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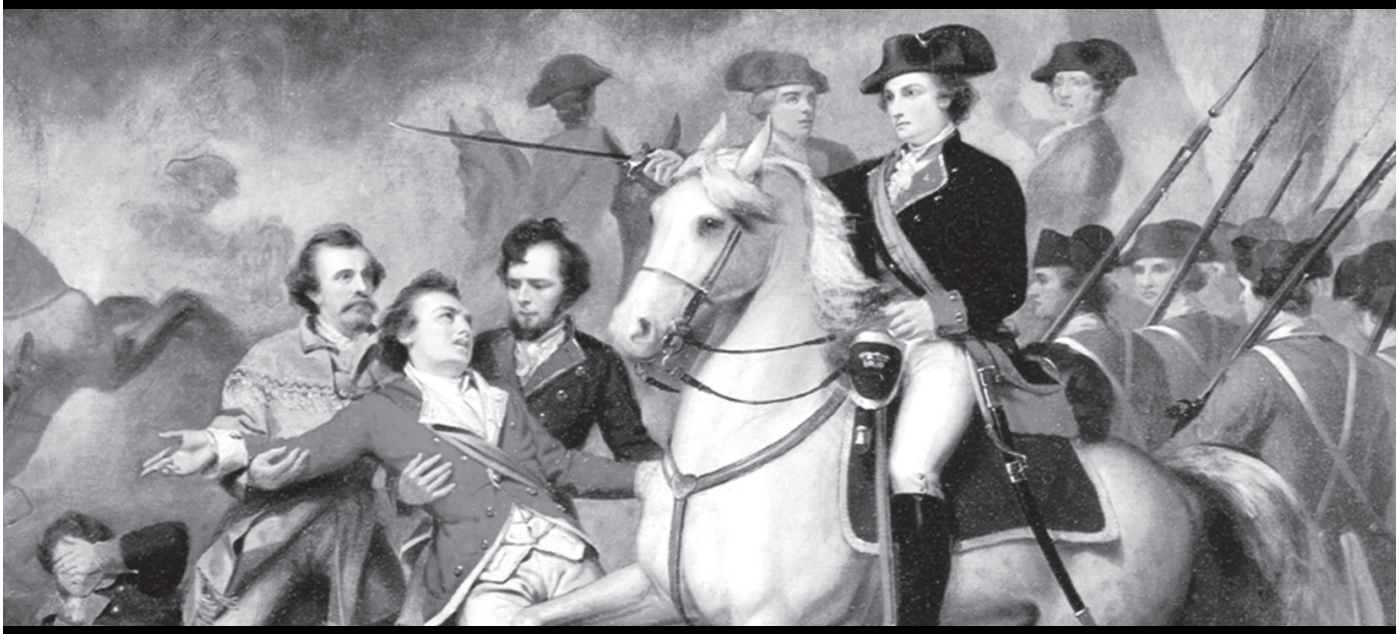
2014 PA MUSEUMS STATEWIDE CONFERENCE

CONFLUENCE OF THE PAST AND THE FUTURE

Presented by PA Museums
Hosted by the Senator John Heinz History Center

April 6, 7 and 8
Pittsburgh, PA

RELIVE A FEW CLASSIC BATTLES



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HISTORY CENTER
IN ASSOCIATION WITH THE SMITHSONIAN INSTITUTION

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SPORTS MUSEUM
AT THE HISTORY CENTER

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Pamela S. Quatchak, Chair, Rusty Baker, Carolynne Harris, Rebecca Lawrence and Chrisoula Randas Perdziola

MUSEUM MARKETPLACE

Mueller Center, 5th floor

Monday, April 7
8:00 AM-4:30 PM

Tuesday, April 8
8:00 AM-4:00 PM

The perimeter of Mueller Center will feature numerous exhibitors representing the diverse needs of the museum community. We hope you will take the opportunity to visit with our exhibitors during the numerous breaks interspersed throughout the conference. We thank them for their support.

Premium Exhibitors
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Exhibitors
A Door to Memories
Gettysburg Seminary Ridge Museum
Keytex Energy LLC
Lascar Electronics
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Reading Public Museum
Richart Graphics
Steel City Displays

SILENT AUCTION

Silent auction items benefiting PA Museums will be available for browsing and bidding within our Museum Marketplace. The silent auction concludes Tuesday at 3 PM. Please stop at the registration desk on Tuesday between 3 and 4:30 PM to see if you have a winning bid. Winners need not be present. Arrangements can be made to pick up your item(s). We can also mail your winning item(s), charging only for actual shipping costs. Thank you for your support!

CANDY BAGS

Please stop by our registration table throughout the conference and fill a bag with some delicious candy for that extra conference boost. Special thanks to our sponsor Keytex Energy for providing us with a little bag of happiness!

This conference program was printed by Lionworks Printing & Graphics at the Western Pennsylvania School for the Deaf. All proceeds of LionWorks Printing & Graphics benefit the students at the school who take part in vocational classes in the print shop and gain real life work experience. Find out more at lwprint.com.

SUNDAY, APRIL 6

Sunday's events will begin or take place at the Senator John Heinz History Center. We thank them for hosting our conference.

The History Center is the largest history museum in Pennsylvania, an affiliate of the Smithsonian Institution, and accredited by the American Association of Museums. The 275,000 sq. ft. museum - recently named "Best Museum" by the readers of Pittsburgh Magazine - features six floors of long-term and changing exhibition space, including the Western Pennsylvania Sports Museum, a dynamic museum-within-a-museum, and the Library & Archives, an extensive scholarly resource documenting 250 years of life in Western Pennsylvania.

