Resilient, Together
ANNUAL MEETING & MUSEUMEXPO
2021
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ACKNOWLEDGMENTS

The Alliance wishes to express appreciation to the following organizations and individuals that have generously supported the museum community and the 2021 AAM Annual Meeting & MuseumExpo.

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Program information is subject to change.
LAND ACKNOWLEDGMENT

Every community owes its existence to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Some were brought here against their will, some were drawn to leave their distant homes in hopes of better lives, and some have lived on this land for more generations than can be counted. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference. We begin this effort to acknowledge what has been buried by honoring the truth.

We acknowledge the ancestral lands of the Piscataway people, the lands on which the American Alliance of Museums office is located. Chicago, the city we celebrate during this Annual Meeting, is the land of the Three Fires Confederacy: Ojibwe, Odawa, and Potawatomi; and 30 sovereign nations who consider Illinois part of their homeland. The area was also a site of trade, gathering, and healing for more than a dozen other Native tribes. We pay respects to their elders past and present.

The state of Illinois is currently home to more than 100,000 tribal members and the Chicagoland area is currently home to one of the largest and most diverse urban Native communities in the U.S. We encourage you to use this native lands map so you can learn what lands you occupy—visit: native-land.ca

Please take a moment to consider the many legacies of violence, displacement, migration, and settlement that bring us together here today. We welcome all of you in the work of continued uncovering of truths in the museum field and beyond.
Rethink Resiliency with Blackbaud Arts & Cultural Solutions.
Resilient, Together

Never before in AAM’s 115-year history has it been more critical to come together for our field’s future. It has been over a year since COVID-19’s first cases appeared, claiming millions of lives and jobs worldwide, and broadly illuminating the inequities in our society. The impacts on museums and museum professionals have been dire. Many museums are striving to meet the needs of their communities through education, psychological respite, humor, and joy. Many are also facing the painful prospects of job loss, substantial budget cuts, and permanent closure.

Our new normal is filled with uncertainty and disruption caused by the confrontation of two pandemics: COVID-19 and the systemic racism that has plagued our country for centuries. How can we come together now, embrace the change offered by the current crises, and build greater individual, community, organizational, and field-wide resilience? Which aspects of traditional practice left museums fragile and vulnerable to disruption? What is the role of museums in bridging divides, bringing communities together, and building empathy and understanding to build community resiliency when confronting crises?

Resiliency is defined by the ability to recover quickly from crises, to learn from mistakes, and in doing so, to find enrichment. It is a triumphant act to be resilient in the midst of a health pandemic, social and political upheaval, and economic and financial uncertainty. But what does resiliency mean for a community, a museum, or the field at large? How do we examine the challenges that create an uneven pattern of resiliency in the field? How do we fortify and adapt varying forms of resiliency to meet not only the present crises, but also determine and embrace what our future will hold? Becoming resilient requires examining the complexities of these topics, mapping paths to a more inclusive and equitable field, and adapting so that when we do bounce back, we do so with new vigor, together. What’s next starts now at #AAM2021.

While we will not be coming together in-person in Chicago, it remains one of the cities best fit to explore the theme, Resilient, Together. Following the devastation of the Great Fire of 1871, Chicago residents, and supporters across the country and internationally, joined together to help the city rise from the ashes. They rebuilt a newly imagined and stronger urban landscape that touted innovations such as the modern skyscraper. This incredible example of large scale recovery efforts supported by communities from the hyper-local to the global serves as inspiration for the recovery efforts of our field.
Thank you for joining us online for #AAM2021!

We’ve compiled the following information to help you navigate this year’s Annual Meeting and MuseumExpo. As always, the Alliance staff are here to assist you.

Meeting Access
All registered attendees were sent their access and login information via email. Please refer to that email for full details on how to access #AAM2021 and reach out to meetings@aam-us.org if you have any questions.

We hope to hear from you.

Official Conference Hours
Please note all hours are in Central Time. See the daily schedule for additional details.

Monday, May 24 .......... 9 a.m.–5 p.m. CT
Monday, June 7 .......... 9 a.m.–5:30 p.m. CT
Tuesday, June 8 ......... 9 a.m.–5:30 p.m. CT
Wednesday, June 9 ..... 9 a.m.–5 p.m. CT

Just as the Reality of Hope dome is built with layers, so is the support you’ll receive from Hadley Exhibits. We’ll help your design, marketing, and industry teams, and anywhere else you need our support. We’re not just fabricators, we’re here to make your story come to life.

Contact Paul Warner in sales
pwarner@hadleyexhibits.com

Contact Kelly Johnson in marketing
kjohnson@hadleyexhibits.com

We hope to hear from you.

We tell your story

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Faith and Liberty Discovery Center opens May 1, 2021 in Philadelphia, PA. Photo courtesy of Faith and Liberty Discovery Center.
GENERAL INFORMATION

Important Conference Information

AAM Book & Merchandise Store
NEW THIS YEAR! Purchase the latest publications for museum professionals, plus remember your #AAM2021 experience with t-shirts, masks, and more. Navigate to the “Store” tab on the top navigation bar in the virtual platform to shop.

AAM Booth
Check out the AAM booth in our virtual MuseumExpo! Learn about AAM programs and initiatives and connect with AAM staff via the booth chat.

Accessibility
We aim to give all attendees the best experience possible and accommodate all needs. Our virtual platform is 508 compliant and all live and pre-recorded sessions will be captioned.

Anti-Harassment Policy
The American Alliance of Museums is dedicated to providing a safe, inclusive, and welcoming conference experience for everyone. We do not tolerate discrimination or harassment in any form. Our Code of Conduct can be found at: https://annualmeeting.aam-us.org/code-of-conduct/

Audio Recordings
All live and pre-recorded sessions will be recorded and made available on the virtual platform for 30 days after the conference.

Audio and video recording of sessions is strictly prohibited without prior permission from AAM.

eBag
Use your virtual eBag to collect conference information over the course of the four days. You can save documents, contact information, handouts, and exhibitor information to your eBag, and then download it for future reference!

Generously supported by SageView Advisory Group.

Emergencies
For any emergency situation that AAM needs to be aware of, please use the “Help Desk” tab on the navigation bar within the virtual platform for support.

Gamification
NEW THIS YEAR! Join in the fun and compete for prizes by engaging with the virtual platform! Visit the Game Room (located on the top navigation bar) for more information including qualifying activities, point values, and the leaderboard!

Handouts
Any session handouts will be made available via the virtual platform. Session information, including relevant handouts can be found under the “Program” tab.

Help Desk
Need help during the conference, or have questions? Use the “Help Desk” tab at the top of the virtual conference page for support.

eBadge
Be sure to visit and update your eBadge once you log into the virtual platform! You will be able to edit your name and profile picture in the virtual platform. We encourage all attendees to add their pronouns to their badge name.

Generously supported by Click Netherfield.
GENERAL INFORMATION

Photography & Video
By registering for and attending the Annual Meeting & MuseumExpo, you grant the American Alliance of Museums (“AAM”) and its authorized representatives permission to film, photograph, or otherwise record your participation in the event. You further agree that such images, photographs, and recordings may be used by AAM without your prior approval in any form and for any lawful purpose including, without limitation, promoting AAM. Such use will not entitle you to any credit or compensation. You release AAM, its officers, and employees from any liability connected with the use of any image, photograph, or recording taken during the Annual Meeting & MuseumExpo.

Removal
AAM reserves the right to remove any attendee without any prior notice or refund if their behavior is deemed disruptive, offensive, dangerous, or illegal or if they are found to be distributing unauthorized material.

Soliciting
In order to protect our valued exhibitors and sponsors and the investment they make in AAM, thereby supporting our mission, we strictly prohibit solicitation by attendees who transact business at our conference and do NOT have exhibit booths or sponsor investment.

Speaker Service Center
All presenters should access the speaker service center at least 2 hours prior to their session. Within the speaker service center, presenters will be able to update their profile, upload presentations and handouts, and access their sessions.

Stay Connected!

Chat and Discussion Groups
Connect with your colleagues via our virtual platform’s chat module, which you can access by clicking “Networking” in the lobby, or through the Networking Lounge, located under the “Lounge” tab on the navigation bar.

You will be able to view all attendees, see who’s online, start a private chat, video chat with other attendees, and more! Also be sure to check out some of our discussion groups where attendees will be chatting about certain topics and questions.

Social Media
Join the conversation on social media. Use #AAM2021 to follow the sessions, events and conversation on Facebook, Twitter and Instagram.

FOLLOW US ON:

Twitter @AAMers 
Instagram @AAMersOfficial
Facebook facebook.com/AmericanMuseums
**CONNECT WITH AAM**

**Alliance Resource Center**

Visit the AAM booth in the virtual MuseumExpo to learn about AAM programs, initiatives, and member benefits, and connect with AAM staff via one-on-one chat.

Featured programs include **MAP and Accreditation, Advocacy, Peer Review**, and the **Center for the Future of Museums**.

**Alliance Bookstore**

**NEW THIS YEAR!** You will be able to purchase select AAM books, as well as some AAM swag, such as cups, t-shirts, and masks via the virtual platform. Navigate to the “**AAM Store**” dropdown menu to buy merchandise.

**AAM-Hosted Discussion Groups**

**Career Management Discussion Group**

Join the career management discussion group to chat with colleagues from across the field about tips for networking, lessons learned during job searches, and career advice. This discussion group will be open throughout the conference with a new sub-topic added each day.

Meet up at **1:30 pm CT each day** and **June 9 at 10 a.m. CT** to share your questions, experiences, and advice!

**AAM Discussion Group**

Join us for a series of informal 30-minute virtual chats on timely museum issues, as well as AAM programs and services and how you can get involved!

> Discussion groups can be found in the chat module of the virtual platform, and are active throughout the duration of the conference.
OUR NEW ESSENTIALS ARE ON SALE IN THE AAM ONLINE BOOKSTORE

JUST PUBLISHED

THE INCLUSIVE MUSEUM LEADER
Edited by Cinnamon Catlin-Legutko and Chris Taylor

Offers insights and perspectives from two recognized museum leaders who have joined together to offer practical solutions and opportunities responding to the call for museums to play an active social justice role.

June 2021 • 216 pages
978-1-5381-5225-6 • $48.00 • Paper
978-1-5381-5226-3 • $45.50 • eBook

MUSEUMS AS AGENTS OF CHANGE
A Guide to Becoming a Changemaker
By Mike Murawski

Explores the work of museums as agents of change through inspiring case studies as well as the author’s own honest, personal experiences as a museum educator, offering effective strategies for museums to enact change in their communities and, most importantly, convert talk into action.

April 2021 • 148 pages
978-1-5381-0895-6 • $35.00 • Paper
978-1-5381-0896-3 • $33.00 • eBook

THE CIVIC MISSION OF MUSEUMS
By Anthony Pennay

Explores the way in which museums can leverage their collections and their connections within and beyond their communities to serve democracy as a whole.

2021 • 150 pages
978-1-5381-3185-5 • $40.00 • Paper
978-1-5381-3186-2 • $38.00 • eBook

NEW EDITIONS OF OUR CLASSIC BOOKS

TO GIVE AND TO RECEIVE
A Handbook on Collection Gifts and Donations for Museums and Donors
Second Edition
Edited by Sharon Smith Theobald

2020 • 210 pages
978-1-5381-2884-8 • $45.00 • Paper
978-1-5381-2885-5 • $42.50 • eBook

RICHES, RIVALS, AND RADICALS
A History of Museums in the United States
Third Edition
By Marjorie Schwarzer

2020 • 296 pages
978-1-5381-2807-7 • $65.00 • Paper
978-1-5381-2808-4 • $61.50 • eBook

ON THE ROAD AGAIN
Developing and Managing Traveling Exhibitions
Second Edition
By Rebecca Buck, Jean Gilmore, and Irene Taurins

2020 • 116 pages
978-1-5381-3078-0 • $33.00 • eBook

MUSEUM REGISTRATION METHODS
Sixth Edition
Edited by John E. Simmons and Toni M. Kiser

2020 • 604 pages
978-1-5381-1311-0 • $95.00 • Paper
978-1-5381-1312-7 • $90.00 • eBook

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NETWORKING & SPECIAL ACTIVITIES

Networking Events

We hope you will participate in some of the many networking opportunities during the 2021 AAM Annual Meeting & MuseumExpo. Connect with your colleagues around the country and internationally!

Pre-registration required.

Monday, June 7

4:30–5:30 p.m. CT

#AAM2021 Opening Networking Event

Chicago's funniest comedy talent from The Second City is bringing #AAM2021 attendees a fun-filled evening. You will be joining The Second City in creating a singular online experience as your suggestions influence every aspect of this interactive, playful, hilarious performance. The Second City cast is taking your suggestions, so be there to get in on the laughs from wherever you are.

Tuesday, June 8

4:30–5:30 p.m. CT

Emerging Museum Professionals Networking Event

Looking to expand your network and connect with other emerging professionals? This BYOB (Bring Your Own Beverage) happy hour and mixer features multiple breakouts in small groups, giving you plenty of opportunity to meet new people.

In partnership with the National Emerging Museum Professionals Network.

Join us!

Generously supported by Johns Hopkins University MA in Museum Studies.

Resiliency and the Future of Museums

Join colleagues across the field in sharing your hopes, dreams, thoughts, and fears about what museums, and museum work, will look like in the post-pandemic future.

