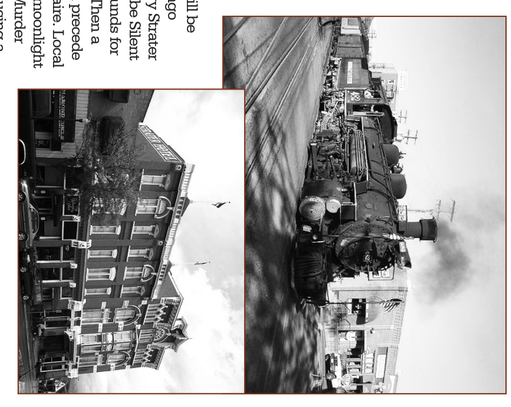
Founded in 1880 by the Denver & Rio Grande Railroad, Durango was a planned community destined to become the hub of Southwest Colorado. The smelter was Durango's industrial heart and largest employer. Nearby coal mines provided jobs and fuel. Fertile fields of the Animas Valley fed the mining camps. From the business district along the Animas River to the church and residential boulevard two blocks above Main Avenue, evidence of history beckons today.

Plan to enjoy one of three workshops hosted in the beautiful facility of the Center of Southwest Studies at Fort Lewis College. Tour the hotel with "Henry Strater" himself. Then hold on to your hat during a shootout on the streets of old Durango, where the marshal really shot the sheriff in 1906. Hop onto a trolley with your camera like a real tourist for a ride up to the Campus in the Sky and A Taste of the Southwest. Enjoy a progressive feast beginning at the Center of Southwest Studies, where you will celebrate the anniversary of Fort Lewis. Then you'll be whisked off the mesa for favorite Durango fare and brew in the 1904 Animas City School, home to the Animas Museum and La Plata County Historical Society. Your last stop is the brand new Durango Discovery Museum in the town's restored Powerhouse, circa 1893, for desserts extraordinaire and a preview visit that's sure to blow your mind.

Friday's keynote and plenary sessions at the Strater promise many thought-provoking topics. The CWAM Business Luncheon will be held in the Henry Strater Theatre, known affectionately as The Hank.

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 barbeque and suds and tours of the Railroad Museum, yard, and restoration facility guided by train expert and museum director, Jeff Ellingson.

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 in The Henry Strater Theatre, where there will be Silent Auction which will raise funds for conference scholarships. Then a scrumptious banquet will precede entertainment extraordinaire. Local museum volunteers who moonlight as the Sinister 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 hankering for more? Choose from a myriad 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 Walden as the Keynote Speaker for the 2011 Annual Meeting. Walden is President of the Walden Mills Group where she works to help local communities across the United States strengthen the economic impacts 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 migrating 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."

Walden 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 owned 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 spoke at the China National Tourism Conference in Shanghai on Competing for the International Tourism Dollar.

During her keynote address, Walden will share her passion for tourism and will help us to explore the unique relationships between museums and tourism and what it means for museums to stop visitors in their tracks.

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Colorado-Wyoming Association of Museums
3236 Newton Street
Denver, CO 80211

CW AM

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THINK GREEN! This program is completely recyclable!

Session Tracks

- Visitor Experience
- Evaluation
- Tourism
- Partnerships
- Exhibits
- Conversation
- Starters
- Engaging Communities
- Education
- $ Fundraising/ Marketing/PR
- Collections
- Administration
- Historic preservation

Pre-Conference Workshops
Thursday, April 14, 2011

Thinking Big and Building Exhibits with a Small Budget
9 a.m. – 4 p.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 by amateurs. The presenter 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 planning 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 slants boards from materials easily available from your local sources, creating plexi walls and bonnets without fabrication skills, and more.
Fee: $40
Presenter: Jack Townes, Exhibition Designer/Preparator, Skycraft Designs, Estacada, OR

Off the Walls: Online Exhibits from the Ground Up
9:30 a.m. – 12:30 p.m.
Location: Center of Southwest Studies, Fort Lewis College
In this workshop participants will learn the basics 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 keep exhibit content rich, meaningful, and interactive for online visitors. Online exhibits promise the ability to connect our audiences with our intellectual capital. But how is it done — and how can it be done well — so that exhibits remain meaningful and valuable to visitors, donors, and stakeholders?
Traditional exhibits bring objects, images, and ideas to life for visitors through storytelling, diverse presentation media, and learning opportunities that engage multiple intelligences. Online exhibits should do so as well, but many in the history field are intimidated by the technology, the planning process, and question how they will evaluate an exhibit online. This workshop will be a highly interactive, fun, and interesting half day with practical applications for participants.
Fee: $24
Presenter: Leigh A. Grinstead, Digital Initiatives Consultant, LYRASIS, Denver, CO