The History Center presents the most compelling stories from American history with a Western Pennsylvania connection, all in an interactive environment perfect for visitors of every age. The History Center is located at 1212 Smallman Street in Pittsburgh's historic Strip District (Pittsburgh, PA 15222).

2:30-6:15 PM

War, Whiskey, Washington: A Whiskey Rebellion Bus Tour
Meet outside the Senator John Heinz History Center entrance

Brash. Arrogant. Impetuous. What turns a hot-headed young man into the dignified first president of the United States? This tour, given by the Rivers of Steel National Heritage Area, will explore the history of a young George Washington as he traveled through Western Pennsylvania and experience the adventures that defined him and refined him into the "Father of our Country." Taste and learn about the whiskey rebellion; a participatory experience of the founding of our country as you've never seen it before!

Itinerary

2:30 PM

Depart from the Senator John Heinz History Center.

3:00 PM

Arrive at the Woodville Plantation, the home of John and Presley Neville and Western Pennsylvania's link to the late 18th century. Built in 1775, this living history museum interprets life during the period of 1780-1820, the Era of the New Republic. Watch first hand a Whiskey Rebellion debate, enjoy late 1700 displays and receive a sweet treat! Find out more at woodvilleplantation.org.

4:30 PM

Head to one of Pittsburgh's most historic hotels, The Renaissance Hotel, to learn the history of whiskey at an interactive tasting. Learn about the different kinds of whiskey while sampling them for yourself! Find out more at renaissancepittsburghpa.com.

5:00 PM

Arrive at The Renaissance Hotel.

6:00 PM

Depart for the Senator John Heinz History Center.

6:15 PM

Arrive at the Senator John Heinz History Center.

6:30-8:30 PM

Welcome Reception
Senator John Heinz History Center

Join attendees, speakers and sponsors for a private hors d'oeuvres and cocktail reception to celebrate the start of the 2014 statewide conference at the Senator John Heinz History Center. Other refreshing beverages will be available. Everyone will have the opportunity to explore the museum and participate in a fun scavenger hunt!

The Pennsylvania Alliance for Geographic Education created the Giant Map of Pennsylvania as a free resource for teachers, museums, and other formal and informal educators to further geoliteracy initiatives in Pennsylvania.

During the reception, we welcome you to take your shoes off and enjoy your exploration of Pennsylvania. We encourage you to place a post-it note with your name written on it on where you are from. Once all conference participants have had a chance to do this, see if you can find any spatial patterns!

The PA Alliance, partially funded by National Geographic Education Foundation, is housed at Shippensburg University. With over 1000 members (register free online at pageoalliance.org), the PA Alliance welcomes anyone interested in promoting geographic education in Pennsylvania. Partnership activities are welcomed.

We thank The Senator John Heinz History Center for hosting our conference. Discover more at heinzhistorycenter.org.

MONDAY, APRIL 7

Monday's events take place at the Senator John Heinz History Center. We thank them for hosting our conference.

8:00 AM-5:00 PM

Registration
Mueller Center Foyer, 5th floor

Registration opens at the Senator John Heinz History Center. Coffee and beverages will be available.

8:00 AM-4:30 PM

Marketplace and Silent Auction
Mueller Center, 5th floor

The perimeter of Mueller Center will feature numerous exhibitors representing the diverse needs of the museum community. We hope you will take the opportunity to visit with our exhibitors during the numerous breaks interspersed throughout the conference. We thank them for their support.

In addition, silent auction items benefiting PA Museums, will be interspersed throughout our exhibitor tables. The silent auction concludes Tuesday at 3 PM. Please stop at the registration desk on Tuesday between 3 and 4:30 PM to see if you have a winning bid. Winners need not be present. Arrangements can be made to pick up your item(s). We can also mail your winning item(s), charging you only for the actual shipping cost.

9:30-10:30 AM

Keynote Address
The State of History in Pennsylvania—Challenges for the Future
Andrew E. Masich, Chairman, PHMC and President & CEO, Senator John Heinz History Center
Mueller Center Foyer, 5th floor

Sponsored by the Butler County Tourism & Convention Bureau - VisitButlerCounty.com

Pennsylvania's history organizations are challenged to achieve their missions and sustain themselves. While the challenges are great, the opportunities are greater still. By better understanding our audiences, pursuing strategic partnerships and planning, and taking advantage of new technologies--and all the other tools in our educational kit--forward-looking museums and historical organizations are on track to become more effective and sustainable than ever before.

Andy Masich is Chairman of the Pennsylvania Historic and Museum Commission and President and CEO of the Senator John Heinz History Center. Since 1998, he has provided leadership for the operation of the 275,000 square-foot History Center and its staff of 125 as well as the Western Pennsylvania Sports Museum, the Meadowcroft Rockshelter and Historic Village (the Meadowcroft Rockshelter archeological site near Avella, PA, is the oldest site of human habitation in North America), and, most recently, the Fort Pitt Museum.

Andy has forged strategic partnerships with organizations as varied as the Smithsonian Institution, the Allegheny Conference for Community Development, Civic Light Opera, Neighbors in the Strip (NITS) and Boy Scouts of America, Pittsburgh's 250th anniversary celebration (Pittsburgh 250), and Pennsylvania Civil War 150.

Andy serves on the American Association of Museums Accreditation Commission and is an active member of the American Association for State and Local History. He makes regular television appearances on Pittsburgh's WQED, winning Emmys for his historical documentaries. A recognized authority on the preservation and creative interpretation of history, he has been a faculty member of the Seminar for Historical Administration.