Generously supported by Hadley Exhibits, Inc.

Hadley Exhibits Inc.

Diversity, Equity, Accessibility and Inclusion Networking Event

Join us to network with colleagues and connect around a number of DEAI topics critical to our field.

Generously supported by Monadnock Media.

Museum CEO/Directors Reception

Invitation only.

Join us for this invitation-only gathering to network with your fellow CEO/Directors and the AAM Board. This event is a great opportunity to engage with your peers on topics of mutual interest in small group conversations.

Generously supported by Blackbaud.
**AAM PROFESSIONAL NETWORKS**

**About the AAM Professional Networks (PNs)**

Organized around job responsibilities and areas of common interest, Professional Networks are available to AAM’s Individual Professional Members at no additional cost.

- **Committee on Audience Research and Evaluation (CARE):** The Committee on Audience Research and Evaluation (CARE) provides a forum for museum professionals who believe that understanding the visitor is an essential part of museum planning and operation. CARE disseminates information about systematic research and evaluation pertaining to museum audiences.

- **Collections Stewardship:** The Collections Stewardship Professional Network is a community of practice focused on the stewardship of collections, archives, and exhibitions, including direct care, handling, documentation, shipping, housing, information management, and all activities related to collections of various types and sizes.

- **Curators Committee (CurCom):** The mission of the Curators Committee (CurCom) is to support the work of curators through programs, activities, and advocacy. CurCom advocates for curators at the national level, sponsored annual professional recognition and competition awards, provides fellowship opportunities for curators and promotes the development of curatorial program sessions for the Alliance’s Annual Meeting in the areas of acquisition, research, interpretation, exhibition, collection care, and ethics.

- **Development and Membership Network (DAM):** The Development & Membership (DAM) Network advances best practices in development and membership for all types of museums, gardens, historic homes, zoos, and aquariums. High-quality sessions organized and sponsored for the Annual Meeting and online throughout the year provide professional development tailored to the museum field.

- **Diversity Committee (DivCom):** The vision of the Diversity Professional Network (DivCom) is a field where an active commitment to diversity and inclusion is integral to excellence at every level of museum culture, practice and operations.

- **Education Committee (EdCom):** The Education Committee (EdCom) advances the purpose of museums as places of lifelong learning, serves as an advocate for diverse audiences and educators, and promotes professional standards and excellence in the practice of museum education.

- **Environment and Climate Network:** The Environment and Climate Network (formerly PIC Green Museum Network) is a collaborative and pro-active community working to establish museums as leaders in environmental stewardship and sustainability, and climate action.

- **Historic Houses and Sites Network:** The goal of the Historic Houses and Sites Network is to create and maintain a welcoming network of museum professionals dedicated to the interpretation and preservation of important public histories, architecture, and culture. The Historic Houses and Sites Network is committed to furthering the mission of the American Alliance of Museums by engaging our members with relevant research and resources.

- **Independent Museum Professionals Network:** The Independent Museum Professionals network provides a central hub of resources, knowledge, and connections. It actively works to support independent museum professionals, to strengthen the relationship between independent museum professionals and museums, and to advance the museum field.

- **Indigenous Peoples Museum Network:** The Indigenous Peoples Museum Network (formerly Native American and Museum Collaboration Network) highlights issues relevant to museums and Indigenous peoples by creating a forum for inclusive dialogue in various formats. Issues may range from interpreting history and human rights issues, to promoting regional programs, to improving leadership skills and meeting challenges with respect to indigenous peoples in the museum profession.
AAM PROFESSIONAL NETWORKS

- **Latino Network**: Established in 1992, the Latino Network represents Latino professionals working in museums and cultural institutions in the United States. The Latino Network offers expertise to US museums interested in engaging Latino audiences through development of exhibitions, collections, public programs, and education initiatives and guidance to museums across the US and Latin America in their efforts to create partnerships and collaborations.

- **Leadership and Management Network**: The Leadership and Management Network promotes excellence by providing resources and peer-to-peer networking in the areas of leadership, governance, administration, finance and human resources.

- **LGBTQ+ Alliance**: The LGBTQ+ Alliance provides a forum for communication and dialogue and is committed to advancing diversity, equity, inclusion, and inquiry with particular respect to sexual orientation and gender identity within museums.

- **Media & Technology Network (M&T)**: The Media & Technology (M&T) Professional Network represents museum professionals and others who use technology to serve the field in a broad array of areas, such as production of media resources for interpretation; defining standards; building databases; and creation, maintenance, and support of growing technologies that museums use to further their missions.

- **Museum Studies Network**: The mission of the Museum Studies Network is to bridge the field and academic museums studies programs. MSN connects museum professionals with current trends and issues and supports the research, study, and spread of theoretical and practical work in the museum field. It advances the field by supporting the teaching of future-oriented thinking as well as current best practice.

- **National Association for Museum Exhibition (NAME)**: NAME seeks to enhance the cultural landscape by advancing the value and relevance of exhibitions through dialogue among individuals, museum leaders and the public. We promote excellence and best practices, identify trends and recent innovations, provide access to resources, promote professional development and cultivate leadership.

- **Public Relations and Marketing Network (PRAM)**: The Public Relations and Marketing Network (PRAM) provides professional development, mentoring, and networking opportunities to museum public relations, communications, and marketing professionals.

- **Security Network**: The mission of the Security Network is to serve the members and non-members of AAM by providing security expertise to the museum community.

- **Small Museum Administrators Committee (SMAC)**: The Small Museum Administrators Committee promotes the significant role of small museums as educational centers, repositories of our national cultural heritage, and organizations committed to quality of life for their communities.

- **Traveling Exhibitions Network**: The Traveling Exhibitions Network (TEN) is a non-exclusive network of those who are responsible for or are interested in, traveling exhibitions. TEN promotes excellence by providing networking opportunities where members can connect to share expertise and information.
PROFESSIONAL NETWORK ACTIVITIES

Discussion Groups

Join a Professional Network discussion group to connect with your peers and discuss hot topics and issues in the field.

Discussion groups can be found in the chat module of the virtual platform, and are active throughout the duration of the conference.

Independent Museum Professionals Network

Connect with your fellow Independent Museum Professionals on a variety of topics! The full schedule can be found on the discussion group page within the virtual platform.

Collections Stewardship

Join the Collections Stewardship Professional Network to discuss a variety of topics related to collections care, including an opportunity to meet with the elected leaders to discuss the state of the network and future work.

LGBTQ+ Alliance

Connect with the LGBTQ+ Alliance on a variety of topics!

Historic Houses and Sites Network

Join colleagues from the Historic Houses and Sites Professional Network to find answers to questions regarding pandemic navigation, preservation challenges, and general PN information. We look forward to seeing you there!

Education Committee (EdCom)

Join EdCom for thirty-minute text-based daily discussions at 10 a.m. CT and 1:30 p.m. CT. Topics include professional learning, mentorship, online tours, collaboration with indigenous populations, seeking outside funding, career transitions, and more! Daily schedule shared via the EdCom Discussion Group.

Development and Membership Network (DAM)

The pandemic required personal isolation and amplified awareness of racial inequities, causing substantial modifications in museums, from strategic shifts in priorities to changes in how we do our jobs. How did you adapt your work and what innovations will remain in the future?

Committee on Audience Research and Evaluation (CARE)

Join us for engaging discussions centered around the role of audience research and evaluation in museums, the future of this work as museums and museum professionals emerge from the pandemic, and tips and tricks for equitable evaluation.
Meetups

Queer Coffee Break Series: LIVE!
The LGBTQ+ Alliance’s popular Queer Coffee Break Series makes a return, this time live. Come hear your colleagues talk about LGBTQIA+ people, objects, and places in quick, 3-minute stories. Bring your beverage of choice and enjoy these often excluded tales!

PRAM Table Topics: Thought Provoking Conversation Starters About What’s Next in Public Relations, Marketing, and Communications
Join us for meaningful conversations in small break out groups led by the PR & Marketing Professional Network. Meet your peers in the field and look forward to what’s next!

Museum Studies Network Meetup
The MSN meet-up will be a discussion about the connections and disconnections between Museum Studies training and current museum practice (broadly defined). Museum Studies programs not only train in current best practices, but also advocate for change in the field. In conversation with emerging museum professionals (the meet-up will be organized in partnership with EMP), we will discuss how Museum Studies programs are training in progressive ethics and how graduates bring these skills and approaches into the museum field. What is the experience of museum studies students entering the profession and looking to effect change? We hope to have museum studies faculty, emerging museum professionals, current students, and museum professionals participate in the conversation.

I’ve Got Lemons, Who’s Making Lemonade? Historic House and Sites Network Meetup
This casual conversation offered by the Historic House and Sites Network is for historic house museum staff who are some of the most resilient, nimble and dedicated professionals we know, always making lemonade out of lemon situations. Come prepared to talk about pandemic-sized wins and colossal mistakes that taught you how to make your institution stronger and better prepared for the next big challenge.

Traveling Exhibitions Network Inventory Update and Catch-Up!
Traveling Exhibitions Colleagues, come join AAM’s Traveling Exhibitions Network (TEN) as we develop a LIVE real-time inventory of immediate upcoming exhibition, needs, availability and support. This is also an opportunity to get caught-up with friends and colleagues. We look forward to seeing you all soon.

Development and Membership Meetup
Following a short DAM membership meeting, we will present a talk by a museum professional, likely a museum director, to discuss either DEAI or post-pandemic issues related to development.

Latino Network Meetup
Join the AAM Latino Network for a lively meet-up, connecting with friends and new members. Find out about our latest efforts, including the newly released Strategies for Engaging and Representing Latinos in Museums, and hear from Smithsonian colleagues about the Molina Family Latino Gallery, the first national Latino gallery at the Smithsonian, opening next year. Come share your experiences, new ideas, and opportunities to collaborate with colleagues across the field!
PROFESSIONAL NETWORK ACTIVITIES

Meetups

Wednesday, June 9 (continued)

1:30–3:35 p.m. CT

A Taste of Chicago’s Exhibitions: A Fun and Thought-provoking Virtual Speed-visit and Networking

While we can't all be together in Chicago this year, NAME is bringing a little flavor of Chicago to you! In this 2-hour event, representatives from five institutions throughout Chicago will present exhibition projects-in-progress, past and present challenges and successes, and what's up next as we navigate the “new normal” and look to the future. Each presenter will share for 5 minutes, posing questions for discussion that participants will consider in 15-minute breakout room sessions. Then it’s on to the next presenter! Stay with us for 2 hours or drop in when you can.

Generously supported by

Chicago Scenic Studios, Inc.; Cinnabar; The Design Minds, Inc.; Riggs Ward Design; Roto

WE LISTENED. WE LEARNED. WE INNOVATED.

CSI PerfectFit™ and Transporter* systems are changing the way collections are organized, stored and moved.

The easy to assemble, CSI PerfectFit™ moving painting storage comes as a kit and requires no loading dock or freight elevator.

CSI Transporter systems arrive fully assembled. Their superior maneuverability makes them ideal for tight confines.

Both are precision-engineered of lightweight, non-outgassing aluminum and available in standard and customized configurations for museums, private collections, labs, and historic houses.

Visit our website for demonstration videos and features on our full line of systems.

*Patent Pending
PROFESSIONAL NETWORK ACTIVITIES

Meetups

Wednesday, June 9 (continued)

2:35–3:35 p.m. CT

IMPs Talk: You Decide
Come meet and talk with fellow IMPs about the topics that are important to you! Have you become an independent museum professional unexpectedly? Are you figuring out how to apply your skills to new markets? Is the balancing act between work and life taking its toll? This meet-up will offer facilitated breakout rooms on multiple topics from which participants can choose. Hosted by the Independent Museum Professionals Network.

Small Museums Share Thunderclouds and Silver Linings
Connect with your colleagues from small museums for an engaging hour sharing some of the challenges and practical solutions we’ve discovered over the past year. We’ll end the hour with a virtual scavenger hunt and prizes! Hosted by the Small Museum Administrators Committee (SMAC).

Collections Stewardship (CS-AAM) Reception
Open to all collections professionals and collections-related colleagues to learn more about opportunities for emerging museum professionals, and how to connect with established museum professionals. Come hear how we can support EMPs, and what the Collections Stewardship Network is doing for you.

Excellence in Exhibition Label Writing Competition
Each year, the Excellence in Exhibition Label Writing Competition highlights the best work of label writers and editors. The goal of the competition is to champion high-quality label writing and inspire museum professionals to produce and showcase their most accomplished work. Each year, selected exhibition labels are featured at AAM’s Annual Meeting and in the competition’s online archive. At this event, we will recognize this year’s winners and invite them to share their work and their process.

Education Committee Meetup
Take a break from the conference and join the EdCom Steering Committee members and volunteers for an engaging meetup session. Play some games, expand your network, and get to know the opportunities available for museum educators through EdCom’s work.

Environment and Climate Network Presents the 2021 Sustainability Excellence Awards
Join ECN as we introduce the awards for 2021 SEA and give an overview of each project. See awardees on page 25.
PROFESSIONAL NETWORK ACTIVITIES

Professional Network Sub-Booths

Visit the following Professional Networks in the MuseumExpo! Located within the AAM booth, you can explore each Professional Network’s booth, learn more about the Network, and connect with some of its members.