A Picture Is Worth a Thousand Words
10:00 a.m. – 1:45 p.m. (There will be 45 minutes built in for lunch on your own in the cafeteria.)
Location: Center of Southwest Studies, Fort Lewis College
Flickr is the most popular photo-sharing website on the internet and has several groups targeted for museums. This is a step-by-step walk-through of what Flickr has to offer. This includes uploading images, adding tags, blogging and "tweeting" about the images. Even though the workshop will mainly focus on Flickr, we will also compare it to a few of the other photo-sharing sites. By the end of the workshop participants will have a basic understanding of uploading and organizing their photos and be able to socialize their museum or organization in pictures. Some projects to be mentioned include virtual tours, advertising and blogging about events.
Fee: $25
Presenter: Cecily North Carnahan, Assistant Archivist, Douglas County History Research Center, Castle Rock, CO

Conference Events
Thursday, April 14, 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 – 5:00 p.m.
Begins in the Strater Hotel Lobby

CWAM Board Meeting
4:00 – 5:45 p.m.
Strater Hotel – Oak Room

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

Opening Reception
5:45 – 9:00 p.m.
A Taste 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's front lobby at 5:45, 6:00 and 6:15 and will stagger between venues throughout the evening.

Conference Events
Friday, April 15

Registration
7:00 – 4:00 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 – 8:30 a.m.
Meet in the Strater Hotel Lobby

Vendor Marketplace
7:30 a.m. – 3:45 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: Judy Walden will share her passion for tourism and explore its unique relationship with museums.

Refreshment Break
10:00 – 10:30 a.m.
Strater Hotel – Pullman Room

Plenary Session
10:30 – 11:30 a.m.
Strater Hotel – The Henry Strater Theatre
Exploring Museums and Tourism: Participants will have the opportunity to actively meet other attendees and CWAM Board members as they discuss this year's theme in this interactive forum. After the keynote address, let's get together for a discussion on how historic tourism affects our sites. This will be an excellent opportunity to share your experiences as well as hear from other museums and museum professionals about issues of promise and concern. Moderators: Members of the CWAM Board and 2011 Program Committee.

CWAM Business Luncheon
11:45 a.m. – 1:30 p.m.
Strater Hotel – Pullman Room

CONCURRENT SESSIONS
2:00 – 3:15 p.m.

No Museum? No Problem! How to be relevant to visitors outside your museum's walls ☿ ⇜□ⓘ
This session will explore three unique opportunities to reach visitors outside the museum walls. History Colorado staff will discuss how they turned challenge into opportunity 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!

Museums & Tourism: Stopping Visitors in their Tracks
Colorado – Wyoming Association of Museums
Annual Meeting
April 14 – 17, 2011
Durango, Colorado
Registration Form Part 1

Full Registration:
Includes all regular conference sessions, Thursday opening reception, refreshment breaks, Friday business lunch, Friday evening dinner, and Saturday evening banquet.
Daily Registration:
Friday: Includes Thursday night's opening reception, all Friday conference sessions, refreshment breaks, Friday business lunch, and Friday evening dinner.
Saturday: Includes all Saturday conference sessions, refreshment breaks, and Saturday evening banquet.
Lodging, pre-conference workshops, Friday and Saturday breakfasts, Saturday lunch, and post-conference tours are NOT included.
Refund Policy:
Full refund for registration cancellations received by the Treasurer by March 31; 50% refund for cancellations received by April 8. Sorry, no refunds for cancellations received after 5:00 p.m. on April 8 due to costs already incurred by CWAM.

Please check all of the sessions you plan to attend

Thursday, April 14, 2011
Pre-Conference Workshops (You must pre-register)
☐ 9:00-4:00 a.m. Thinking Big and Building Exhibits with a Small Budget
☐ 9:30-12:30 p.m. Off the Wall: Online exhibits from the ground up
☐ 10:00-1:45 p.m. A Picture is Worth a Thousand Words

Friday, April 15, 2011
☐ 7:00-8:45 a.m. New Member Breakfast ($6 fee for non-Strater Hotel guests)
☐ 9:00-10:00 a.m. Keynote
☐ 10:30-11:30 a.m. Plenary Session
☐ 2:00-3:15 p.m. No Museum? No Problem!
☐ 2:00-3:15 p.m. Administrators' Roundtable
☐ 2:00-3:15 p.m. How to Approach Ephemera at Risk
☐ 3:45-5:00 p.m. Museum Publications
☐ 3:45-5:00 p.m. Stopping Kids in Their Tracks
☐ 3:45-5:00 p.m. Who Owns Your Collection?