In 1997, he co-authored the award-winning Cheyenne Dog Soldiers: A Ledgerbook of Coups and Combat, Halfbreed: The Remarkable True Story of George Bent—Caught Between the Worlds of the Indian and the White Man —winner of the Colorado Book Award—and The Civil War in Arizona: The Story of the California Volunteers, 1861-1865 —named Southwest Book of the Year. His most recent book (2007), Dan Rooney: My 75 Years with the Pittsburgh Steelers and the NFL, a collaboration with Dan Rooney and Dr. David Halaas, is a New York Times bestseller.

Prior to joining the History Center, Andy served as Vice President and Acting President of the Colorado Historical Society in Denver. Andy began his career with the Arizona Historical Society (1978-1990) serving as director of both the Yuma and Phoenix museums.

Andy has an M.A. (History/Museum administration) from the University of Arizona, where he graduated Phi Beta Kappa, magna cum laude.

10:30-10:45 AM

Break

10:45-11:45 AM

Concurrent Sessions

10:45-11:45 AM

Crowdfunding for Museums: Lessons Learned
Mueller Center, 5th floor

This follow-up to last year's New World of Crowdfunding presentation, Crowdfunding for Museums: Lessons Learned will examine the crowdfunding campaigns of the ten Pennsylvania organizations that participated in Pennsylvania's Top Ten Endangered Artifacts. This was the single most ambitious museum-based crowdfunding initiative launched anywhere in the country to date, and it has yielded a goldmine of information regarding the efficacy of various crowdfunding strategies. Some of these strategies worked and others did not. The presentation will also be embellished with relevant stories from other recent museum-related crowdfunding initiatives.

This session will address the relevant areas of fundraising and promotion of collections, developed for presentation to an audience of collections care professionals (collection managers, curators, librarians, and archivists), administrators, and any personnel with a responsibility for social media and fundraising.

Presenters:
Lee Price is Director of Development at the Conservation Center for Art & Historic Artifacts in Philadelphia

10:45-11:45 AM

Re-inventing the Wheel: Using Skateboarding as a Platform for Community Engagement
Library & Archives, 6th floor

Re-inventing the Wheel session concept will present the experience and challenges of the staff at the Everhart Museum of Natural History, Science& Art in creating relevant and contemporary exhibits and programming (including finding funding to support these efforts), in using popular subjects to drive community engagement and interest in the organization. To capitalize on the longstanding pastime of skateboarding in global culture, the staff decided to curate an exhibit that would feature the history, creativity, community and future direction of this unique activity.

The Curator will speak on organizing the exhibit, and figuring out how to interpret skateboarding with a new perspective, the Director will speak on finding creative ways to fundraise for this type of exhibit subject, and the Director of Interpretive Programs will discuss the outreach and collaboration with new

community partners to provide outstanding and unique programming and events for the exhibit. The area of relevance is multivalent, and the intended audience is collections and programming staff.

Chair:
Cara Sutherland is Executive Director of the Everhart Museum of Natural History, Science & Art in Scranton

Presenters:
Nezka Pfeifer is Curator at the Everhart Museum of Natural History, Science & Art in Scranton

10:45-11:45 AM

Heinz History Center Collections - A Behind the Scenes Tour
Meet in Great Hall lobby, 1st floor

Learn how the History Center cares for its collection – from the Collections Management Area where artifacts are catalogued and prepared for exhibit, to the mount making shop and photography studio. Be among the first to tour the History Center's new Sigo Falk Collections Center with Courtney Keel, Chief Registrar at the Heinz History Center, where a Visible Storage exhibit will open this November. Visit the new storage facility and talk with Collections staff about the challenges and opportunities they faced in moving the museum's collections. Limited to 20.

10:45-11:45 AM

Ice House History – A Behind the Scenes Tour
Meet in Great Hall lobby, 1st floor

Join Anne P. Madarasz, Museum Division Director and Director of the Western PA Sports Museum, for the back hallway tour of the museum complex. Learn about the challenges of doing public history in an old ice house, as well as the great spaces it affords. Hear our war stories and victories and share some of your own on this whirlwind behind the scenes tour. Limited to 25.

11:45 AM-NOON

Break

NOON-1:30 PM

Special Achievement Awards Ceremony & Lunch
Mueller Center, 5th floor

***Sponsored by Phoenixx Design Associates, LLC* - phoenixxdesign.com**

Each year, PA Museums is proud to recognize outstanding work by museum professionals and museums across the Commonwealth after reviewing nominations from the field. Congratulations to our 2014 award winners and honorable mention recipients!

Institutional Achievement Awards
"Pennsylvania's Top 10 Endangered Artifacts"
Conservation Center for Art and Historic Artifacts
Philadelphia, PA
Accepted by: Laura Hortz Stanton, Director of Preservation Services, and Lee Price, Director of Development

Both fun and educational, this project offered an engaging opportunity to raise public awareness of the state's collecting institutions and their preservation needs in 2013. It succeeded in generating media interest in all regions of the state—and nationally, as well—and raised funding for the conservation of ten beloved artifacts. In addition, it has challenged Pennsylvania's museums to engage with new social media opportunities to promote the wonderful stories embedded in their permanent collections.

"The Blood is the Life: Vampires in Art & Nature"
Everhart Museum of Natural History, Science & Art
Scranton, PA
Accepted by: Cara A. Sutherland, Executive Director

Creating a new model for the field, this ambitious exhibition project tapped into the current pop culture vampire craze, and featured a unique multi-disciplinary approach using the museum's permanent collections enhanced by artifact loans. The broad spectrum of subjects and objects, all of which were blood or vampire related, inspired creative opportunities for interpretative programs and community collaborations that attracted visitors of all ages and interests and provided fodder for social, cultural and scientific dialogue around a topic many people find exciting, dangerous and intriguing.