- Committee on Audience Research and Evaluation (CARE)
- Curators Committee (CurCom)
- Development and Membership (DAM) & Public Relations and Marketing Network (PRAM)
- Environment and Climate Network (ECN)
- Historic House and Sites Network (HHSN)
- Independent Museum Professionals Network (IMP)
- LGBTQ+ Alliance
- National Association for Museum Exhibition (NAME)
- Small Museum Administrators Committee (SMAC)
- Traveling Exhibitions Network (TEN)
KEYNOTE SPEAKERS

Monday, May 24 • 9–10 a.m. CT

PRIYA PARKER
Founder of Thrive Labs
in conversation with Julissa Marenco

Priya Parker is helping us take a deeper look at how anyone can create collective meaning in modern life, one gathering at a time. She is acclaimed author of *The Art of Gathering: How We Meet and Why it Matters* and the host of the New York Times podcast, *Together Apart*. Trained in the field of conflict resolution, Parker has worked on race relations on American college campuses and on peace processes in the Arab world, southern Africa, and India.

During a time when museums have been challenged more than ever to address issues of racial equity in their institutions and communities, Julissa Marenco, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer for the Smithsonian Institution, and Parker will discuss how to have complicated conversations about community, identity, and vision at moments of transition.

*Generously supported by Huntington T. Block Insurance Agency.*

Monday, June 7 • 9–10 a.m. CT

BRYAN STEVENSON
American Lawyer & Activist

Bryan Stevenson is the founder and Executive Director of the Equal Justice Initiative, a human rights organization in Montgomery, Alabama. He is a widely acclaimed public interest lawyer who has dedicated his career to helping the poor, the incarcerated, and the condemned.

Stevenson has initiated major new anti-poverty and anti-discrimination efforts that challenge inequality in America. He led the creation of two highly acclaimed cultural sites which opened in 2018: the **Legacy Museum** and the **National Memorial for Peace and Justice**. These new national landmark institutions chronicle the legacy of slavery, lynching, and racial segregation, and the connection to mass incarceration and contemporary issues of racial bias.

In this keynote session we’ll explore the responsibility museums have in playing a leading role in the nation’s truth and reconciliation, including the confrontation of museums’ own troubled pasts, the colonial and racist foundations upon which many were built, and the resulting structures that endure.
Monday, June 7 • 12:30–1:30 p.m. CT

SANDRA CISNEROS

Author

Sandra Cisneros is a poet, short story writer, novelist, essayist, performer, and artist whose work explores the lives of the working-class. Her numerous awards include NEA fellowships in both poetry and fiction, the Texas Medal of the Arts, a MacArthur Fellowship, several honorary doctorates and national and international book awards, including Chicago’s Fifth Star Award, the PEN Center USA Literary Award, and the National Medal of the Arts award presented to her by President Obama in 2016. Most recently, she received the Ford Foundation’s Art of Change Fellowship, was recognized among The Frederick Douglass 200, and won the PEN/Nabokov Award for international literature.

Her classic, coming-of-age novel, *The House on Mango Street*, has sold over six million copies, has been translated into over twenty languages, and is required reading in elementary, high school, and universities across the nation.
The AAM Board of Directors recognizes the following individuals, institutions, and programs for their exemplary work.

**Award for Distinguished Service to Museums**

Recognizes an individual’s excellence and contributions to the museum field for at least 20 years.

2021 RECIPIENT

**Dr. Lyndel King**

Director and Chief Curator of the Frederick R. Weisman Art Museum (WAM) at the University of Minnesota from 1981–2020, King is honored for her transformative work, passion, drive, and dedication to diversity, equity, accessibility, and inclusion, that has made WAM what it is today.

**Nancy Hanks Award for Professional Excellence**

Honors a museum professional with less than 10 years of experience in the museum field.

2021 RECIPIENT

**Brandie Macdonald**

As Director of Decolonizing Initiatives at the Museum of Us, which resides on the ancestral homeland of Kumeyaay peoples in San Diego, CA, Macdonald applies anti-colonial/decolonial theory and methodology in museums by centering truth-telling, accountability, and systemic reform to redress colonial legacy, structural racism, and inequity.

**Awards for Diversity, Equity, Accessibility, and Inclusion**

Honors and celebrates individuals, organizations, and programs advancing the museum field in the areas of diversity, equity, accessibility, and inclusion (DEAI).

2021 RECIPIENT FOR INDIVIDUALS

**Janice Majewski, Institute for Human Centered Design**

Majewski joined the Institute for Human Centered Design to enrich her love for museums and to advocate for more inclusion. Her steadfast DEAI work dates to the start of her career in education at The Smithsonian Institution and continued as their Director of Outreach Programs, where she led the team that wrote the first comprehensive set of US museum exhibition universal design guidelines, the Smithsonian Guidelines for Accessible Exhibition Design, and the museum training manual, *Part of Your General Public Is Disabled*.

2021 RECIPIENT FOR INSTITUTIONS

**The Broad, Diversity Apprenticeship Program**

The Broad’s Diversity Apprenticeship Program (DAP) creates career opportunities for underrepresented communities in the museum field broadly and in art handling and preparations specifically. The program serves, in real-time, as a springboard for the museum field to move toward more equitable workforce strategies.

PROFESSIONAL NETWORK AWARDS

Education Professional Network (EdCom) — Innovation and Education Awards

Small Museum Category
New England Air Museum
Virtual SOAR for STEM Program

Mid-Sized Museum Category
The Durham Museum
Museum Live!

Large Museum Category
(two recipients granted awards)
The Children’s Museum of Indianapolis’
The Museum Apprentice Program (MAP)

Fine Arts Museums of San Francisco
de Youngsters Art Party

Environment & Climate Network (ECN) — 2021 Sustainability Excellence Awards (SEA)

Sustainability Excellence Award (SEA)—Programming
The Missouri Botanical Garden: St. Louis Green Business Challenge in St. Louis, MO

Sustainability Excellence Award (SEA)—Exhibits
Madison Children’s Museum: Trash Lab in Madison, WI

Sustainability Excellence Award (SEA)—Facilities/Site Operation: Special Award of Merit
Louisiana Children’s Museum in New Orleans, LA

Sustainability Excellence Award (SEA)—Facilities/Site Operation: New Construction
The Burke Museum in Seattle, WA

Sustainability Excellence Award (SEA)—Facilities/Site Operation: Existing Facilities
The Museum of Modern Art (MOMA) in New York, NY

Sustainability Excellence Award (SEA)—Facilities/Site Operation: Honorable Mention
The Bell Museum in St. Paul, MN

Additional Professional Network awards will be announced in the coming months.

2021 Environment and Climate Professional Network Member Awards

USGBC 2020 Sheroes
Leslie Tom
Chief Sustainability Officer
Charles H. Wright Museum of African American History

USGBC 2020 Award of Excellence—Raising the Standard
Angela Moore
Facilities & Sustainability Coordinator
Missouri Historical Society
ART BOOKS FROM UC PRESS

SAVE 40% on Featured Titles & MEET THE EDITOR

Schedule a Meeting with Arts Editor Archna Patel:
ucpress.edu/page/aam2021
Explore the Exhibit Hall and Learn!

MuseumExpo is a “must-see” for all attendees. Attendees will be able to engage with exhibitors in a centralized location to browse the different exhibits, watch the latest product demos, view technology in action, and connect with exhibitors directly—all within the virtual booths! For a list of exhibitors, use the exhibitor directory (beginning on page 82) or visit the exhibitor booths directly on the virtual platform to schedule appointments, chat with exhibitors, and download documents, videos, and more to your virtual ebag.

Engage With Exhibitors

- **Exhibit Hall Passport Game!**
  Play the exhibitor Passport Game for the chance to win a prize. Earn points by visiting and engaging with our exhibitors and track how well you’re doing on the leaderboard! Visit the Game Room (can be found on the top navigation bar in the virtual platform) for additional information.

- **Dedicated Exhibit Hall Hours**
  We’ll have dedicated exhibit hall hours each day of the meeting. No sessions will take place during this time to give meeting attendees opportunities to explore the virtual exhibit hall. Please note that the exhibit hall will be open at all times during the meeting, and one week prior to the meeting, and remain active for 30 days after the meeting ends.

- **Exhibitor Booth Promotions**
  Be sure to check out the exciting giveaways and show specials from our exhibitors under the MuseumExpo dropdown on the top navigation bar.

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MuseumExpo Exclusive Hours:

**Monday, May 24**
- 10–10:30 a.m. CT
- 11:30 a.m.–12:30 p.m. CT
- 1:30–2 p.m. CT
- 3–4 p.m. CT

**Monday, June 7**
- 10–10:30 a.m. CT
- 11:30 a.m.–12:30 p.m. CT
- 1:30–2 p.m. CT
- 3–3:30 p.m. CT

**Tuesday, June 8**
- 10–10:30 a.m. CT
- 11:30 a.m.–12:30 p.m. CT
- 1:30–2 p.m. CT
- 3–3:30 p.m. CT

**Wednesday, June 9**
- 10–10:30 a.m. CT
- 11:30 a.m.–12:30 p.m. CT
- 3:35–3:55 p.m. CT
2021 Solutions & Tech Talks

These 30-minute sessions are designed to give you a preview of cutting-edge products and services that address your unique needs.

Monday, June 7

11:30 a.m.–Noon CT

Safely Reopening During a Pandemic: A Smithsonian Institution Case Study
Managing traffic flow and patron expectations in normal times is always challenging for some of the country’s largest museums, but what happens during a global pandemic? In this Q&A session, we will discuss the Smithsonian’s new safety protocols and creative solutions that were implemented to re-open, lessons learned, and how they’re moving forward.

Presenters: Kathleen McSweeney, IT Project Manager, Office of the CIO, Smithsonian Institution; Scott Sloyer, Director of Sales, Etix

Showcasing Collections Online Through Your CMS: The Essentials
Lucidea’s museum collections management specialists Candyce McDonald and Benitta MacLachlan will describe the essentials museum professionals must provide when optimizing their virtual presence and showcasing collections online. Attendees will be inspired by the potential for using a CMS to deliver, an integrated portal, full multimedia support, and mobile access for visitors and staff. Attendees will have a chance to enter Lucidea’s Apple AirPods giveaway.

Presenters: Benitta MacLachlan, Knowledge Management Consultant, Lucidea; Candyce McDonald, Senior Account Executive, Lucidea

Leveraging the Legacy: Bringing a New Digital Experience to New Audiences
Join this session to hear how the Universal Hip Hop Museum—in partnership with Terentia—is kicking off a project to leveraging its legacy to create an enhanced store of objects and metadata allowing for future experimentation and rapid prototyping of new physical and digital experiences

Presenters: Neal Bilow, CEO, Terentia: Rocky Bucano, Executive Director, Universal Hip Hop Museum; Catherine Devine, Business Strategy Leader–Libraries & Museums, Microsoft

1:30–2 p.m. CT

The Resilient Arts & Cultural Organization: Lessons Learned from Unprecedented Times
Arts and cultural organizations weathering the disruptions caused by the COVID-19 pandemic and our nation’s reckoning with systemic racism know a thing or two about resiliency. Whether at museums, performing arts institutions, gardens, aquaria or zoos, staff at all levels learned valuable ways to adapt to our new normal and survive in the process. So how do we move forward from here? What of the “traditional” arts and cultural organization do we leave behind? What is our role in the healing process in front of us? This dynamic panel discussion hosted by Blackbaud features thought leaders from the arts and cultural community discussing lessons learned across topics such as technology adaptation, new fundraising techniques, health and safety, relevant programming, and more.

Presenters: Kelly Merrion, Senior Customer Success Manager, Blackbaud; Tim Sears, Director of Operations, Adventure Science Center; Dan Sullivan, Head of Growth & Partnerships, Cuseum

Go Global with galoo! Whether it is Virtual or Hybrid, The Experience You Deliver Matters. Open Your Doors to a Worldwide Audience with galoo
Learn how to generate additional revenue streams by deploying education, programming and social events into your virtual and hybrid world. Locations and spaces once beyond reach due to travel, budget or time restrictions are now accessible, anytime, anywhere, to any audience. Museums and historic locations and venues can create docent led field trips for classrooms from around the globe. Virtual and hybrid programming events can be hosted in real time with groups of any size. Individual or group tickets for virtual tours can be sold for any time of the day or night. Community and connectivity is strengthened by guests being able to freely explore, meet, and converse naturally with others, or just take a walk through your museum with a friend. Join us for a fun and energetic introduction to galoo, a platform designed to bring people together, so you can create experiences everyone will be talking about.

Presenters: Kathy Gerke, VP, Sales & Marketing, galoo; Niki McKay, CEO, galoo
Monday, June 7 (continued)

Using Integrated Multimedia to Create Environments that Transport Your Audiences

The assimilation of exhibit design, integrated media, theatre, and technology can create an emotional nexus and powerful connection to your story. John Murphy, Executive Creative Director at Solid Light will take you behind the scenes to illuminate the art of bringing all these disciplines together to make engaging immersive environments and discuss how using integrated multimedia will transform your storytelling space.

Presenters: John Murphy, Executive Creative Director, Solid Light, Inc.

3–3:30 p.m. CT

Reinvigorating Your Identity with Transformational Curved LED Spaces

People increasingly seek extraordinary experiences they cannot have anywhere else. Re-define the experience you deliver with large scale and completely immersive “magic spaces” powered by the world’s most advanced real-time image engine. This session reveals how never-before-possible dynamic LED display environments reinvigorate your brand image. They revolutionize entrance halls, galleries, presentation stages, transition spaces, dioramas, any museum space. Our newly built Cosm Experience Center in Salt Lake City is the only place you can receive a fully immersive LED demonstration.