Saturday, April 16, 2011
☐ 9:00-10:15 a.m. Museum Tribal Collaboration
☐ 9:00-10:15 a.m. Chalk Talk
☐ 9:00-10:15 a.m. Archival Materials
☐ 10:45 a.m.-noon Stopping Visitors and Motivating Locals Through Historic Preservation
☐ 10:45 a.m.-noon Why Here? Why There?
☐ 10:45 a.m.-noon Moving them onto tracks
☐ 1:30-2:45 p.m. Museum Consortiums
☐ 1:30-2:45 p.m. Expedition Health
☐ 1:30-2:45 p.m. Collections Conundrums Part One
☐ 3:15-4:30 p.m. Museums and Tourism
☐ 3:15-4:30 p.m. The Participating Tourist
☐ 3:15-4:30 p.m., Collections Conundrums Part Two

Sunday, April 17, 2011
Post-Conference Tours (You must pre-register)
☐ 7:00-4:00 p.m. Back Country Day Hike
☐ 8:30-3:30 p.m. San Juan County Solutions
☐ 8:30-3:30 a.m. Museums of the San Juan Skyway
☐ 9:00-11:00 a.m. Home for History Tour
☐ 9:00-11:00 a.m. Sneak Preview
☐ 9:30-3:00 p.m. Ride the Rails
☐ 10:00-noon Center of Southwest Studies
☐ 1:00-3:00 p.m. Behind the Scenes at Mesa Verde

Name: _____

Title: _____

Organization: _____

Mailing Address: _____

City, State, Zip Code: _____

Telephone: _____ Email: _____ First time at CWAM? ____

Colorado – Wyoming Association of Museums
Annual Meeting
Registration Form Part 2

	Pre-Registration	On-Site Registration	Subtotal
CWAM Membership ☐ New ☐ Renewal			
☐ Student/Volunteer	$10.00	$10.00	_____
☐ Individual	$20.00	$20.00	_____
☐ Institutional	$40.00	$40.00	_____
☐ Corporate	$50.00	$50.00	_____
Please note: Only ONE registrant is allowed under each institutional or corporate membership.			
Pre-Conference Workshops			
☐ Thinking Big and Building Exhibits	$40.00	N/A	_____
☐ Off the Walls: Online Exhibits from	$24.00	N/A	_____
☐ A Picture Is Worth a Thousand Words	$25.00	N/A	_____
Conference Registration			
☐ Member	$130.00	$150.00	_____
☐ Non-member	$150.00	$170.00	_____
One-Day Registration ☐ Friday ☐ Saturday			
☐ Member	N/A	$80.00	_____
☐ Non-member	N/A	$90.00	_____
New Member Breakfast (Non-Strater Hotel Guests)	$6.00	$6.00	_____
Post-Conference Tours			
☐ Back Country Day Hike	FREE	FREE	
☐ San Juan County Solutions	FREE	FREE	
☐ The Home for History Tour	FREE	FREE	
☐ Sneak Preview	FREE	FREE	
☐ Museums of the San Juan Skyway	FREE	FREE	
☐ Ride the Rails	$49.00	$49.00	_____
☐ Behind the Scenes at Mesa Verde	$10.00/Car	$10.00/Car	Payable at Park

Lunch and Dinner Choices (included in cost of registration)
Thursday, April 14, 2011 – Opening Progressive Dinner
☐ I plan to attend the reception (beverages & light southwest fare)
☐ _____ Number of guests ($15 per guest) _____
Friday, April 15, 2011 – CWAM Business Lunch
Indicate number of each meal needed:
☐ _____ Durango Deli Buffet (vegetarian choices included)
☐ _____ Number of guests ($22 per guest) _____
Friday, April 15, 2011 – Friday Evening Dinner
Indicate number of each meal needed:
☐ _____ Barbeque Buffet (vegetarian choices included)
☐ _____ Number of guests ($20 per guest) _____
Saturday, April 16, 2011 – CWAM Annual Banquet
Indicate number of each meal needed:
☐ _____ Maple Rosemary Chicken
☐ _____ Oven-roasted Pork Loin Roulade
☐ _____ Vegetable Rosemary Crepes
☐ _____ Number of guests ($37 per guest) _____

Due to the special historic nature of the Strater Hotel, the building is not fully ADA compliant.
Do you have special needs that will require help from hotel staff? ☐ Yes

GRAND TOTAL _____

REGISTER EARLY AND SAVE!
Return registration form with payment (checks made out to "CWAM") by March 31, to:
Michelle Bahe
Fort Caspar Museum
4001 Fort Caspar Road
Casper, WY 82604

Accommodations

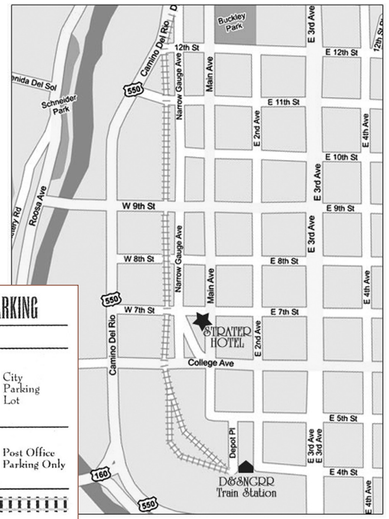
The Historic Strater Hotel

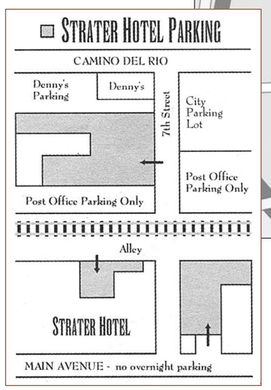
699 Main Avenue, Durango, CO 81301
1-800-992-4023
www.strater.com
Room rates: $99/night plus 9.9% tax, single or double occupancy, $10 per each additional person for triple/quadruple occupancy, includes complimentary deluxe continental breakfast. Deadline for reservations at the guaranteed CWAM rate is March 15, 2011. Reservations received after March 15 will be provided on a space available basis at prevailing rates.