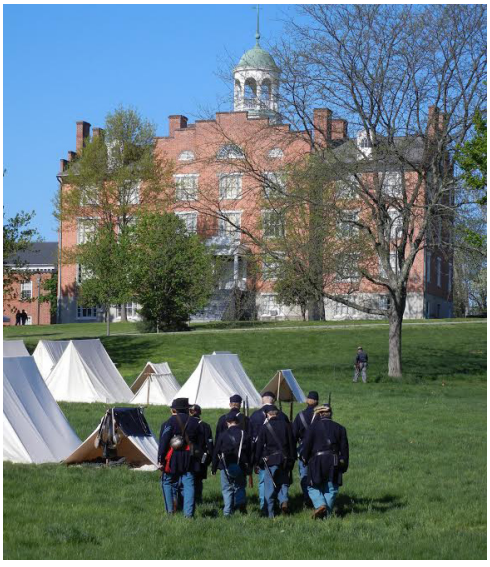
Institutional Honorable Mentions
"Farm Days 1866"
Bradford County Heritage Association
Troy, PA
Accepted by: Debbie Lutz, Program Chairperson

Held on the grounds of The Heritage Village and Farm Museum, this two-day, free event used the book Farmer Boy by Laura Ingalls Wilder, as inspiration for educational displays, living history presentations, demonstrations and hands-on activities that together with the museum's historical buildings and artifacts explored how daily life differed from 1866 to 2013.

"Turning Points: Civil War, 1863-1864"
Mercer Museum of the Bucks County Historical Society
Doylestown, PA
Accepted by: Cory M. Amsler, Vice President for Collections & Interpretation

Marking the sesquicentennial of the Civil War, this provocative and compelling exhibition examined how citizens in Bucks County and the nearby Delaware Valley navigated the war's most pivotal years. Hundreds of artifacts, documents and images from the Mercer Museum and Library collections, supplemented by borrowed items, immersed visitors in the midst of the conflict, from home front to battlefield, and challenged them to consider where they might have stood on the issues and debates of the day. A diverse array of programming accompanied the exhibition.

PA Museums Director's Award
"Voices of Duty and Devotion"
Gettysburg Seminary Ridge Museum
Gettysburg, PA
Accepted by: Barbara Franco, Executive Director



Widely considered the flagship project for the 150th anniversary observance of the Battle of Gettysburg, a turning point of America's Civil War, the Gettysburg Seminary Ridge Museum opened on July 1, 2013, the result of a longstanding partnership between the Seminary

Ridge Historic Preservation Foundation, the Lutheran Theological Seminary at Gettysburg and the Adams County Historical Society. The interactive permanent exhibition, Voices of Duty and Devotion, interprets the battle's decisive first day on Seminary Ridge, the care of the wounded and human suffering that took place within the Seminary during its use as a Civil War field hospital, and the moral, civic and spiritual debates of the Civil War era.

PA Museums President's Award & S.K. Stevens Memorial Award
"From Slavery to Freedom"
Senator John Heinz History Center
Pittsburgh, PA
Accepted by: Samuel W. Black, Exhibition Curator & Director of African American Programs

Recipient of both the American Association for State and Local History, Leadership in History Award for 2013, and African Diaspora World Tourism, Flame Keepers Award for Cultural Exhibition 2013, this groundbreaking exhibition highlights the anti-slavery movement, abolitionism and the Underground Railroad, and the impact of 19th-century activism on the modern quest for civil and human rights in Pittsburgh. Through artifacts, paintings, immersive museum experiences, rare documents, interactive activities and audio/video components, visitors trace the evolution of the region's African American community, embarking on a journey that begins in 18th-century Africa, crosses the Atlantic Ocean on a re-created slave ship and ends in 21st-century Western Pennsylvania.

Individual Award—Emerging Museum Professional
Daniel Roe, Director of Education
York County Heritage Trust, York PA

Honored for his leadership, initiative and commitment, Mr. Roe has significantly expanded the Trust's programming, community involvement and impact over the past five years. He has served as project manager and curator for the temporary exhibit, The Fiery Trial: York County's Civil War Experience, and also created a Second Saturday lecture series, which has grown in popularity and attendance. He worked with local high school AP History course students to develop theatrical videos accessible by the smartphone app, AURASMA, and replaced an essay competition with a technology-focused media contest for students in grades 3-12. By helping to forge programmatic links between the departments of education, curatorial and library & archives, Mr. Roe's efforts have created a more complete visitor experience. He worked previously at the Daniel Boone Homestead and Berks County Heritage Center.

Special Thanks to...

PA Museums offers very special thanks to Phoenixx Design Associates of York, PA, for generously underwriting this year's Special Achievement Awards program. Founded in 1998 by PA Museums Board Member David K. Heltzel, Phoenixx Design Associates, LLC has three divisions of expertise—Entertainment Design, Marketing & Advertising, and Commercial & Residential Interiors. For more information, please visit with David at the Phoenixx Design Associates table in the Marketplace as well as through phoenixxdesign.com.

1:30-1:45 PM
Break

1:45-2:45 PM
Concurrent Sessions

1:45-2:45 PM
Refreshing and Revitalizing Your Exhibits Like a Pro
Mueller Center, 5th floor

We all know that funding is tight! Learn to redress your exhibits like a pro! Layout, design, key features and materials to refresh and revitalize your tired exhibits without breaking the bank will be explored during this session.

This seminar is for anyone that handles exhibits within your organization. Designers, maintenance staff, executive directors, - just about anyone will benefit from this session. Any organization from art museums to historical societies will not only learn from the lecture component of this session but will also be able to ask questions regarding specific situations during our question and answer segment.