Presenters: Scott Huggins, Director of Business Development, Evans & Sutherland, A Cosm Company; Mike Lutz, VP of Business Development, Evans & Sutherland, A Cosm Company

Tuesday, June 8

11:30 a.m.–Noon CT

Retooling Digital Marketing Strategies for a Privacy-Focused World

In recent months, the major players in social media have made some major changes to how digital marketing operates in response to calls for more consumer privacy. With these fundamental shifts in technology, it’s important to know how to maximize your digital marketing budgets to drive revenue and to understand the impact on how you will measure ROI in the future.

Presenters: Aaron Bare, Director of Marketing, Etix

A Grants Database, Workbook, and Templates that Help Solve Funding Inequity

Museum expert and consultant Rachael Cristine Woody will introduce attendees to Lucidea’s invaluable free resource for grant applicants, which she developed in partnership with them in response to grant funding inequity. Database users can drill down through North American funding opportunities, view important information at-a-glance, and save time with a single interface. Included is a grant workbook that covers common application elements and offers inspiration with four plug-and-play grant project templates easily adopted for digitization, collections management systems, collections assessments, and disaster preparedness-focused grant projects. Attendees will have a chance to enter Lucidea’s Apple AirPods giveaway.

Presenters: Kipo Saysongkham, Senior Account Executive, Lucidea; Rachael Cristine Woody, Digital Collections Management Consultant, Independent
2021 SOLUTIONS & TECH TALKS

Tuesday, June 8 (continued)

1:30–2 p.m. CT

**Art Conservation Through Lighting Technology**

Technological advances in LEDs over the last decade have fundamentally changed the lighting world, but some museums are just starting to catch up. As halogen starts to sunset art conservationists can begin to sleep easier as LED will not only slow the degradation of artwork, but new opportunities can enhance our experiences and interactions with art in ways no curator dreamed possible before. This session will be interactive, during which we'll walk through the advantages and capabilities of the modern LED gallery lighting systems, discuss daylight’s impact on art and balancing it for conservation, and challenge old rules of thumb with new data, technology, and a different perspective on your next museum visit. With a better understanding of conservation through design, participants will be better positioned for today’s modern museum upgrades and expansions.

**Presenters:** Richard Fisher, National Manager Culture Project, ERCO; Matthew Latchford, Principal, Lam Partners

**Doing More with Less: Embracing an All-In-One Platform**

Museums are operationally complex, yet many operators to this day use some combination of cash registers, Word, Excel, and multiple disparate software applications to manage their businesses. The manual work involved in upkeep causes administrative strain and can distract staff from value-added activities. RocketRez is a fully integrated, cloud-based operating system designed specifically for Tours and Attractions. It has been carefully built over the past decade with robust features to ensure each facet of your business is managed and connected through one, easy-to-use solution. You don’t want to miss this eye-opening presentation on how Museum operators can save time, save money, increase revenue and improve management decisions through the power of an all-in-one platform.

**Presenters:** Alan Puana, Vice President of Global Growth, RocketRez

3–3:30 p.m. CT

**Engagement First: Designing Exhibitions for Participation**

In the wake of a disruptive year, how can museums recenter their exhibitions around the visitor? Jake Barton, Founder of Local Projects, will share how his firm found new ways to engage museum visitors over the last year, including: the world’s first voice-activated museum of language Planet Word; the Hyde Park Barracks Museum in Sydney, which offers a futuristic approach to heritage through a groundbreaking location-based narrative audioguide; and Greenwood Rising, a museum commemorating the 1921 Tulsa Race Massacre and the resilient community that withstood it, using a chorus of community voices and a bold narrative experience that blends traditional filmmaking and physical design. Jake will share how his firm crafts successful approaches at the cutting-edge of physical, media, technology, and interaction design, and share his firm’s philosophy on technology; never using it for its own sake, but rather as a tool to seek a balance between innovation and meaning.

**Presenter:** Jake Barton, Founder, Local Projects

**Behind the Scenes with the Natural History Museum, London—Exhibitions, Science and Excitement!**

Scientists’ contributions are central to imagining the past, visualising for us how creatures may have moved and looked. With up-to-date research informing the Natural History Museum in London’s most recent touring exhibition, Jurassic Oceans: Monsters of the Deep, we share some approaches that bring ancient marine predators to life in today’s exhibitions—from fossil to film! We will also bring to you some exciting glimpses of the brand-new exhibition Fantastical Beasts™: The Wonder of Nature to see the fantastic real-life and magical beasts that are captured on Google Arts & Culture Street View.

**Presenters:** Felicity Sylvester, Touring Exhibitions Partnerships Manager, Natural History Museum, London

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**Presenters:** Felicity Sylvester, Touring Exhibitions Partnerships Manager, Natural History Museum, London
**2021 SOLUTIONS & TECH TALKS**

**Wednesday, June 9**

**11:30–Noon CT**

**Collections Insurance: Top Ten Questions to Make Sure Your Museum is Properly Covered**

Collections and loans are vital to every museum. But do you know how they are insured? How would the museum’s insurance policy respond in the event of a fire or pipe break? What if the museum does not have a full appraisal of its collections? In this session, learn what questions to ask in order to understand how your museum’s policy would cover losses to your collections and temporary loans. The presentation will review collection insurance essentials in ten easy questions. The Top Ten Questions will help you easily spot possible collection insurance shortfalls both for your institution and when loaning your collections out to other museums. Once addressed, you will be able to rest assured knowing that your museum’s collections are properly insured.

**Presenters:** Adrienne Reid, Vice President, Huntington T. Block Insurance Agency, Inc.
NEW THIS YEAR, digital posters are interactive and offer a more dynamic experience. Attendees can watch or listen to presentations, chat with authors, and download materials to their eBag. You’ll find posters in the virtual poster hall for the duration of the meeting.

“The Site of Memory”: Nubian Collections in North American Museums
By exploring the trade networks of medieval Nubian ceramics, this poster reveals inconsistencies between historical and cultural realities and the accuracy of collection database management, and exhibition and gallery displays. Working within an object biography framework, the author investigates the historical-cultural “memory” and the duality of past and present “sites” of Nubian ceramics that have been coveted for collections, however factually limited in their recorded history typified in museums.

Contributor: Annissa Malvoisin, PhD Candidate, University of Toronto

Best Practices Together: Students Sharing Projects & Research in Collections Poster Part 1
Museum studies students from undergraduate degrees to PhD candidates across the country have been working on a variety of collections projects this past year exploring best practices in collections management and preservation. They explore different ways of creating accessible and diverse content online, proper storage techniques of sensitive materials, documentation, and rehousing projects. This session features five students presenting on their projects and research on collections topics in 8 minute segments.

Contributors: Jessica Morris, Museum of Texas Tech University Intern, Museum of Texas Tech University; Kelsey Unger, Helen Jones Fellow in Heritage Management and Museum Sciences, Museum of Texas Tech University; Nichole Wolz, Collections Assistant, University of Wyoming Art Museum; Sadie Arft, Sloan Works on Paper Intern Spencer Museum of Art, Spencer Museum of Art; Dara Lohnes, Manager of Collections, University of Wyoming Art Museum

Aging Well: Combatting Loneliness Through Museum Participation
This poster explores the potential for museums to contribute to tackling loneliness in older people, focusing on the outcomes of a 2-year project at the University of Cambridge Museums, UK. The project worked with older people in a variety of settings including in sheltered housing, day centres, care homes, hospital and hospice. The program explored how connecting through shared experiences of works of art, and participation in cultural activities, could become part of individuals’ strategies to combat loneliness and isolation—and the unique role museums might play in enabling this.

Contributors: Miranda Stearn, Head of Learning, The Fitzwilliam Museum, University of Cambridge Museums; Ruth Clarke, Learning Associate, Inclusion, University of Cambridge Museums; Hilary Bungay, Reader in Health and Wellbeing, Anglia Ruskin University
There's a Robot in the Museum: Making Real Connections During Virtual Tours

This poster session will explore the use of a robot to enhance museum visitation and community engagement through a virtual tour of the museum during the pandemic. The Juneau-Douglas City Museum in Juneau, Alaska temporarily closed to the public and experienced low visitation when it re-opened. To enhance outreach and engagement with the community, we worked collaboratively with the Juneau School District and the University of Alaska Southeast to bring a Double Robotics Robot for an iPad Tablet online to offer virtual tours of our museum. This type of technology allowed for remote visits outside of the museum from anywhere in the world.

**Contributors:** Beth Weigel, PhD, Museum Director, Juneau-Douglas City Museum; Virgil Fredenberg, PhD, Professor of Mathematics Education, University of Alaska Southeast Alaska College of Education; Ray Imel, Media Teacher, Juneau School District Dzantik’i Heeni Middle School

Using History and the Arts to Engage Adults with Dementia and Care Partners

Explore how bringing together history and the arts can meaningfully engage individuals with dementia and their care partners, both in-person and online. Learn about how educators brought music and visual art workshops, grounded in the Intrepid Sea, Air & Space Museum history, into memory care centers, and partnered with others. This poster covers the necessary adaptations, impacts of these efforts and many lessons learned along the way, as well as how they can be applied more broadly.

**Contributors:** Charlotte Martin, Senior Manager of Access Initiatives, Intrepid Sea, Air & Space Museum; Ifetayo Abdus-Salam, Senior Manager of Community Engagement and Family Programs, Intrepid Sea, Air & Space Museum

Hidden History: Uncovering LGBTQ History with A Connecticut Landmarks Site

This poster is based on a case study about telling new narratives in a historical house context, gathering together historians, members of the LGBTQ+ community, local residents, and museum professionals. Connecticut Landmarks (CTL) is cataloging the property’s extensive collections — including a wealth of diaries, letters, and photographs — as part of an IMLS-funded interpretive planning project. Through spring 2021, we will be conducting virtual community engagement and formative evaluation, having pivoted our plans due to the pandemic.

**Contributors:** Karina Wizevich, Assistant Program Director, Johns Hopkins University; Shaelyn Amaio, Exhibit & Interpretive Planner, Connecticut Landmarks

In Their Own Words: Adults Who Are Blind Describe Museums

This poster summarizes comments contributed to an international survey on experiences with museums by adults who are blind or have low vision. After asking a series of questions about museum visits, we encouraged survey respondents to comment on museums generally. The first author coded each comment thematically and aggregated responses by codes to report summary findings. The results outlined in this poster show how additional data underscore the value of accessible museum designs and exhibits in allowing everyone to experience enjoyment of their museum visits.

**Contributors:** Cheryl Fogle-Hatch; Donald Winiecki, professor of ethics and morality in professional practice, College of Engineering in the Department of Organizational Performance & Workplace Learning (OPWL), Boise State University

Historical Societies: From Dividers to Providers

This poster is an aggregate of impactful infographics that explain how some European heritage historical societies (and adjacent institutions) have contributed to racism, American nativism, and nationalism. These institutions are frequently overlooked as substantial contributors to systemic issues, particularly when it comes to the public health crisis of racism. This poster will show suggestions for action-based resolutions that focus on deep, community-fostered relationship building, listening, and purposeful changemaking.

**Contributors:** Brittany Merriam, Director of Exhibits, University of Pennsylvania–Penn Libraries

Residency Re-Define: A Story of Transition

The residency program at IAIA MoCNA has been in existence for six years and has created an ongoing partnership with our local community through workshops and critical conversations. Indigenous artists who participate in this residency often look forward to working and engaging with our Native communities. Due to the pandemic, the residency has pivoted to a virtual platform that encourages community engagement through a series of critical discussions, virtual workshops, and virtual studios that encourages our artists to explore a new form of engagement.

**Contributor:** Winoka Yepa, Senior Manager of Museum Education, IAIA Museum of Contemporary Native Arts
**POSTER PRESENTATIONS**

**Hilleman and Vaccines: Connecting Culture to Scientific Curiosity**
In 2020, Carter County Museum (CCM), educators at Ekalaka Public Schools (EPS), and Museum of the Rockies (MOR) at Montana State University (MSU) partnered to create the collaborative K-12 curriculum, “Hilleman and Vaccines: Connecting Culture to Scientific Curiosity.” This project shares objects and interpretation from the life of Maurice Hilleman, groundbreaking microbiologist and vaccine developer. MOR and CCM work together to increase outreach to rural students in southeastern Montana.

**Contributor:** Sabre Moore, Owner, Carter County Museum

**Bridging the Gap: Museum Teen Programs during COVID-19**
This poster shares the experiences of the Bronx Museum of the Arts in converting two intensive paid teen programs, the Teen Council and Teen Summer, into all-virtual formats following the museum’s closure due to the COVID-19 pandemic. Museum staff provided a program of paying positions for teens while also considering how to reevaluate program goals or rededicate ourselves to exploring new ways to achieve them. The poster will include learnings, key takeaways, and suggestions for ways to foster teens’ belonging and inclusion in museums in a time when these museums’ work exists exclusively or in part in the digital sphere.