Directions:

From Denver (6 ½-7 hours, approximately 350 miles), take either US-285 S & CO 112 W, or I-25 S, to US-160 W, which continues into Durango on Camino del Rio (US-550 N). After the junction of 160 and 550, take the 2nd right on 7th Street and go 1 block to Hotel parking. If approaching on US 550 S, stay on Main Avenue to 7th & Main. Turn right onto 7th Street.

The Durango Airport (DRO) is 15-20 minutes by car. From the airport, take Airport Road/ County Road 309 and turn left on CO 172. Next turn left on US 160 West. Once in Durango, turn right on 7th Street. The Strater Hotel is on the Southwest corner of 7th Street and Main Avenue.





Post-Conference Tours
Sunday, April 17, 2011

SEE INSERT FOR DETAILS

Back Country Day Hike into Canyons of the Ancients National Monument
7:00 a.m. – 4:00 p.m., plus the drive (~1 hour) to Cortez, CO

San Juan County Solutions
8:30 a.m. – 3:30 p.m., including the 1-hour round-trip drive from Durango
Aztec Museum's Pioneer Village, Aztec, New Mexico; Farmington Museum, Farmington, New Mexico; Salmon Ruins, Bloomfield New Mexico

Museums of the San Juan Skyway
8:30 a.m. – 3:30 p.m., Self-guided tour
Anasazi Heritage Center, Dolores; Telluride Historical Museum, Telluride; Ridgway Railroad Museum, Ridgway; San Juan County Historical Society, Silverton; Ouray County Historical Museum, Ouray

The Home for History Tour: The New Animas Museum Collections Facility
9:00 – 11:00 a.m.
Durango, CO

Preview of the New Southern Ute Cultural Center and Museum
9:00 – 11:00 a.m.
Ignacio, CO

Ride the Rails: The Cascade Winter Train
9:30 a.m. – 3:00 p.m.
Durango, CO

Center of Southwest Studies: Open House and Tour
10:00 a.m. – noon
Durango, CO

Behind the Scenes at Mesa Verde
1:00 – 3:00 p.m.
Mesa Verde National Park, Colorado

CWAM Scholarship Info

This year the Colorado-Wyoming Association of Museums will award at least ten scholarships to support the attendance of the 2011 Annual Conference of the Colorado-Wyoming Association of Museums (CWAM) in Durango, CO April 14-17, 2011. Each scholarship recipient will receive a conference registration fee waiver plus a cash grant of $200 to help offset expenses. The deadline for applications is March 4, 2011. Award recipients will be notified by March 18, 2011.

Applicants are required to submit a letter of recommendation from their institution's director, board member, or other supervising authority (such as a faculty advisor) and a brief essay explaining how they will benefit from attending the meeting and how they will apply what they learn at the meeting at their institution.

Scholarship recipients are required to attend the Opening Session of the annual conference, as well as the Business Lunch, during which they will be recognized. Following the conference, scholarship recipients are also required to write a short article for the CWAM newsletter covering a session they attend at the annual meeting. Preference will be given to applicants who have not previously received a scholarship.

Details and the scholarship application form can be found on the CWAM web site or in the Annual Meeting Packet.

For questions please contact Fay Bisbee at fbisbee@wildlifeart.org.

The Colorado-Wyoming Association of Museums thanks the donors and sponsors of our 2011 Annual Meeting
Durango Brewing Company and Kathy Szelag

2010-2011 CWAM Committee Chairs

Erik Mason (Historian/Archivist)
Longmont Museum & Cultural Center, Longmont, CO

Karen McMahon (Marketing Chair, Museum Guide Chair, Colorado Tourism Chair)
Pueblo City-County Library District, Pueblo, CO

Betsy Martinson (Annual Meeting Chair)
Buffalo Bill Museum, Golden, CO

Brooke Rohde (Membership Chair)
University of Denver, Anthropology, Denver, CO

Sarah Ligocki (Wyoming Tourism Chair)
Wyoming State Museum, Cheyenne, WY

Jan Postler (2011 Local Arrangements Chair
Animas Museum, Durango, CO

JP Cavigelli (Wyoming Environmental Monitoring Kit)
Tate Museum, Casper, WY

Kat Neilson (Colorado Environmental Monitoring Kit)
National Mining Hall of Fame and Museum, Leadville, CO

Carl Patterson (Museums Assistance and Services Team)
Denver Art Museum, Denver, CO