Presenter:
Dave Heltzel is CEO of Phoenixx Design Associates, LLC in York

1:45-2:45 PM

Double Your Money: Strategies for Annual Fund Growth
Library & Archives, 6th floor

Many small to mid-size museums deploy membership and annual fund programs that are stable, yet experience little growth. At a time when financial resources are tight, learn how to utilize your mission, collections and related assets to improve the annual fund and/membership. Learn how to take simple steps to increase the annual fund and/or membership to improve your fundraising bottom line. Small efforts can yield big rewards!

Participants will review fundraising concepts and specific tools to improve fundraising outcomes. Part of this session will include experiential work, creativity is essential! Come prepared to design your own doubling strategy to vastly improve financial resources for your institution.

Presenter:
Joan Mummert, CFRE is President and CEO of the York County Heritage Trust in York and has 34 years of nonprofit experience, 20 of those devoted for fundraising

1:45-2:45 PM

Pennsylvania Civil War 150 Roundtable: "Ending the Sesquicentennial with a Bang!"
US Steel Foundation Boardroom, 7th floor

Join an open discussion about Pennsylvania's Civil War Sesquicentennial. With commemorations of the Battle of Gettysburg and the Gettysburg Address behind us, it's time to take stock and look at what is on the table through 2015. What has been successful? What is remaining as unfinished work? What will be its lasting legacy?

Discussion Leaders:
Karen Dougherty Buchholz, Chair, PACW150
Andy Masich, Chair PHMC
Beth Hager, Chief, Education and Outreach, PHMC, The State Museum of Pennsylvania

2:45-3:00 PM

Break

3:00-4:00 PM

Concurrent Sessions

3:00-4:00 PM

The New Normal - and How to Live with It
Mueller Center, 5th floor

Every day museums are experiencing dynamic shifts in adapting to changing audiences, economies, and new technologies. Some call it the "new normal". This session will focus on how to lead organizations through mission transformations and organizational change in order to reinvent themselves, renew partnerships, and reinvigorate their missions. Whether you're a "suit" or a "creative" here's how to freshen, regenerate and even reinvent your organization.

Based on a business analysis of a Smithsonian-affiliated museum case study which recently crafted a big-deal merger, this seminar offers, in how-to form, the practical, positive and passionate specifics to take back to your respective organizations--and employ. It's all about benchmarks, self-analysis, engaging your board and community, to survive and THRIVE. It's a colorful case study which will get you to say more than "I can do that." Participants will leave saying "I must/will do that!"

Presenter:
Dr. Tom Stoneback is Vice President and Executive Director of the Delaware and Lehigh National Heritage Corridor and National Canal Museum in Easton

3:00-4:00 PM

Past and Future in the Present: Fostering Partnerships with Early Childhood and Older Adult Providers
Library & Archives, 6th floor

One of a museum's key responsibilities is to meet the needs of audiences across the lifespan. Educators from the Frick Art & Historical Center share their experiences in cultivating partnerships to provide programming for audiences ranging from pre-kindergarten to seniors, effectively both honoring the past and serving the future.

Museum educators and administrators can benefit from this session, which focuses on audience building through community partnerships. A special focus on working with neighborhood and other local organizations that serve early- and later-life audiences offers insights on some of the challenges as well as the potential tangible and intangible rewards of partnering with organizations that attend to the unique intellectual, social and emotional needs some of the youngest and oldest members of our community.

Chair:
Amanda Gillen is Director of Education at the Frick Art & Historical Center in Pittsburgh

Presenters:
Laura Ainsley is Assistant Curator of Education, Adult Programs at the Frick Art & Historical Center in Pittsburgh
Susan Bails is Assistant Curator of Education, The Frick Art Museum and Community Programs at the Frick Art & Historical Center in Pittsburgh

4:00-4:45 PM

Break
Reminder: Marketplace and Silent Auction open until 4:30 PM in the Mueller Center, 5th Floor

4:45 PM

Pittsburgh Sampler Bus Tour and Dinner
Meet in Great Hall lobby, 1st floor

5:00 PM

Pittsburgh Sampler Bus Tour Begins
Bus Departs from theSenator John Heinz History Center

Itinerary

5:00 PM

Depart from the Senator John Heinz History Center.

5:30 PM

Arrive at The Nationality Rooms, where you will enjoy traveling around the world while visiting the Nationality rooms at University of Pittsburgh's famous Cathedral of Learning. The classrooms represent the ethnic traditions of the people that settled in the Pittsburgh area through the years. Whether its Austria, Czech Republic, Ireland or Ghana, enjoy some of the 29 classrooms that are decorated in the style of each country they represent! Find out more at nationalityrooms.pitt.edu.

6:30 PM

Walk next door to Heinz Chapel for a docent-led tour of this beautiful non-denominational chapel which was a gift to the University of Pittsburgh by Henry John Heinz, founder of the H.J. Heinz Company, to honor his mother. It is renowned for its beautiful stained glass windows with 391 identifiable people such as William Shakespeare and Florence Nightingale. Find out more at heinzchapel.pitt.edu.

7:00 PM

Depart for dinner at the original Primanti Brothers in the Historic Strip District where you'll learn the unique Pittsburgh history of the Primanti sandwich and its connection to the city's steel heritage. Named the "Manliest Restaurant in the U.S." by Men's Health Magazine, their signature sandwich style made it easier for millworkers and truck drivers in the Strip to take a quick lunch break! Find out more at primantibros.com.

7:30 PM

Arrive at Primanti Brothers.

8:45 PM

Depart for the Duquesne Incline and enjoy a ride on a century-old funicular, one of the few left in the nation! Check out the historical photographs and old newspaper

stories about Pittsburgh displayed throughout the upper station and get a special visit to the interior of the incline to learn about the operation of the gears and machinery. Find out more at duquesneincline.org.