**Contributor:** Nell Klugman, Education Programs Manager, The Bronx Museum of the Arts

**Once Upon A Line: Innovative Museum Strategies for Children with ASD**
This poster shares innovative strategies to engage children with learning differences in the visual arts, via art museum visits. These strategies were developed as the Teaching Artist or Museum Educator of a museum-city school district partnership. The Expanded Learning Collaboration is a partnership between Memorial Art Gallery of the University of Rochester and the Rochester City School District. The strategies were explored in special needs classes from 2015 to the end of 2019. And, will highlight choice-based opportunities for children on the Autism Spectrum Disorder to explore, and experiment with art interactives.

**Contributors:** Suzanne Kolodziej, Museum Administrator/Assessment and Evaluation, Memorial Art Gallery of the University of Rochester; Brown Teaching Artist, Museum Educator, Memorial Art Gallery

**A Docent’s Diary in the Age of COVID**
Due to COVID-19, museums abruptly closing presented a significant problem for them to be able to provide direct community engagement. A museum’s online presence, which serves a viable tool to deliver art-related information in a user-friendly manner, reflects the resilience of the museum to adapt during adversity like the pandemic. This poster will outline strategies used to develop online content for community engagement during the quarantine.

**Contributor:** Sandra Dueker, Docent, David Owsley Museum of Art

**150 Years’ Worth of the Same Questions**
This poster will sketch out some of the common reasons that artist and institutional community engagements may exhaust their publics with a particular focus on how even well-intentioned non-Indigenous organizations can harm Indigenous peoples through their efforts to involve them in museological programming. This poster will include a list of suggested best practices for artists, galleries, and museums that want to work with communities on collaborative art projects.

**Contributor:** Allison Rowe, PhD Candidate, Art Education, University of Illinois at Urbana-Champaign

**Design and Facilitation for Public Interest, Relevance, and Self-efficacy**
This study is based on motivating the public to learn about a specific topic and show relevancy to their lives and increase self confidence. The Let’s Do Chemistry project, science museums from around the US, developed hands-on activities to achieve these goals and tested theoretical frameworks, through a design-based research process. This poster will share these findings and the particular content and format strategies as well as facilitation techniques that support these outcomes.

**Contributor:** Elizabeth Kollmann, Manager, Research and Evaluation, Museum of Science, Boston
**Poster Presentations**

**Museum Learning in Parents and Young Children**
This qualitative study examined the experience of parents of young children while visiting a children’s museum, and how their own visitor identity and ideas about play and learning could impact shared experience with their child in the museum space, and what, transfer, or other broader impact, may occur beyond the museum visit. Findings indicate that the parents’ perspectives on play and learning affect the parents’ perception of the impact of the visit beyond the museum space. This study contributes to the literature on parent-child learning in museums by examining how museums may facilitate more impactful learning experiences for parents and their young children.

*Contributor: Emily Holm Tobin, PhD Candidate/Research Assistant, University of Washington*

**The Influence of COVID-19 Closures on Museum-based Online Learning**
This poster describes a study examining the practices in museum-based distance learning programs before and after COVID-19 museum closures. Museums transitioning to online learning programs following closures due to COVID-19 mainly utilizing social media platforms to offer a wide range of programming for the general public. This poster shares recommendations to help museums support their online programming.

*Contributor: Megan Ennes, Assistant Curator of Museum Education, Florida Museum of Natural History*

**Close the Gap: Developing Inclusive, Equitable STEM Programs for Girls**
What valuable lessons can we learn about designing and implementing inclusive, equitable STEM programs for girls? Join this highly interactive panel discussion with professionals from a science center, a university, and a national historic park to explore pitfalls and opportunities in promoting girls’ interest in STEM.

*Contributors: Carol Tang, Executive Director, Children’s Creativity Museum; Shalini Agrawal, Associate Professor in Diversity Studies, California College of the Arts; Shannon Jones, Girls in STEM Program Director, Museum of Discovery; Isabel Ziegler, Supervisory Museum Curator, Rosie the Riveter/WWII Home Front National Historical Park*

**From Binary Bones to Simulated Specimens: Bringing Museums Home through Interactive Virtual Models**
With so many institutions utilizing virtual models, it is important to find ways to set yours apart and enhance viewer engagement. In this session, museum educators will share the success of the Field’s Virtual SUE tour: an interactive, one-of-a-kind look into this *Tyrannosaurus rex*. Learn how teams at different museums are using digital engagement and 3-D models to reach audiences far and wide.

*Contributors: Lauren Wagner, Learning Operations Coordinator, Field Museum; Jeff Schroder, Public Learning Experiences Coordinator, Field Museum*

**From Awareness to Civic Engagement**
Dialoghaus is a social enterprise that use exhibitions as catalysts for social change. The Dialogue exhibitions foster Empathy and close the gape between people with and without disabilities. Dialogue in the Dark (DID) is the land mark of Dialoghaus. At Dialoghaus 2.0, visitors will get inspired to support and share the values and will contribute to reduce exclusion and inequality in the society. This poster will reflect about the crucial touchpoints in this engagement journey.

*Contributors: Orna Cohen, Co founder and CCO, Dialogue Social Enteerprise; Ankatrin Meyer, COO, Dialogue Social Enteerprise*

**The Aggregation of Tracking-and-Timing Data for Benchmarks of Engagement**
By unobtrusively tracking and timing (T&T) visitor behavior you can gather valuable data to inform exhibit developers of the degree to which the audiences explored and used the opportunities presented in an exhibition. The aggregation of T&T data can reveal the metric of “thorough use,” which can indicate success in capturing and holding visitors’ attention as well as be compared across exhibitions of different sizes and topics. Analysis of these data helps exhibit teams evaluate current displays and plan for new ones while focusing on the visitor experience in the on-site context.

*Contributor: Beverly Serrell, Independent Consultant, Serrell & Associates*
**POSTER PRESENTATIONS**

**The Making of Historic St. Augustine: Building A Story Map**

Governor’s House Library preserves & provides access to historical resources that enhance our understanding & appreciation of St. Augustine’s built heritage. Their work in archaeology, historic preservation & public history transformed streetscapes as well as how we see the city’s past and present. The exhibit utilizes ArcGIS StoryMaps to reconstruct HSPAB’s story through their papers & an interactive map. This poster will explore advantages & challenges of creating a digital exhibit to connect audiences to place, history & collections.

**Contributors:** Casey Wooster, Library Collections Assistant, Governor’s House Library; Laura Douglass Marion, Collections Manager, Governor’s House Library (UF)

**Prepared for Change: Strategic Planning Before the Next Disruption**

In 2016, ACTN Strategies was brought on board to provide strategic program development services for the opening of the Smithsonian’s National Museum of African American History and Culture. This poster describes the work that was done in 2016, how it affected NMAACH’s operational response to the COVID-19 closure and re-opening (and re-closing), and what work organizations can be doing now to remain agile and prepared for the next disruption.

**Contributor:** Tammy Enright, Manager, New Business and Outreach, ACTN Strategies

**Museum and SGDs in a Post-pandemic Scenario**

This is the research scenario, addressing the issues of management, accessibility, and sustainability, and operationally understanding new or renewed paradigms, strategies, and/or practices, physicals and digitalis, that the museum must understand, acquire as its own and mediate in relation to the peculiarities of each individual territory. Two points of view: -external, with the collection of innovative ideas, projects, and practices at national and international level for the understanding of the processes of “localization of the SDGs”; -internal, which operationally followed the opening phases of the new MAXXI L’Aquila.

**Contributor:** Gaia Turchetti, PhD Candidate

**Systems Thinking as a Theory of Change Toward a More Inclusive Museum**

This poster will describe a model for transformational museum change applying open systems theory and feedback mechanisms. This model is based on data collected from an art museum in three different times of 2011, 2015, and 2019, recording its changes as well as its stagnation over time. Reflecting on the results can lead to establishing new throughputs where the museum adopts cultural and structural changes. This process can transform museums to be a learning museum that diversifies and renews itself in meeting the changing needs of the environment.

**Contributor:** Yuha Jung, Associate Professor, University of Kentucky

**We The Museum: A Critique of Pay Inequity**

This poster describes the importance of salary transparency and equitable pay, especially for internships, as is aligned with the National Emerging Museum Professionals Network (NEMPN) advocacy initiatives as a board. We hope to share our salary transparency project and its successes, advocacy work we have done and plan to do, and share more about our paid internship campaign.

**Contributors:** Sierra Van Ryck deGroot, Education Programs Manager, Poster House; Kelsey Brow, Director, King Manor; Laura Santoyo, Curator of Collections, Schingoethe Center of Aurora University; Cassandra Cavness, Development Assistant, Montgomery Museum of Fine Arts

**Emergency Planning in the Post-COVID-19 World**

The pandemic has changed virtually every element of administration and operations. Review the challenges to museums’ emergency preparedness and operations plans in the “new normal.” This high-energy session will discuss the documents necessary for designing and implementing an effective disaster response, as well as how COVID-19 will impact the basic disaster response itself.

**Contributor:** Patrick Hardy, President, Hytropy

**Disaster Management**
Resiliency and Disasters: A Risk-Based Approach to Inform Museums

Natural and humanmade disasters, climate change, and pandemics continue to affect our museums. Measures can be undertaken to reduce the risks museums face. This discussion will include case studies of museums that have been impacted by disasters, an overview of the risk-based approach, prevention and response methods, and the latest global perspectives on disaster risk management.

Contributors: Christopher Marrion, CEO/Director of Disaster Risk Management/Chairperson, Marrion Fire & Risk Consulting PE, LLC/ICORP; Zeynep Gülünal, Disaster Consultant/Vice President, ICORP

Towards the Establishment of a U.S. Federal Digitization Task Force

This poster identifies the need to create a dedicated federal digitization task force to coordinate and facilitate digitization-related matters for public museums. The purpose is to address the great challenges in advancing museum digitization efforts, including coordination among federal agencies, public funding, and collaboration with the private sector. The poster will provide a detailed breakdown of recommended steps from the study.

Contributor: Tiancheng Cao, Doctoral Student, The University of Texas at Austin

Complicit Culture: Lessons from Partnerships with Extractive Industries

This poster outlines the increasing public resistance to museum partnerships around the world, highlighting examples from Warren Kanders’ resignation from the Whitney Museum’s board to oil giant BP’s sponsorship of the British Museum. Additionally addressing the fundamental conundrum of museum-corporate relationships through a lens of decolonization and climate justice. Including speculative solutions for museum funding and opportunity to reflect on funding alternatives towards a just and sustainable world.

Contributor: Camille-Mary Sharp, PhD Candidate, University of Toronto

Norton Art+: Interpretation Meets Interaction

What happens when a traditional art museum brings individual works of art to life through digital interactivity? This talk will demonstrate how Norton Art+, a new augmented reality iPad app, helps visitors more deeply engage and create with six featured contemporary artworks. We’ll share lessons learned from our design, development, and testing process.

Contributors: Eric Mika, Creative Director, Local Projects; Meredith Gregory, Associate Curator of Education for School and Teacher Programs, Norton Museum of Art

Technoarcheology: Technology for the Dissemination of Archaeological Heritage

This work proposes to present the use of new technologies applied to Museology, demonstrating how virtual museums and Augmented Reality exhibitions contribute to digital inclusion in deprived regions and also in moments when the access to museums is restricted due to pandemic crises. The digitalized pieces exhibited by a virtual museum are obtained by photogrammetry, three-dimensional and high definition scanning of collections. The collections in the technical reserve of various institutions were scanned and made available online to allow the access of people from all over the world, enabling its democratization and universalization, promoting research, learning and scientific development.

Contributors: Michael Franklin Pereira Marques, CEO, Nabuco Technology; Rayanne Cholbi de Assis, Researcher and translator, Nabuco Technology; Barbara Dutra Lameira Ottero, Project supervisor, Nabuco Technology; Jeferson de Barros Nascimento, Developer, Nabuco Technology; Ana Luiza da Silva Vieira Novo, Researcher, Nabuco Technology

Adventures in Collections Rephotography with the Georgia O’Keeffe Museum

In 2019, the Georgia O’Keeffe Museum was awarded an IMLS grant to rephotograph its collection and establish sustainable workflows for photography for years to come. Explore the grant application process, what it means to follow the Federal Agencies Digital Guidelines Initiative, and all the behind-the-scenes planning involved in this major undertaking.

Contributors: Stephanie Wilson, Project Manager, Collections Photography, Georgia O’Keeffe Museum; Rana Chan, Digital Assets and Rights Coordinator, Georgia O’Keeffe Museum; Erik Landsberg, Principal, Cultural Heritage Digitization Consulting
**Call for Entries**

**2021 AAM Museum Publication Design Competition**

Honoring Exemplary Work In:
- Exhibition Catalogues
- Books
- Newsletters and Calendar of Events
- Magazines and Scholarly Journals

Museums of all types and budget sizes are invited to submit print materials produced between January 1 and December 31, 2020.

Entries must be postmarked by June 30, 2021.

To apply visit [https://www.aam-us.org/pub-comp](https://www.aam-us.org/pub-comp)

* Submissions in other print media categories will be reintroduced in 2022.

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**Untouchable Touching**

Until there is some resolution to COVID-19, all the touchable surfaces we’ve invested in are untouchable. This session will present alternative approaches to touch-based interactives, demonstrate the need to foster in-house technology development, and argue for a modular approach that can be easily reconfigured to meet the needs of different institutions.

**Contributor:** Aaron Cope, Head of Internet Typing, San Francisco International Airport Museum

**Utilizing Data from Audio Guide Analytics to Improve the Visitor Experience**

How do we craft audio guide experiences for our visitors that are intuitive and engaging? Learn how analytic data gathered from an audio guide platform has informed panelists’ decisions about guest experience, content development, and audio production.