Lisa Fujita (Cooperative Purchasing Chair)
Nicolaysen Art Museum, Casper, WY

Fay Bisbee (Scholarship Chair)
National Museum of Wildlife Art, Jackson, WY

Maria Tucker (Grants Chair)
Pueblo City-County Library District, Pueblo, CO

Tina Hill (Wyoming Legislative Chair)
Wyoming Frontier Prison, Rawlins, WY

Rebecca Hunt (Academic Liaison)
University of Colorado-Denver, Denver, CO

Kerri Atter (Workshop Co-Chair-CO)
Atter, Inc., Denver, CO

Beverly Perkins (Workshop Co-Chair-WY)
Buffalo Bill Historical Center, Cody, WY

Laura Douglas (CO Connecting to Collections
Education a la Carte, Denver, CO

Conference Events (continued)
Friday, April 15

Panelists: April Legg, Education Program Developer, History Colorado, Denver, CO; Beth Kaminsky, Manager of Exhibit Initiatives, History Colorado, Denver, CO; Elisa Phelps, Director of Collections, History Colorado, Denver, CO

Administrators' Roundtable
What issues does your institution face? How has the economy affected your staffing, programs, and visitation? What role does tourism play in your organization and how can you strengthen that relationship? Join fellow museum administrators to explore these questions and more as you engage in a roundtable conversation.
Moderator: Steve Friesen, Director, Buffalo Bill Museum and Grave, Golden, CO;
Panelists: TBA

How to Approach Ephemera at Risk: Digitizing historic scrapbooks
Everyone loves a good story — historic scrapbooks tell tales about their creators and their times. In this session we will examine historic scrapbooks and look at their value as cultural artifacts and marketing tools for your site. The audience will come away with potential preservation and digitization solutions that will also excite and engage audiences.
Presenter: Leigh A. Grinstead, Digital Initiatives Consultant, LYRASIS, Denver, CO
Moderator: Liz Bishoff, Principal, Bishoff Group, LLC, Evergreen, CO

Refreshment Break
3:15 – 3:45 p.m.
Strater Hotel – Pullman Room

CONCURRENT SESSIONS
3:45 – 5:00 p.m.

Museum Publications: Creating souvenirs worth buying
A good museum publication can be a wonderful adjunct to your interpretive programs and exhibits, can assist in marketing your museum, and will become a best seller in your gift shop. Learn about various options for publications ranging from self-publishing to working with established publishers. All of the presenters have had successful publication projects and will share tips.
Panelists: Steve Friesen, Director, Buffalo Bill Museum and Grave, Golden, CO; Cathleen Norman, Project Director, Donning Company Publishers, Palmer Lake, CO; Nathan Doerr, Museum Director & Curator of Museum Education, Sheridan County Museum, Sheridan, WY; Susan Hoskinson, Executive Director, Poudre Landmarks Foundation, Inc., Fort Collins, CO

Stopping Kids in Their Tracks: Hands-on programs
Kids are a tough audience. Programs for that age need to be a unique blend of information and hands-on activities. This session will highlight programs created by the Wyoming Veterans' Memorial Museum and Fort Caspar Museum, two history museums in Casper, WY. The WVMM's World War II rationing activity provided a connection to a historic period while creating a lasting experience and a lesson about recycling. FCM's kids programs highlight literacy connections and interactive opportunities.
Panelists: Erin Rose, Curator of Education, Fort Caspar Museum, Casper, WY; Eric Wimmer, Curator, Wyoming Veterans' Memorial Museum, Casper, WY

Who Owns Your Collection?
This roundtable discussion will explore the legal implications of who owns the collections in your museum. From donor confusion to institutional agreements to NAGPRA, we will explore the complexity of ownership issues and the ramifications for museum staff and administration. Presenters will give short examples from their experience and then we will open up the floor for questions and discussion from participants.
Panelists: Christina Cain, Anthropology Collections Manager, University of Colorado Museum of Natural History, Boulder, CO; Jan Bernstein, President, Bernstein & Associates, Denver, CO; Cathy Osterman, Historic Governor's Mansion, Cheyenne, WY; Melissa Bechhoefer, Registrar, History Colorado, Denver, CO; Carey Southwell, Museum Support Staff, City of Golden, Golden, CO

On Your Own
5:00 – 6:00 p.m.

Friday Evening Dinner
5:45 – 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 to the Durango and Silverton Narrow Gauge Railroad Depot, constructed in 1882. Follow the signs across to the Railroad Museum, located in one of the only operating roundhouses in the country, where at 5:30 the cash bar opens and guided tours of the yard and restoration facility begin, followed by dinner at 7:00 p.m.