9:00 PM
Arrive at the Duquesne Incline.

9:45 PM
Departure for the Senator John Heinz History Center.

TUESDAY, APRIL 8

Tuesday's events take place at the Senator John Heinz History Center. We thank them for for hosting our conference.

8:00 AM-4:00 PM
Registration
Mueller Center Foyer, 5th floor

Registration opens at the Senator John Heinz History Center. Coffee and beverages will be available.

8:00 AM-4:00 PM
Marketplace and Silent Auction
Mueller Center, 5th floor

The perimeter of Mueller Center will feature numerous exhibitors representing the diverse needs of the museum community. We hope you will take the opportunity to visit with our exhibitors during the numerous breaks interspersed throughout the conference. We thank them for their support.

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9:30-10:30 AM
Keynote Address
Strategic Investment in Arts and Culture, A Key to the Transformation of Pittsburgh
Bill Flanagan
Mueller Center, 5th floor

Thirty years ago with the collapse of its industrial base, Pittsburgh's economy hit rock bottom, with a metro unemployment rate close to 20-percent. However, civic leaders from business, government and the non-profit sectors came together in partnership to remake the Pittsburgh region, today home to a diverse economy with strengths in energy, finance, manufacturing, life sciences and IT.

Mr. Flanagan will share Pittsburgh's transformation story and the many reasons Pittsburgh has gained global recognition as one of the America's best places to live (Economist Intelligence unit – 2011). In addition, he will highlight the significant role that the region's cultural and outdoor assets have played in the remaking of the region, thanks to strategic investment in arts and culture and outdoor recreation.

The region's cultural institutions have become critical partners in economic development as they capture and capitalize on the area's rich cultural heritage. Together, they provide a world class quality of life to match the region's increasing economic opportunities.

Bill Flanagan is executive vice president, corporate relations for the Allegheny Conference on Community Development and its affiliated organizations – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Greater Pittsburgh and the Pittsburgh Regional Alliance.

Bill supervises investor relations activities for the Conference and Affiliates, including fundraising, membership services and educational programming. He also oversees organizational communications. In this role, Bill hosts Our Region's Business on WPXI-TV and

the Pittsburgh Cable News Channel (PCNC), a Sunday morning business affairs program the Conference produces in partnership with WPXI-TV. As president of The Pittsburgh G-20 Partnership in 2009, Bill helped to organize the public/private partnership of organizations from across southwestern Pennsylvania that came together to welcome the world for the Pittsburgh Summit.

With the City of Pittsburgh, Allegheny County and VisitPittsburgh, the Allegheny Conference was one of the four founding members of the partnership. As executive director of Pittsburgh 250, the celebration of the 250th anniversary of the naming of Pittsburgh in 2008, Bill supervised a multi-year, 14-county initiative that included signature projects and events, along with grassroots initiatives planned by a 200 member commission and involving more than 300 partners and supporters.

Prior to joining the Conference in September 2001, Bill had covered the economy of southwestern Pennsylvania for almost 20-years, much of it as money editor of KDKA-TV, where he was Pittsburgh's only broadcast reporter devoted exclusively to business and personal finance, and where he hosted The Sunday Business Page. Bill came to the region in 1982 as a general assignment reporter for the television station. He has written about personal finance for The Pittsburgh Post-Gazette and KDKA-AM.

A graduate of Northwestern University (B.S. Speech), Bill holds a Master's Degree in Journalism from the University of Missouri-Columbia.

10:30-10:45 AM

Break

10:45-11:45 AM

Concurrent Sessions

10:45-11:45 AM

100-proof Planning
Mueller Center, 5th floor

Institutions contemplating a new initiative -- such as a major exhibition refresh, expansion, renovation, or new large program – could benefit from a focused, creative look at their opportunities. Session leaders will describe a charrette they have developed to help institutions work through key goals, outcomes, and parameters for new initiatives.

Just like a strong distillation, this 100-proof planning charrette brings together experts from diverse disciplines, eliciting various perspectives, areas of impact, approaches and obstacles for success. The charrette is a one or two-day concentrated effort that provides a needs assessment, identifies constraints and opportunities, defines the scope of the project and determines project specifications. Participants can include institution leaders, staff, key stakeholders, creative thought leaders and community members.

The charrette is designed for institutions that don't have the time or resources to engage a major planning effort but still can benefit from a multi-disciplined focused investigation and workshop.

Chair:
Carolynne Harris is Principal of Carolynne Harris Consulting in Philadelphia

Presenters:
Aaron Goldblatt is Partner of Metcalfe Architecture & Design in Philadelphia
Victoria Prizzia is Principal of Habitheque Inc. in Philadelphia
Karen Young is Executive Director of Fairmont Water Works Interpretive Center in Philadelphia

10:45-11:45 AM

Building Resiliency: Preparing PA's Museums for Emergencies
Library & Archives, 6th floor

Pennsylvania's museums, historic sites, and cultural institutions are at risk from natural and environmental disasters as hurricanes, tornadoes, and floods become more frequent in the Mid-Atlantic region. Over the past ten years there has been a concerted effort to address emergency preparedness by forming Alliance for Response chapters in several regions within the state, by holding disaster planning classes throughout the state as part of the Save Pennsylvania's Past initiative, and by convening meetings that have brought together leaders from both the cultural community and emergency management agencies. These efforts have been helpful

in advancing our collective preparedness, but the disparate actions have not yet let to effective statewide or regional response protocols.

To help address the need for further emergency preparedness and cooperation in Pennsylvania, the Conservation Center for Art & Historic Artifacts (CCAHA) applied for and received an IMLS National Leadership grant to form the Pennsylvania Cultural Resilience Network (PCRN). Started in October 2013, PCRN is designed to strengthen Alliance for Response networks in the state, to offer affordable training in preparedness and recovery, to foster greater communications with emergency management agencies in the state, to establish a trained Pennsylvania response corps, and to created statewide protocols for response and recovery.