**Contributors:** Frits Polman, CEO, Guide ID; Mark Berlin, Director of Operations, USS Midway Museum; Matt Briney, Vice President of Media & Communications, George Washington’s Mount Vernon; Jeff Danziger, Sales Director, North America, Guide ID; Chelsea Shannon, Manager of Interpretation, Museum of Fine Arts, Houston

**Collections Management as a Volunteer Community**

One hundred volunteers and interns in the Mediterranean Section. Volunteers prosper by having a mix of responsibilities including rehousing, inventory, movement of objects, digitizing and photographing the material. This important work is all in aid of bringing the collection in storage to a wider audience: researchers, loans, classes at the university, and to the public through our online collection. By hosting volunteers, we not only enhance our collections, but we also create future museum advocates.

**Contributors:** Lynn Makowsky, Keeper of Collections, Mediterranean Section, Penn Museum
# Sessions by Track — Monday, May 24

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<td>Inclusion, Diversity, Equity, and Accessibility in Collections Stewardship</td>
<td>Adapting Protocols for Native American Special Collections Materials at Hay Library</td>
<td>Let’s Talk it Out: Communicating with Your Board to Ensure Ethical Deaccessioning and Sustainable Collections</td>
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<td>Join the Conversation: Creative Aging and the Future of Museums</td>
<td>Advocating for Accessibility in a Time of Crisis</td>
<td>One Neighborhood at a Time: Sharing Stories to Build Inclusive Cities Pausing to Decolonize: Indigenous-Led Decolonization Initiatives</td>
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<td><strong>Education &amp; Public Programming</strong></td>
<td>Off Script: Gallery Engagement Strategies for Inclusive Communities</td>
<td>Processes and Methodologies for Creating Bilingual Exhibitions</td>
<td>A Call to Convene: Models for Museum Gathering, from Party to Conversation</td>
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<tr>
<td><strong>Exhibition Planning &amp; Design</strong></td>
<td>Lessons Learned about Accessible Design during the Pandemic</td>
<td>Beyond Our Walls: History Outdoors When We Closed Ours</td>
<td>Exhibiting Climate Change: How to Stop Worrying and Tell It Like It Is</td>
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<td><strong>Leadership, Boards, &amp; Governance</strong></td>
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<td>Truth before Reconciliation: Taking the Requisite Steps toward Resilience</td>
<td>TrendsWatch: Navigating a Disrupted Future</td>
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<td><strong>Marketing &amp; Communications</strong></td>
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<td><strong>Operations, Human Resources, &amp; Volunteers</strong></td>
<td>Year of Reckoning: Moving Your Organization Toward an Antiracist Future</td>
<td>Crafting A Different Organization: Non-profit Structure, Behaviors, and Leadership Models</td>
<td>Resiliency Planning from Design to Operations</td>
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<td><strong>Revenue &amp; Development</strong></td>
<td>60 Ideas in 60 Minutes: Bring Development and Membership Back Stronger</td>
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<td>The Great Pivot: New Digital Fundraising Platforms in the Age of COVID</td>
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<td><strong>Technology &amp; Innovation</strong></td>
<td>The Virtual Courier: New Best Practices in a Post-Pandemic World</td>
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<td>Landscapes of Civil Rights</td>
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<td>Collections &amp; Curatorial Practice</td>
<td>Negotiating the Pressures of Self-Censorship at a Time of Political Turmoil</td>
<td>Whole Histories: Equitable Collections Practices With Communities</td>
<td>To Give and To Receive: Collection Gifts and Current Issues for Museums</td>
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<tr>
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<td>Marketing &amp; Communication</td>
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<td>Operations, Human Resources, &amp; Volunteers</td>
<td>The ICOM International Committee for Exhibition Exchange (ICEE) Overview on Professional Development Beyond the Pandemic</td>
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<td>Revenue &amp; Development</td>
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<td>Major Gifts Simplified... and Unleashed!</td>
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<tr>
<td><strong>Collections &amp; Curatorial Practice</strong></td>
<td>In Pursuit of Cultural Property: Ownership Disputes in Museums Today</td>
<td>Equitable Acquisitions: A New Paradigm for Collecting With Community</td>
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<tr>
<td><strong>Community Engagement &amp; Impact</strong></td>
<td>“Queer Abstraction”: From Canon to Community Preparing for 2026: Developing a Relevant, Inclusive 250th Commemoration</td>
<td>Helping Communities Heal: Museum Responses to Natural Disaster Meet the Community Where They Are: Sustaining a Network of Action</td>
<td>Standards of Excellence for Museums with Native American Collections</td>
<td>United for Change: Developing the MASS Action Equity Coalition Cultural Museums Stand Strong with Their Communities</td>
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<tr>
<td><strong>Education &amp; Public Programming</strong></td>
<td>Game On: Putting Play at the Center of Virtual Experiences Protecting Sacred Places: Native-led Movements and Museums</td>
<td>Innovation and Education Award Winners—Pandemic Edition Building Justice in the Shadow of Oppression</td>
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<td>Building Bridges through Teacher Professional Development Programs</td>
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<tr>
<td><strong>Exhibition Planning &amp; Design</strong></td>
<td>Making the Excellence in Exhibition Competition More Relevant and Equitable</td>
<td>Designing for Impact: Creating an Intentional Visitor Experience</td>
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<td>Designing Awesome, Mission-Aligned Outdoor Adventures</td>
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<td><strong>Marketing &amp; Communication</strong></td>
<td>How Our Museum Launched San Diego’s First Citywide Design Festival</td>
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<td><strong>Operations, Human Resources, &amp; Volunteers</strong></td>
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<td>Museum-University Partnerships: Expanding Paths to Access beyond Internships</td>
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<td>Successful Strategies to Grow and Engage Leadership Giving Circles</td>
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<td><strong>Revenue &amp; Development</strong></td>
<td>Has the Pandemic Changed Galas Forever?</td>
<td>Planning for Success: Fundraising Management in a Changing Museum World</td>
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<td><strong>Technology &amp; Innovation</strong></td>
<td>Approaches to Developing Industry Wide Technology Solutions</td>
<td>Who’s in the Room? Equity, Inclusion, and Diversity in the Digital Landscape</td>
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<td>Decolonizing through Digital: The Future of Provenance Research</td>
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<tr>
<td><strong>Collections &amp; Curatorial Practice</strong></td>
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<td>The Uses of Discomfort: LGBTQ Collections, Their Repositories, and Their Legacies</td>
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<td><strong>Education &amp; Public Programming</strong></td>
<td>New Research for Tectonic Times: A Preview of Findings from Interviews with Black and African American Participants About Creativity, Connection and Welcome  A Manifesto for Change: Learning and Engagement Leading the Way</td>
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<td>Cultivating the Museum as a Site for Radical Inclusion in the Remote Age  Online Tours: Expanding the Discourse</td>
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<td><strong>Exhibition Planning &amp; Design</strong></td>
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<td>Touring Exhibitions During a Global Pandemic</td>
<td>Game On: Creating Learner-Driven Participatory Exhibitions</td>
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<td><strong>Leadership, Boards, &amp; Governance</strong></td>
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<tr>
<td><strong>Revenue &amp; Development</strong></td>
<td>NEH Funding Builds Museum Foundations and Humanities Experiences</td>
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<td>Neurological Perceptions of Art through Augmented and Virtual Realities</td>
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<tr>
<td><strong>Technology &amp; Innovation</strong></td>
<td>Mission Conservation — Mobile Educational Game</td>
<td>Digital Art and Play: Building Best Practices for AR Experiences</td>
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SESSION TRACK SPONSORS

Collections & Curatorial Practice Track generously supported by

LUCIDEA

Exhibition Planning & Design Track generously supported by

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Leadership, Boards, & Governance Track generously supported by

LOCAL PROJECTS

Revenue & Development Track generously supported by

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Technology & Innovation Track generously supported by

Microsoft
## SCHEDULE-AT-A-GLANCE

### MONDAY, MAY 24

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<td>10–10:30 a.m. CT</td>
<td>MuseumExpo Break and Poster Hall</td>
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<tr>
<td>10:30–11:30 a.m. CT</td>
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<tr>
<td>11:30 a.m.–12:30 p.m. CT</td>
<td>MuseumExpo Break and Poster Hall</td>
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<tr>
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<td>3–4 p.m. CT</td>
<td>MuseumExpo Break and Poster Hall</td>
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<tr>
<td>4–5 p.m. CT</td>
<td>Elevate Stage Session: Increasing Racial and Ethnic Diversity on Museum Boards</td>
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MONDAY, MAY 24

9–10 a.m. CT

WELCOME & KEYNOTE

Priya Parker
Founder of Thrive Labs
in conversation with Julissa Marenco

Priya Parker is helping us take a deeper look at how anyone can create collective meaning in modern life, one gathering at a time. She is acclaimed author of *The Art of Gathering: How We Meet and Why It Matters* and the host of the New York Times podcast, “Together Apart.” Trained in the field of conflict resolution, Parker has worked on race relations on American college campuses and on peace processes in the Arab world, southern Africa, and India.

*Generously supported by Huntington T. Block Insurance Agency.*

10–10:30 a.m. CT

MuseumExpo Break and Poster Hall

10:30–11:30 a.m. CT

Inclusion, Diversity, Equity, and Accessibility in Collections Stewardship

TRACK: Collections & Curatorial Practice

Concurrent Session

How can collections professionals assist with representation and give voices to those not historically represented in museums? Panelist from the Collections Stewardship Professional Network’s new committee dedicated to inclusion, diversity, equity, and accessibility issues will present survey results showing the state of the field, highlight tools and resources, and create a road map for our work moving forward.

*Presenters: Sebastián Encina, Collections Manager, Kelsey Museum of Archaeology; Schillica Howard, Independent Museum Professional; Rachel Parham, Archivist, NBCUniversal Archives & Collections; Katie Prichard, Interim Associate Registrar, University of Michigan Museum of Art.*

Join the Conversation: Creative Aging and the Future of Museums

TRACK: Community Engagement & Impact

Concurrent Session

How can museums embrace the “Aging Revolution” with purpose and intentionality? Learn from four museums that are developing programs for older adults with the aim of creating connections, increasing well-being, decreasing social isolation, and offering new pathways for learning.

*Presenters: Eli Burke, Education Director, Museum of Contemporary Art Tucson; Laurel Humble, Head of Creative Aging and Lifelong Learning, High Museum of Art; Mary Ellen Munley, Principal, The Museum Group; Lisa Ortega-Pol, Museo de Historia, Antropología y Arte Department; Danielle Schulz, Senior Manager of Lifelong Learning and Accessibility, Denver Art Museum.*
MONDAY, MAY 24

10:30–11:30 a.m. CT (continued)

Off Script: Gallery Engagement Strategies for Inclusive Communities

TRACK: Education & Public Programming Concurrent Session

Presenters from a variety of museums will challenge visitor engagement norms with unconventional practices in dialogue, activism, outreach, and informal learning. Learn how museums are creating new, flexible gallery-based experiences that respond to audiences’ interests and address bias, representation, and critical thinking.

Presenters: Kayleigh Bryant-Greenwell, Head of Public Programs, Smithsonian American Art Museum and the Renwick Gallery; Keonna Hendrick, Director of Diversity, Equity, Inclusion, and Access, Brooklyn Museum; Jason Porter, Director, Education & Programs, Museum of Pop Culture; Theresa Sotto, Associate Director, Academic Programs, Hammer Museum

Lessons Learned about Accessible Design during the Pandemic

TRACK: Exhibition Planning & Design Concurrent Session

Funded by the National Science Foundation and led by the University of Washington in Seattle, AccessISL—Access to Informal Science Learning—aims to make informal STEM learning opportunities more welcoming and accessible to individuals with disabilities, among other goals. This presentation reports progress in AccessISL efforts, plans for the future, and ways that AAM members can participate in this initiative.

Presenters: Scott Bellman, DO-IT Manager, University of Washington; Rochelle Bowyer, DO-IT Student Assistant, University of Washington; Kayla Brown, DO-IT Counselor/Coordinator, University of Washington; Sheryl Burgstahler, Accessible Technology Services Director, University of Washington

Year of Reckoning: Moving Your Organization Toward an Antiracist Future

TRACK: Operations, Human Resources, & Volunteers Concurrent Session

The museum field is experiencing a reckoning, and our leadership, governance, and staffing structures are often publicly called into question. To create lasting change and harvest results, each institution must consider and evaluate its internal practices, preferably before developing external programs. Panelists from museums taking on this antiracist work will share relevant perspectives.

Presenters: Dina Bailey, CEO, Mountain Top Vision; Cinnamon Catlin-Legutko, Director, Illinois State Museum; Michelle Grohe, Esther Stiles Eastman Curator of Education, Isabella Stewart Gardner Museum; Joaquin Ortiz, Director of Innovation, Museum of Photographic Arts

60 Ideas in 60 Minutes: Bring Development and Membership Back Stronger

TRACK: Revenue & Development Concurrent Session

In a moment of economic recession and penetrating conversations about diversity and equity, museums must navigate more than the traditional questions of fundraising best practices and ROI to sustain their futures. In a lively game-show format, “compete” to share the most effective ideas for advancing philanthropy in these previously unimaginable circumstances.