Conference Events
Saturday, April 16

Registration
7:30 – 3:00 p.m.
Strater Hotel – Back Lobby

Breakfast On Your Own
6:30 – 9:00 a.m.
Strater Hotel – Mahogany Grille
(Continental buffet for attendees staying at the Strater Hotel)

Walking Tour: Boulevard Historic District
7:45 – 8:45 a.m.
Meet in the Strater Hotel Lobby

Vendor Marketplace
8:00 a.m. – 3:30 p.m.
Strater Hotel – Pullman Room

CONCURRENT SESSIONS
9:00 – 10:15 a.m.

Museum Tribal Collaboration: Southern Cultural Center and Museum
The Southern Ute Cultural Center and Museum, SUCCM is a 501(c)3 incorporated in the state of Colorado. The Executive Director's presentation will center on the collaboration between SUCCM and tribal members over a period of many years to build a state-of-the-art cultural center and museum. Panelists will detail their part in the collaboration and describe unique facility design and programming for their department. Presentations will include video, PowerPoint, posters, lecture and discussion.
Panelists: Lynn Brittner, Executive Director, Southern Ute Cultural Center and Museum, Ignacio, CO. Other panelists TBA.

Chalk Talk: Educators' networking session
Do you ever wonder what education programs are happening at other museums, if there are any great resources you might missing out on, 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.
Moderator: Nathan Doerr, Museum Director & Curator of Museum Education, Sheridan County Museum, Sheridan, WY
Panelists: TBA

Archival Materials: The basics
The proper storage of objects and documents in museums is critical. This session will address the types of archival materials available to museums and the situations in which those materials can be most effectively used. In this session participants will learn how different archival supplies interact with object materials, leading to an understanding of the best choices for long term storage of artifacts.
Presenter: Claire Wilbert, Graduate Student, University of Colorado-Boulder, Boulder, CO

Refreshment Break
10:15 – 10:45 a.m.
Strater Hotel – Pullman Room

CONCURRENT SESSIONS
10:45 – noon

Stopping Visitors and Motivating Locals Through Historic Preservation
Since 1992, the Colorado State Historical Fund has provided historic preservation grants to non-profits and governments entities in all 64 counties in Colorado. Three categories of projects are funded; Acquisition and Development, Survey and Planning, and Educational. This presentation will focus on grants funded to museums, historical societies and other cultural organizations that have connections with historic buildings, structures and archaeological sites. From building restoration to educational programming, the State Historical Fund has assisted in stopping visitors in their tracks as well as motivating the local community.
Presenter: Lyle Miller, Historic Preservation Outreach Specialist, History Colorado, Denver, CO

Why Here? Why There?: Assessing visitor motivation using Falk's Identity-Related Typology
In a world rich with leisure time options — both entertaining and educational — what motivates visitors to choose our sites and institutions? How can better

Conference Events (continued)
Saturday, April 16

understanding visitor motivation help us create more welcoming, inclusive, responsive, successful, and ultimately sustainable environments? Using John Falk's visitor identity-related motivation typology and accompanying evaluation instrument, panelists will: 1. introduce visitor motivation types, 2. discuss potential applications and utility, 3. demonstrate a method to assess motivation types, and 4. present results from a 2010 pilot study which included 9 Denver-area cultural institutions.
Panelists: Kathleen Tinworth, Director of Visitor Research and Program Evaluation, Denver Museum of Nature & Science, Denver, CO; Betsy Martinson, Program Administrator, Buffalo Bill Museum and Grave, Golden, CO

Moving Them onto Tracks: Custom collections storage for small museums
How does a small museum position itself to compete for funding and raise the standard of care for its collections? Learn how small museums in historic buildings can use strategic and conservation planning to raise funds, obtain grants, and design and install custom collections storage in limited space and within constrictions of historic structures. (A related post-conference tour will follow on Sunday for those interested.)
Moderator: Jan Postler, Curator of Collections, Animas Museum, Durango, CO
Panelists: Beverly Perkins, Conservator, Buffalo Bill Historical Center, Cody, WY; David Ryan, Ryan Fine Art Service, Colorado Springs, CO

Lunch On Your Own
noon – 1:30 p.m.
See the registration desk for suggestions

CWAM New and Old Board Luncheon
noon – 1:30 p.m.
Strater Hotel – Mahogany Grille

CONCURRENT SESSIONS
1:30 – 2:45 p.m.

Museum Consortiums: Working together to stop visitors in their tracks
Believing in "strength in numbers," imagine how a group of museums could stop visitors in their tracks! We will look at how it's being done in Casper, WY, and why it might make sense for museums in your area to form a consortium. This session will take a look at the Casper Museum Consortium - how it works and the promotions it does - and the benefits of forming a consortium in your area. Networking, grant writing, marketing, working with other organizations, working with educators, and group promotional ideas will be presented in this thought-provoking panel discussion.
Panelists: Rachel Hedges, Marketing Coordinator, Casper Museum Consortium, Casper, WY; Erin Rose, Curator of Education, Fort Caspar Museum, Casper, WY; Carrie Schroeder, Director, The Science Zone, Casper, WY; John Goss, Director, WY Veterans' Memorial Museum, Casper, WY; Deanna Schaff, Director, Tate Geological Museum, Casper, WY