This session is intended for museum administrators, curators, collections managers, security personnel, and other staff that are involved with emergency planning, response, and recovery at their institutions. The presenters will discuss tools for museum emergency preparedness, the various components of the PCRN, and highlight opportunities for institutions to become active and engaged in the program.

Chair:
Laura Hortz Stanton is Director of Preservation Services at the Conservation Center for Art & Historic Artifacts in Philadelphia

Presenters:
Miranda Nixon, MLIS, is Preservation Coordinator at the University of Pittsburgh
Philip Barker, is Director at the PEMA Western Area Office, Pennsylvania Emergency Management Agency, in Indiana, PA

10:45-11:45 AM

Guided Tour of Sports Museum
Meet in Great Hall lobby, 1st floor

Discover the Western Pennsylvania Sports Museum, a state-of-the-art museum at the Senator John Heinz History Center, through this tour given by Anne P. Madarasz, Museum Division Director and Director of the Western PA Sports Museum, and staff. Enjoy the great works of Maz and Mario. Art and Arnie. Roberto and Franco. Suzie and Swin. A place where you can relive the moments that made them great. The Immaculate Reception. The home run. Olympic gold. Super Bowls. Stanley Cups. Experience the unforgettable and almost forgotten tales of Pittsburgh sports through hundreds of artifacts, more than 70 hands-on interactive exhibits and 20 audio-visual programs. Limited to 25. Two tours available.

11:45 AM-NOON

Break

NOON-1:30 PM

PA Museums Annual Meeting and Lunch

Agenda

Welcome and Call to Order: Scott Becker, President

President's Report

Excecutive Director's Report: Rusty Baker, Executive Director

Treasurer's Report: Sime Bertolet, Treasurer

Nominating Report: Bonnie Shockey

Presentation of the slate of nominations to the Board of Directors

Q and A/Discussion: Scott Becker

Adjournment: Scott Becker

1:30-1:45 PM

Break

1:45-2:45 PM

Concurrent Sessions

1:45-2:45 PM

100 Tips to Bring Your Membership Development Program Into the Future
Mueller Center, 5th floor

Yes, you'll leave with 100 ideas to increase revenue! Good membership and development programs provide more than funds. This session highlights basic assumptions and then provides steps to implementation.

We will examine the development cycle and how to engage our colleagues, our staff, our Board, and our CEO in programs that serve long term needs. Emphasis will be placed on low-cost or no-cost ideas for small museums. This program is for membership/ development staff, CEOs and board members.

Presenters:
Sheldon Wolf has worked in the museum fields for more than 25 years. For two years, he was chairman of AAM's Development and Membership Committee, and he served on the AAM national Program Committee. He has been a frequent presenter at conferences, including AAM, NEMA, MAAM, SEMC, PA Museums, and others. Presently, he is a consultant based in the Philadelphia area.
Dana Hines is CEO of Membership Consultants and co-author of the essential text, Membership Development, and the recently published, Pulse of Membership 2012. She has been a presenter at numerous regional and national conferences.

1:45-2:45 PM

Working Towards a Common Goal: Promoting Access to Museum and Archival Collections
Library & Archives, 6th floor

Participants will discuss how the University Museum and the Special Collections & University Archives at Indiana University of Pennsylvania have collaborated to promote and improve access to museum and archival collections. Discussion will include developing collaborative partnerships that led to grants and projects that have benefited collections in both departments.

The intended session audience is museum professionals and volunteers who are interested in learning how a successful University Museum can promote permanent art and cultural collections, regional artists, and shared archival collections in an academic environment. The panelists include University Museum Board of Directors and university professors who have participated in the curatorship of multiple museum exhibitions.

Chair:
Harrison Wick is Special collections Librarian & University Archivist at Indiana University of Pennsylvania in Indiana, PA

Presenters:
Donna Cashdollar is on the Museum Board of Directors and Graphic Designer at Indiana University of Pennsylvania in Indiana, PA
Rhonda Yeager is Visual Resource Curator, Instructor and Museum Curator at Indiana University of Pennsylvania in Indiana, PA

2:45-3:00 PM

Break

3:00 PM

Silent Auction Concludes

Please stop at the registration desk between 3:00 and 4:30 PM to see if you have a winning bid.

Winners need not be present. Arrangements can be made to pick up your item(s). We can also mail your winning item(s), charging you only for the actual shipping cost.

3:00-4:00 PM

Concurrent Sessions

3:00-4:00 PM

From Historic Site to Attraction: The Economics of Heritage Tourism
Mueller Center, 5th floor

This session will provide an overview of the economic factors of cultural and heritage tourism. Sustainability for museums and history-related sites/organizations and creating a new fundraising stream or further developing one of heritage tourism will be explored.

Chair:
Mike Piaskowski serves as Chief for the Rivers, Partnerships, and Heritage Areas Section within the Department of Conservation and Natural Resources, Bureau of Recreation and Conservation in Harrisburg

Presenters:
Sherris Moreira is Director of Group Tours at Pittsburgh Tours & More in Pittsburgh
David Primm is a Market Research & Economic Impact Consultant in Pittsburgh

3:00-4:00 PM

The Confluence of Slavery and Freedom in 19th Century Pittsburgh
Library & Archives, 6th floor

The Heinz History Center's award winning exhibit, From Slavery to Freedom will be discussed using the activism of the regions abolitionist history as a back-drop. This paper will present the project strategy used to develop the exhibit, scholarship, education, and outreach result with a special focus on the presentation of two main components in new research and digital installation. This session will focus on the development of the exhibit project and its structure presenting the background and behind the scenes look at exhibition programming. Especially important are the planning structure and the lessons learned that will definitely lend to the next multi-level initiative.