Presenters: Rehana Abbas, Director of Philanthropy, Oakland Museum of California; Charles Katzenmeyer, Vice President, Institutional Advancement, Field Museum of Natural History; Nataly Lowder, Vice President for Advancement, Eiteljorg Museum of American Indians and Western Art; Patrick Madden, Executive Director, National Archives Foundation

The Virtual Courier: New Best Practices in a Post-Pandemic World

TRACK: Technology & Innovation Concurrent Session

The pandemic presented innumerable challenges, including the need to safely move art both domestically and internationally without physical couriers. The Art Institute of Chicago (AIC) designed and launched a novel approach. Get an overview of this new methodology, with which AIC has shifted to a “virtual courier” approach and inspired partner museums to do the same.

Presenters: Cayetana Castillo, Executive Director, Collections and Loans, Art Institute of Chicago; Matthew Norris, Associate Vice President, Analytics, Art Institute of Chicago

11:30 a.m.–12:30 p.m. CT

MuseumExpo Break and Poster Hall
MONDAY, MAY 24

12:30–1:30 p.m. CT

Adapting Protocols for Native American Special Collections Materials at Hay Library

**TRACK:** Collections & Curatorial Practice  
**Concurrent Session**

The John Hay Library for Special Collections at Brown University recently adopted the Protocols for Native American Archival Materials to better steward our collections. So far, we have mapped the full collection process and how the protocols interact with each part. Library staff will recount this journey as an example of how one institution has implemented these recommendations.

**Presenters:**  
Tiffini Bowers, Head, Exhibitions and Engagement, Brown University

Advocating for Accessibility in a Time of Crisis

**TRACK:** Community Engagement & Impact  
**Concurrent Session**

In times of crisis, it is all too easy to make excuses for postponing accessibility initiatives or cutting them completely. Yet museums have the same legal obligations to be accessible as they had before the pandemic. This session will call attention to the important needs of visitors with disabilities and highlight specific opportunities, created by the pandemic, for progress on accessibility.

**Presenters:**  
Vanessa Jones, Access Programs Specialist, Smithsonian National Portrait Gallery; Heather Pressman, Director of Learning & Engagement, Historic Denver Inc.’s Molly Brown House Museum; Danielle Schulz, Senior Manager of Lifelong Learning and Accessibility, Denver Art Museum

Processes and Methodologies for Creating Bilingual Exhibitions

**TRACK:** Education & Public Programming  
**Concurrent Session**

Transforming a museum into a bilingual institution requires a series of processes and methods that will ensure the content is culturally relevant and linguistically accurate. Listen in as colleagues from three institutions share their pathways to creating bilingual exhibitions and programs, as well as the lessons learned.

**Presenters:**  
Amparo Leyman Pino, Principal and Founder, Yellow Cow Consulting; Veronika Nunez, Oregon Museum of Science and Industry; Vicki Wawerchak, Director of Programs, Monterey Bay Aquarium

Beyond Our Walls: History Outdoors When We Closed Ours

**TRACK:** Exhibition Planning & Design  
**Concurrent Session**

When COVID-19 shut our doors, small and midsize museums had to redirect limited resources toward new modes of storytelling. The Baltimore Museum of Industry, Philadelphia’s Cliveden, and the Woodrow Wilson House in Washington, DC, pivoted to reimagine outdoor spaces as open-air galleries. Our panel will share the successes and challenges of mounting outdoor exhibitions and discuss how they can engage diverse audiences post-pandemic.

**Presenters:**  
Elizabeth Karcher, Executive Director, Woodrow Wilson House; Beth Maloney, Director of Interpretation, The Baltimore Museum of Industry; Tamar Rabinowitz, ACLS/Mellon Public Fellow & Manager of Curatorial Innovation for Historic Sites, The National Trust for Historic Preservation; Nancy VanDolsen, CEO, Cliveden

Truth before Reconciliation: Taking the Requisite Steps toward Resilience

**TRACK:** Leadership, Boards, & Governance  
**Concurrent Session**

Whether an organization is taking its first or next step along its DEAI journey, recognizing the truths of the current situation and past circumstances—and owning them—is a prerequisite before reconciliation can begin. Explore how museums can reflect on and examine their own truths so that they can authentically advance toward reconciliation.

**Presenters:**  
Karlisa Callwood, Director, Community Conservation Education & Action, Perry Institute for Marine Science / Museums & Race; Michelle Moon, CEO, Saltworks Interpretive Consulting, Independent Consultant; Janeen Bryant, Director of Operations, Center for Racial Equity in Education / Museums & Race; Jaclyn Roessel, Cultural Justice & Equity Consultant Utilizing Indigenous Knowledge as a Catalyst for Community Change, US Dept. of Arts and Culture / Grownup Navajo / Native Women Lead / Resilience Indigenous Arts Experience; Alison Rossi, Director of Learning and Community Engagement, Gilcrease Museum; Timothy Rhue, Senior Informal Education Specialists, Space Telescope Science Institute/Museums & Race
Monday, May 24

**12:30–1:30 p.m. CT (continued)**

**Crafting A Different Organization: Non-profit Structure, Behaviors, and Leadership Models**

**TRACK:** Operations, Human Resources, & Volunteers

**Concurrent Session**

This engaging session will be a hard look into the operational liabilities and biases of non-profit structures and processes. The panelists, each from a unique perspective, will initiate conversations about non-profit structures and operations derived from personal experiences in the field. Discussions will focus on systemic racism, exclusionary board and leadership models, staff engagement, salary, gender parity, fundraising expectations, and more.

**Presenters:** Stephanie Johnson-Cunningham, Co-Founder, Museum Hue; Gretchen Sorin, Director & Distinguished Professor, The Cooperstown Graduate Program, Suny Oneonta; Franklin Vagnone, Principal, Twisted Preservation Cultural Consulting

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**2–3 p.m. CT**

**Let’s Talk it Out: Communicating with Your Board to Ensure Ethical Deaccessioning and Sustainable Collections**

**TRACK:** Collections & Curatorial Practice

**Concurrent Session**

The new AAM Collections Sustainability Rubric has gained importance as COVID-19 has impacted museums worldwide. The rubric provides guidance on how to maintain stable institutions during a financial crisis without resorting to deaccessioning the collections—or, if deaccessioning proves necessary, how to do so ethically. At this session, presenters will discuss their experiences communicating these important lessons to boards and collection committees.

**Presenters:** Christa Barleben, Registrar, Eiteljorg Museum of American Indians and Western Art; Robin Cooper, Manager of Curatorial Affairs, Indianapolis Museum of Art at Newfields; Ellen Endslow, Director of Collections & Curator, Chester County Historical Society; Cara Seitchek, Chair Collections Committee, Montgomery County Historical Society

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**1:30–2 p.m. CT**

**MuseumExpo Break and Poster Hall**

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**One Neighborhood at a Time: Sharing Stories to Build Inclusive Cities**

**TRACK:** Community Engagement & Impact

**Concurrent Session**

Young curators research and produce Block by Block, a participatory multimedia program of the Toronto Ward Museum. The curators interview Indigenous and new community members about their experiences of migration, settlement, and civic life. This panel outlines the processes developed by the curators to build trust with community members, engage them in storytelling, and share their stories with a wider public.

**Presenters:** Maggie Hutcheson, Lead Researcher, Curator & Program Director, Block by Block, Toronto Ward Museum; Brannavy Jeyasundaram, Researcher & Curator, Block by Block, Toronto Ward Museum; Brian Joe, Toronto Ward Museum Board Director and Former Block by Block Local Program Coordinator; Nipuni Kuruppu, Researcher & Curator, Block by Block, Toronto Ward Museum; Irina D. Mihalache, Associate Professor & Director, Museum Studies, University of Toronto
Monday, May 24

2–3 p.m. CT (continued)

Pausing to Decolonize: Indigenous-Led Decolonization Initiatives
TRACK: Community Engagement & Impact
Concurrent Session
Pleas for equity, inclusion, and access have grown into demands. So many of our organizations, however, remain resistant to change. In this session, Indigenous leaders and artists will discuss how they are working to unsettle colonial spaces and create pathways for transformative, sustainable change.

Presenters: Mary Bordeaux, Creative Director & Co-Owner, Racing Magpie; Andrea Carlson, Visual Artist, Independent Artist; Brandie Macdonald, Director of Decolonizing Initiatives, Museum of Us; Debra Yepa-Pappan, Community Engagement Coordinator, The Field Museum

A Call to Convene: Models for Museum Gathering, from Party to Conversation
TRACK: Education & Public Programming
Concurrent Session
Explore models of museum gatherings, such as through live art experiences and performance, parties, structured conversations, or encouraging chats in the galleries. How does your museum have a conversation? Museums are spaces for experience and exchange, not simply object preservation and display.

Presenters: Sarah Cooper, Public Programs Specialist, John Paul Getty; Nenette Luarca-Shoaf, Managing Director, Learning and Engagement, Lucas Museum of Narrative Art; January Parkos Arnall, Curator in Charge, Performance and Public Practice, Museum of Contemporary Art Chicago; Adeze Wilford, Assistant Curator, The Shed

Exhibiting Climate Change: How to Stop Worrying and Tell It Like It Is
TRACK: Exhibition Planning & Design
Concurrent Session
Museums are often seen as a source of enjoyment and entertainment. How can we address the urgency of climate change without alienating and depressing our visitors? Hear from three institutions that are at different stages in the process of exhibiting climate change.

Presenters: Becky Menlove; Stacy Wakeford, Director, Content, Canadian Museum of Nature; Patricia Ward, PhD, Director of Science and Technology, Museum of Science+Industry Chicago

TrendsWatch: Navigating a Disrupted Future
TRACK: Leadership, Boards, & Governance
Concurrent Session
In 2021, museums face rapid, transformative shifts on all fronts. This session dives into issues that all museums confront right now, to minimize harm to their communities and ensure their own survival. Drawing on the latest edition of the Alliance’s annual forecasting report, the director of AAM’s Center for the Future of Museums will present frameworks for museums to navigate economic and technological challenges, to support the vulnerable, and to advance racial equity.

Presenter: Elizabeth Merritt, Vice President, Strategic Foresight and Founding Director, Center for the Future of Museums, American Alliance of Museums

Resiliency Planning from Design to Operations
TRACK: Operations, Human Resources, & Volunteers
Concurrent Session
Representatives from the City of St. Louis Park, the design firm HGA, and the Tennessee State Museum will address resiliency from the perspectives of city planning, museum design and renovation, and operational experiences. Understand how to manage a resiliency-planning process, useful solutions and technologies to improve resiliency, and practical lessons learned.

Presenters: Lauren Amos, Director of Operations, Tennessee State Museum; Nancy Blankfard, Principal, HGA, Inc.; Leighton Deer, Vice President Mechanical Engineer, HGA, Inc.; Cindy Walsh, Operations and Recreation Director, City of St Louis Park

The Great Pivot: New Digital Fundraising Platforms in the Age of COVID
TRACK: Revenue & Development
Concurrent Session
COVID-19 has presented a challenging fundraising landscape for museums: closure, reduced staffing, and outdated technology. In this session, thoughtfully evaluate methods to ramp up digital fundraising, connecting with prospects and supporters via innovative technology. Hear how two museums have leveraged these new strategies and tools to reach their goals and grow their donor communities.

Presenters: Anthony Gentile, Enterprise Account Executive, Classy; Kristina Kaiser, Director of Development Information Services, California Academy of Sciences; Todd Quackenbush, Associate Director, Membership, Oakland Museum of California; Jared Scherer, Director of Donor Events & Communications, California Academy of Sciences
Monday, May 24

2–3 p.m. CT (continued)

Landscapes of Civil Rights
TRACK: Technology & Innovation
Concurrent Session
In 2020, Walking Cinema, the University of South Carolina, and the National Park Service embarked upon a unique outdoor history project called Free and Equal. Based on that project, investigate how researchers, designers, and local communities can collaborate on exhibitions that leverage historic sites, public spaces, and mobile media to make the history of civil rights tangible.

Presenters: Michael Epstein, Director, Walking Cinema; Tara White, Professor/Consultant, National Park Service; Stephen Wise, Professor/Curator, University of South Carolina Beaufort

3–4 p.m. CT

MuseumExpo Break and Poster Hall

4–5 p.m. CT

Increasing Racial and Ethnic Diversity on Museum Boards
ELEVATE STAGE
How do we diversify the makeup of museum boards while promoting artists, curators, leaders, and museums who preserve and tell the stories of people of color? Many museums are challenged with navigating the steps to create a more equitable and inclusive institution. Diverse representation in institutional leadership can usher those opportunities to the forefront. In this Elevate Stage session, you will hear from trustees and leaders of organizations dedicated to sharing effective methods to advance racial and ethnic diversity to your museum board.

Moderator: Arthur Affleck, Executive Vice President, American Alliance of Museums
Panelist: Jean Franczyk, President & CEO, Chicago Botanic Garden; Brooke Minto, Executive Director, The Black Trustee Alliance for Art Museums; Victoria Rogers, Steering Committee Chair, The Black Trustee Alliance for Art Museums; Patrick Salazar, Founder & Executive Director, Latinos LEAD

Generously supported by Blackbaud.
### SCHEDULE-AT-A-GLANCE

**MONDAY, JUNE 7**

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<td>Keynote Panel—The Truth Starts Here: Museums’ Role in Truth, Reconciliation, and Healing</td>
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MONDAY, JUNE 7

9–10 a.m. CT

WELCOME & KEYNOTE

Bryan Stevenson
American Lawyer & Activist

Bryan Stevenson is the founder and Executive Director of the Equal Justice Initiative, a human rights organization in Montgomery, Alabama. He is a widely acclaimed public interest lawyer who has dedicated his career to helping the poor, the incarcerated, and the condemned. In this keynote session we'll explore the responsibility museums have in playing a leading role in the nation's truth and reconciliation, including the confrontation of museums' own troubled pasts, the colonial and racist foundations upon which many were built, and the resulting structures that endure.