Expedition Health: The Creation of a show-stopping exhibition
Evaluation is a vital tool in the development of any exhibition, as it affords an institution the opportunity to engage with and respond to its public with the end goal of creating a product that attracts and satisfies the greatest number of visitors. In April 2009, the Denver Museum of Nature & Science opened Expedition Health. Since that time, over 660,000 visitors have been through the gallery and the exhibition was recently awarded the Roy L. Shafer Leading Edge Award for Visitor Experience by the Association of Science-Technology Centers. To help create this popular exhibition, the Museum utilized evaluation practices such as front-end, formative, summative, remedial, and research-based evaluation to create the look and feel of the exhibition, answer questions, shape and refine interactives, and ultimately revisit components that did not work as intended once the exhibition opened. This interactive talk will take participants through real-life examples of evaluation stages and present some of the instruments used (some amazingly lo-tech!), results found, and changes made (and still being made) to this exhibition.
Presenter: Laureen Trainer, Manager of Visitor Research & Program Evaluation, Denver Museum of Nature and Science, Denver, CO

Collections Conundrums Part One: Collections open mic
Join us for a forum on all collections-related issues. In the first part, the panel of collections pros will take all your collections questions, including: cataloging, object numbering artifact handling, storage mounts and padding, emergency preparedness and more. These sessions are open to all, but intended for those without a Museum Studies or Collections background.
Panelists: Michelle Bahe, Curator of Collections, Fort Caspar Museum, Casper, WY; Christina Cain, Anthropology Collections Manager, University of Colorado Museum of Natural History, Boulder, CO; Jenny Hankinson, Data Entry Technician, Littleton Historical Museum, Littleton, CO; Cathy Osterman, Historic Governor's Mansion, Cheyenne, WY; Dave Ryan, Owner, Ryan Fine Art Service, Colorado Springs, CO; Brooke Rohde, Curator of Collections, University of Denver Museum of Anthropology, Denver, CO; Peggy Schaller, President, Collections Research for Museums, Denver, CO; Isabel Tovar, Anthropology Collections Manager, Denver Museum of Nature and Science, Denver, CO

Refreshment Break
2:45 – 3:15 p.m.
Strater Hotel – Pullman Room

CONCURRENT SESSIONS
3:15 – 4:30 p.m.

Museums and Tourism: A visitor's perspective $
Historical Connections consists of students, parents, educators, and community members looking to create positive systemic change, our mission is "Healing through History." We are chronicling our journey through continued interest in "Hidden Histories," that tend to be overlooked by schools and traditional curriculum. We have re-created events in history that the general public has limited or no knowledge of. Our partnerships with museums, libraries, nonprofits, youth and arts organizations, community organizations and businesses are critical to continued engagement. Please join us for a candid panel discussion on the benefits of inclusiveness, engaging youth and the changing face of our visitors.
Panelists: Lonnie McCabe, Executive Director, Historical Connections, Denver, CO; JJ Rutherford, Director of Education, History Colorado, Denver, CO; Gregario Alcaro, Co-Founder and Deputy Director, Auraria Casa Mayan Heritage, Denver, CO; Pilar Chapa, Development Director, Historical Connections, Denver, CO

The Participating Tourist
To what extend do visitors participate at your facility? Are they reading labels, writing comments, or physically interacting? Do they help develop content or make decisions that affect their individual experience? Participation comes in many forms and appeals to people in different ways. This session will discuss various levels of participation and help attendees assess ways in which they are, or can, nurture the "participating tourist."
Moderator: Betsy Martinson, Program Administrator, Buffalo Bill Museum and Grave, Golden, CO
Panelists: Kathleen Tinworth, Director of Visitor Research and Program Evaluation, Denver Museum of Nature & Science, Denver, CO; other panelists TBA

Collections Conundrums Part Two: Collections problem-solving breakout
In the second part, we'll break out into specialized topics so you can work one on one with a collections pro on a certain problem. These sessions are open to all, but intended for those without a Museum Studies or Collections background.
Moderators: Michelle Bahe, Curator of Collections, Fort Caspar Museum, Casper, WY; Christina Cain, Anthropology Collections Manager, University of Colorado Museum of Natural History, Boulder, CO; Jenny Hankinson, Data Entry Technician, Littleton Historical Museum, Littleton, CO; Cathy Osterman, Historic Governor's Mansion, Cheyenne, WY; Dave Ryan, Owner, Ryan Fine Art Service, Colorado Springs, CO; Brooke Rohde, Curator of Collections, University of Denver Museum of Anthropology, Denver, CO; Peggy Schaller, President, Collections Research for Museums, Denver, CO; Isabel Tovar, Anthropology Collections Manager, Denver Museum of Nature and Science, Denver, CO

On Your Own
4:45 – 6:00 p.m.
See registration desk for suggestions

CWAM Banquet, Auction, Melodrama, and Little or No Talent Show
6:00 – 9:00 p.m.
Strater Hotel – The Henry Strater Theatre
Saturday evening's events will begin with the annual Birds of a Feather Cocktail Hour and Silent Auction in The Henry Strater Theatre. Proceeds from the Silent Auction support the CWAM scholarship program, so bring a heavy purse.
The banquet follows, offering fine fare from the award-winning repertoire of Executive Chef Dave. Prepare to be entertained by *Sinister Shadows Murder Mysteries* presenting a custom CWAM melodrama. We'll close the evening with the Little or No Talent Show, starring — YOU! Dress code is business casual, so dress for fluorescent flamingo fun.