The session will rely heavily on archival collections, research methodology, and donor relations to show how the confluence of museum work impact the education and presentation of history.

Presenter:
Samuel Black is Director of African American Programs at the Senator John Heinz History Center in Pittsburgh

4:00 PM

Conference concludes

Future Conference Locations

2015
Harrisburg

2016
Reading

More information coming soon!

Shortly after the conference, attendees will receive a link to a conference survey via email. Your participation will help ensure future conferences that best suit your needs and provide the most positive experience possible. We thank you in advance for your consideration!

Special Thanks to...

...all of our wonderful speakers who have donated their time to be with us today. PA Museums greatly appreciates their efforts!

...Steven C. Perdziola for donating the conference program design

...Ken Shockey who has donated the conference photography for countless years

...the Senator John Heinz History Center including:

- Andrew Masich, President & CEO
- David Scofield, Director of Meadowcroft
- Betty Arenth, Senior Vice President
- Samuel Black, Director of African American Programs
- Cara Bull-Trombold, Events Coordinator
- Stephen Bullick, Educator
- Courtney Keel, Chief Registrar
- Anne Madarasz, Museum Division Director/Director of Western Pennsylvania Sports Museum
- Maura Minteer, Director of Events
- Matt P. McCrerey, MixStirs Cafe/Catering service
- Tonia Rose, Director of Administration
- Ned Schano, Director of Communications
- Breanna Smith, Administrative Assistant, Executive Division
- Robert Stakeley, Education Outreach Coordinator
- Lauren Uhl, Museum Project Manager and Curator of Food & Fitness

...along with special thanks to any additional staff not mentioned that helped make this conference possible!

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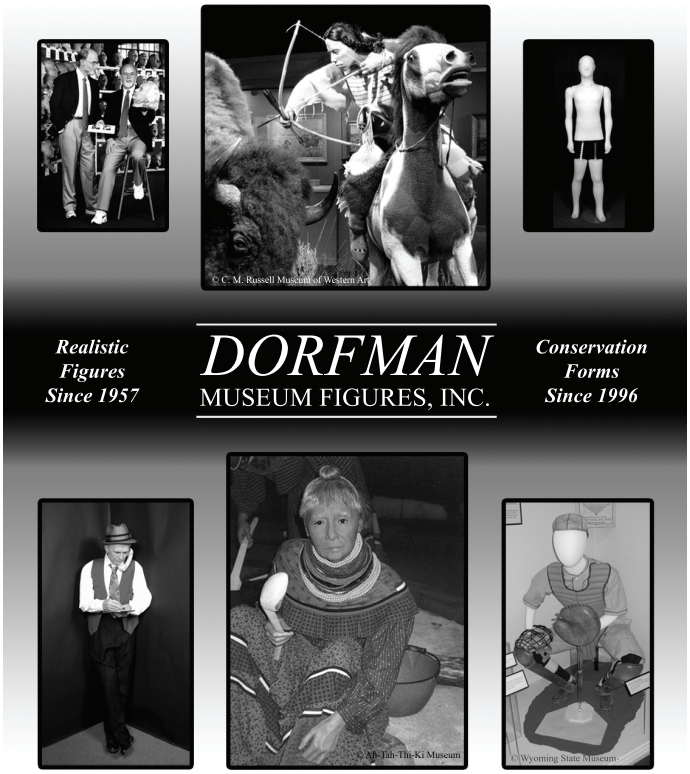

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Congratulations to PA Museums on a Successful 2014 Conference

✦ ✦ ✦ ✦

Best Wishes from
Deborah Filipi, Former Executive Director,
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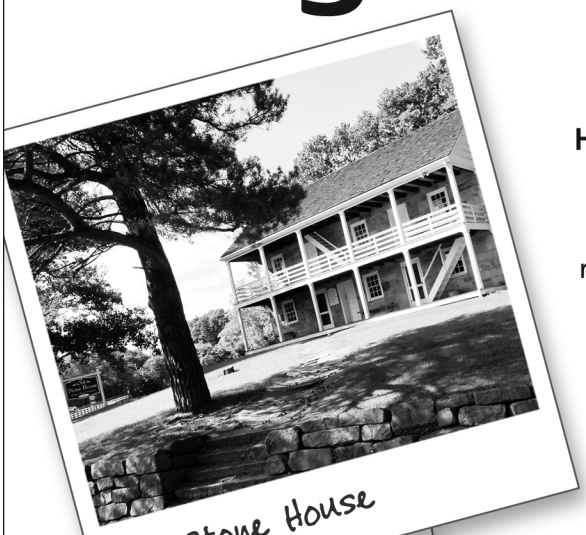

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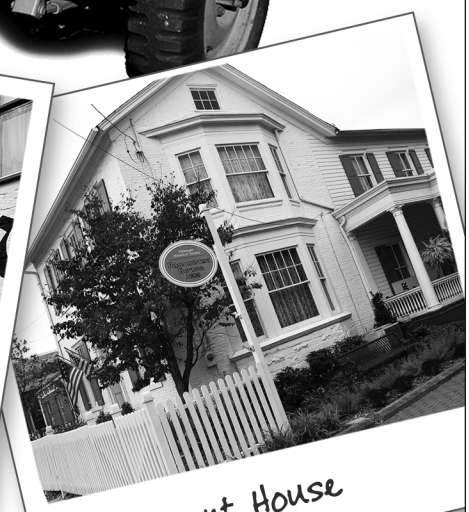

Passavant House

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