Program Committee

Nathan Doerr, Program Chair
Sheridan County Museum, Sheridan, WY
Betsy Martinson, Annual Meeting Chair
Buffalo Bill Museum, Golden, CO
Juti Winchester
Historian, Cody, WY
Kat Neilson
National Mining Hall of Fame and Museum, Leadville, CO
Sarah Ligocki
Wyoming State Museum, Cheyenne, WY
Erin Rose
Fort Caspar Museum, Casper, WY
Jenny Hankinson
Littleton Historical Museum, Littleton, CO
Peggy Ford
City of Greeley Museums, Greeley, CO
Karen McMahon
Pueblo City-County Library District, Pueblo, CO
Anna Reznik
City of Greeley Museums, Greeley, CO
Christina Shepard
Rock Springs Historical Museum, Rock Springs, WY
Jenn Hoots
Regis University, Denver, CO
Rebecca Hunt
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 Postler, Local Arrangements Chair
Animas Museum, Durango, CO
Carolyn Bowra & Regan Watjus
Animas Museum, Durango, CO
Jeanne Brako & Julie Tapley-Booth
Center of Southwest Studies, Durango, CO
Scott Dye
Durango, CO
Cheryl Carson, Chuck Carson & Tara Travis
Mesa Verde National Park, CO
Nancy Espinosa
Salmon Ruins Museum
Bloomfield, NM
Jill Carlson
Southern Ute Cultural Center and Museum
Ignacio, CO
Marissa Rocha
Ignacio, CO
Claire Bradshaw
Durango Discovery Museum
Durango, CO
Jeff Ellingson & Yvonne Lashmett
Durango & Silverton Narrow Gauge Railroad
Durango, CO
Terri Schindel
Museum Training Network
Estes Park, CO

Railroad Depot Dinner
Friday evening, April 15, 2011
Durango & Silverton Narrow Gauge Railroad Museum

Walk out the front door of the Strater Hotel, turn right and go two blocks south on Main to the Durango and Silverton Narrow Gauge Railroad Depot, constructed in 1882.

Follow the signs across to the Railroad Museum, located in the roundhouse, where at 5:30 the cash bar opens and guided tours of the railyard and restoration facility begin, followed by dinner at 7:00 p.m.

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

Saturday evening's events will begin with the annual Birds 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 repertoire of Executive Chef Dave. Prepare to be entertained by Sinister Shadows Murder Mysteries presenting a custom CWAM melodrama. We'll close the evening with the Little or No Talent Show, starring — YOU! Dress code is business casual, so dress for fantabulous flamingo fun.

2010-2011 CWAM Board

Bob Hartzell (Chair) – National Mining Hall of Fame and Museum, Leadville, CO
Andrea Miller (Vice-Chair, CO Legislative Chair & State Issues Team Leader) – Lakewood's Heritage Center, Lakewood, CO
Michelle Bahe (Treasurer) – Fort Caspar Museum, Casper, WY
Christina Cain (Secretary) – CU Museum of Natural History, Boulder, CO
Sarah Baie (Colorado State Rep) – MCA Denver, Denver, CO
Cathy Osterman (Wyoming State Rep) – CFD Old West Museum, Cheyenne, WY
Jenny Hankinson (Nominations Chair – Littleton Museum, Littleton, CO
Nathan Doerr (Communications and Marketing Team Leader & 2011 Program Chair) – Sheridan County Museum, Sheridan, WY
Andine Hennig (Publications & Website Chair – Institute for Plastination, Denver, CO
Juti Winchester (Professional Development Team Leader) – Northwest College, Cody, WY
Erica Garcia Lloyd (Programs and Services Team Leader) – Colorado Ski and Snowboard Museum, Vail, CO
Meghan McGinnes (Newsletter Editor) – Hiwan Homestead Museum, Evergreen, CO

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. Fancy Flamingo Flair is always welcome. Items of greater value will be used in the live auction. Auction proceeds support CWAM scholarships. Items can be brought to the conference registration desk or mailed in advance to Trey Sherwood at 1705 E. Person St. Laramie, WY or Andine Hennig at 1250 S. Monaco Pkwy., #44, Denver, CO 80224 or Beverly Perkins c/o Buffalo Bill Historical Center, 720 Sheridan Ave., Cody, WY 82414. Please specify that it is an auction item and include an estimated value and the name of the donor.