KEYNOTE PANEL

The Truth Starts Here: Museums’ Role in Truth, Reconciliation, and Healing

During this watershed moment in American racial history, we must find the courage to own our past, our truths, and shed negative myths. This conversation between experts, will explore museums’ role in reckoning with the United States’ history of native genocide, slavery, and racial injustice, with a focus on racial healing and transitional justice.

Moderator: Andrew Plumley, Senior Director, Inclusion, American Alliance of Museums


10–10:30 a.m. CT

MuseumExpo Break and Poster Hall

10:30–11:30 a.m. CT

Negotiating the Pressures of Self-Censorship at a Time of Political Turmoil

TRACK: Collections & Curatorial Practice

Concurrent Session

The idea of the socially purposeful museum has generated urgent questions about how to produce a space conducive to exploring difficult issues. Learn about self-censorship, an opaque area of curatorial practice, and identify strategies for resisting the pressures to self-censor.

Presenters: Chong-Ming Lim, Philosopher and Post-Doctoral Fellow, Center for Ethics in Society at Stanford University; Janet Marstine, Associate Professor of Museum Studies (Retired), University of Leicester UK; Svetlana Mintcheva, Program Director, National Coalition Against Censorship; Raj Pal, Independent Curator

Art for Humanity’s Sake: When Social Issues Become Exhibition Topics

TRACK: Community Engagement & Impact

Concurrent Session

Through socially engaged exhibitions, museums can represent and interpret social issues of relevance to their communities. But we are often unsure of where to start, how the show will be received, and what impact it will have. In this session, artists, activists, and university museum directors share how communities helped develop exhibitions centered on environmental justice, identity politics, and the incarceration of women.

Presenters: Brandan “Bmike” Odums, Artist, Studio BE; Monica Ramirez-Montagut, Director, MSU Broad; Syrita Steib, Director, Operation Restoration; Miriam Taylor, Interim Director, Newcomb Art Museum
10:30–11:30 a.m. CT (continued)

Beyond Docents: The Museum’s Role in Supporting Meaningful Teen Experiences
TRACK: Education & Public Programming
Concurrent Session
Discover effective strategies for developing meaningful teen programs and engagement opportunities. Presenters will share their approaches and articulate the mutual benefits that these programs provide.

Presenters: Rachel Fyler, Research and Development Associate, Boston Museum of Science; Lynda Kennedy, Vice President, Education & Evaluation, Intrepid Sea, Air & Space; Samantha Serrano, Programs Coordinator, Albright-Knox

Is That Hung White? Revisiting Issues of Race and Inclusion in Exhibitions
TRACK: Exhibition Planning & Design
Concurrent Session
There is an increasing need for frank conversations about the role of race and inclusion in museums and their exhibitions. This engaging session will celebrate successful initiatives, and discuss tackling the challenges of exhibitions that continue to be hung white.

Presenters: Elisabeth Callihan, Head of Multi-Generational Learning, Minneapolis Institute of Arts; Marquette Folley, Project Director/Executive Developer, Smithsonian Institution (SITES); Joanne Jones-Rizzi, Vice President of Science, Equity, and Education, Science Museum of Minnesota; Erika Katayama, Freelance Museum Professional; Stacey Mann; Su Oh, Senior Vice President, Education, Exhibitions and Community Engagement, Natural History Museum of Los Angeles

Pushing Boundaries in Small Museums
TRACK: Exhibition Planning & Design
Concurrent Session
Small museums are challenged by limited resources and space. Too often, this leads to stagnant exhibitions and reduced attendance. Uncover innovative ideas for not only maximizing space but also expanding boundaries to increase community engagement.

Presenters: Ann Bennett, Executive Director, Laurel Historical Society; Jody Crago, Museum Administrator, Chandler Museum; Lin Nelson-Mayson, Director, Goldstein Museum of Design; Marjory O’Toole, Executive Director, Little Compton Historical Society

The Inclusive Museum Leader
TRACK: Leadership, Boards, & Governance
Concurrent Session
Social justice as the role of museums has often been championed by frontline staff and staff from younger generations. Hear from the authors of and contributors to the new book The Inclusive Museum Leader, which serves as a call to action to museum leaders everywhere to join the movement. Discover practical actions that leaders can take to start moving their museums toward an inclusive future.

Presenters: Kayleigh Bryant-Greenwell, Head of Public Programs, Smithsonian American Art Museum and the Renwick Gallery; Cinnamon Catlin-Legutko, Director, Illinois State Museum; Ben Garcia, Deputy Executive Director and Chief Learning Officer, Ohio History Connection; Chris Taylor, Chief Inclusion Officer, State of Minnesota

60 Ideas in 60 Minutes: Sizzling Ideas in Audience Engagement and Inclusion
TRACK: Marketing & Communications
Concurrent Session
A new twist on an old favorite! Join the Public Relations and Marketing (PRAM) Professional Network, Visitor Experience Group (VEX), and International Audience Engagement Network (IAE) for a fast-paced session highlighting fresh ideas in audience engagement from organizations large and small.

Presenters: Krista Dahl Kusuma, Audience Engagement Chair, Visitor Experience Group; Timothy Hallman, Director of Communications & Business Development, Asian Art Museum; Peggy Martin, Head of Design + Editorial, Minneapolis Institute of Art

The ICOM International Committee for Exhibition Exchange (ICEE) Overview on Professional Development Beyond the Pandemic
TRACK: Operations, Human Resources, & Volunteers
Concurrent Session
The pandemic has resulted in drastic staff cuts in institutions of all sizes, forcing museums to reconsider how they manage teams and engage with audiences. As a result, museum professionals are now trying to broaden their skill sets and increase their flexibility. This session will outline global opportunities for professional development and help professionals navigate the current situation.

Presenters: Dana Andrew, Museum Consultant, ICOM UK, Touring Exhibitions Group; Paula Duarte, General Coordinator, Museum Leadership Institute; Francesca Polo, Coach, Curated Success; Gregory Stevens, Director, MA in Museum Professions, Seton Hall University
Monday, June 7

10:30–11:30 a.m. CT (continued)

**Planet Word: The World’s First Voice-Activated Museum of Language**

TRACK: Technology & Innovation  
Concurrent Session  
Go behind the scenes to learn about the development of Planet Word, a new, interaction-first museum exploring the way language shapes the human experience. Find out why the press has lauded Planet Word for establishing a new paradigm for the museum experience—one with exciting interactivity built right in.

**Presenters:** Jake Barton, Founder, Local Projects; Ann Friedman, Founder, Planet Word

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11:30 a.m.–12:30 p.m. CT

**MuseumExpo Break, Poster Hall, and Solutions & Tech Talks**

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11:30 a.m.–Noon CT

**Safely Reopening During a Pandemic: A Smithsonian Institution Case Study**

Solutions & Tech Talks  
Managing traffic flow and patron expectations in normal times is always challenging for some of the country’s largest museums, but what happens during a global pandemic? In this Q&A session, we will discuss the Smithsonian’s new safety protocols and creative solutions that were implemented to re-open, lessons learned, and how they’re moving forward.

**Presenters:** Kathleen McSweeney, IT Project Manager, Office of the CIO, Smithsonian Institution; Scott Sloyer, Director of Sales, Etix

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**Showcasing Collections Online Through Your CMS: The Essentials**

Solutions & Tech Talks  
Lucidea’s museum collections management specialists Candyce McDonald and Benitta MacLachlan will describe the essentials museum professionals must provide when optimizing their virtual presence and showcasing collections online. Attendees will be inspired by the potential for using a CMS to deliver an integrated portal, full multimedia support, and mobile access for visitors and staff. Attendees will have a chance to enter Lucidea’s Apple AirPods giveaway.

**Presenters:** Benitta MacLachlan, Knowledge Management Consultant, Lucidea; Candyce McDonald, Senior Account Executive, Lucidea

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**Leveraging the Legacy: Bringing a New Digital Experience to New Audiences**

Solutions & Tech Talks  
Join this session to hear how the Universal Hip Hop Museum—in partnership with Terentia—is kicking off a project to leveraging its legacy to create an enhanced store of objects and metadata allowing for future experimentation and rapid prototyping of new physical and digital experiences.

**Presenters:** Neal Bilow, CEO, Terentia; Rocky Bucano, Executive Director, Universal Hip Hop Museum; Catherine Devine, Business Strategy Leader–Libraries & Museums, Microsoft
**Monday, June 7**

**12:30–1:30 p.m. CT**

**Keynote**

Sandra Cisneros  
*Author & Artist*

Sandra Cisneros is a Chicana writer and artist whose work explores the lives of the working class. Following her keynote, Carlos Tortolero, Founder and President of the National Museum of Mexican Art in Chicago, will join the virtual stage for continued conversation.

**1:30–2 p.m. CT**

**MuseumExpo Break, Poster Hall, and Solutions & Tech Talks**

**The Resilient Arts & Cultural Organization: Lessons Learned from Unprecedented Times**  
*Solutions & Tech Talks*

Arts and cultural organizations weathering the disruptions caused by the COVID-19 pandemic and our nation’s reckoning with systemic racism know a thing or two about resiliency. Whether at museums, performing arts institutions, gardens, aquaria or zoos, staff at all levels learned valuable ways to adapt to our new normal and survive in the process. So how do we move forward from here? What of the “traditional” arts and cultural organization do we leave behind? What is our role in the healing process in front of us? This dynamic panel discussion hosted by Blackbaud features thought leaders from the arts and cultural community discussing lessons learned across topics such as technology adaptation, new fundraising techniques, health and safety, relevant programming, and more.  

**Presenters:** Kelly Merrion, Senior Customer Success Manager, Blackbaud; Tim Sears, Director of Operations, Adventure Science Center; Dan Sullivan, Head of Growth & Partnerships, Cuseum

**Go Global with galoo! Whether it is Virtual or Hybrid, The Experience You Deliver Matters. Open Your Doors to a Worldwide Audience with galoo**  
*Solutions & Tech Talks*

Learn how to generate additional revenue streams by deploying education, programming and social events into your virtual and hybrid world. Locations and spaces once beyond reach due to travel, budget or time restrictions are now accessible, anytime, anywhere, to any audience. Museums and historic locations and venues can create docent led field trips for classrooms from around the globe. Virtual and hybrid programming events can be hosted in real time with groups of any size. Individual or group tickets for virtual tours can be sold for any time of the day or night. Community and connectivity is strengthened by guests being able to freely explore, meet, and converse naturally with others, or just take a walk through your museum with a friend. Join us for a fun and energetic introduction to galoo, a platform designed to bring people together, so you can create experiences everyone will be talking about.  

**Presenters:** Kathy Gerke, VP, Sales & Marketing, galoo; Niki McKay, CEO, galoo

**Using Integrated Multimedia to Create Environments that Transport Your Audiences**  
*Solutions & Tech Talks*

The assimilation of exhibit design, integrated media, theatre, and technology can create an emotional nexus and powerful connection to your story. John Murphy, Executive Creative Director at Solid Light will take you behind the scenes to illuminate the art of bringing all these disciplines together to make engaging immersive environments and discuss how using integrated multimedia will transform your storytelling space.  

**Presenters:** John Murphy, Executive Creative Director, Solid Light, Inc.
**MONDAY, JUNE 7**

**2–3 p.m. CT**

**Whole Histories: Equitable Collections Practices With Communities**
**TRACK: Collections & Curatorial Practice**
Concurrent Session

In 2019, the Gaylord & Dorothy Donnelley Foundation recognized that museums and libraries had important narratives in their collections that were not being shared, often due to bias. By exploring the foundation’s new strategy, learn how collecting institutions and funders can partner to provide more inclusive access to archival material, fill narrative gaps, and engage marginalized communities in the presentation of their stories.

**Presenters:** Harlan Greene, Scholar in Residence, College of Charleston; Ellen Placey Wadey, Program Director, Chicago Arts & Collections, Gaylord and Dorothy Donnelley Foundation; John Russick, Senior Vice President, Chicago History Museum; Marcia Walker-McWilliams, Executive Director, Black Metropolis Research Consortium

**Coming Soon: Recommendations for Excellence in DEAI**
**TRACK: Community Engagement & Impact**
Concurrent Session

Following a year of development by a task force of museum professionals and the Accreditation Commission, AAM is releasing its draft recommendations of excellence in DEAI and how DEAI will be embedded into AAM standards, code of ethics, and the Accreditation Program. As we finalize the recommendations, we want your input on whether they are realistic, if they go far enough, and how they might impact your museum and the field. At this session, learn about the recommendations, share your feedback, and think about next steps.

**Presenters:** Makeba Clay, CEO, Makeba Clay Consulting; William Harris, President & CEO, Space Center Houston; Julie Hart, Senior Director of Standards & Excellence, American Alliance of Museums; Elizabeth Pierce, President & CEO, Cincinnati Museum Center

**Making the Case for Museums: Working with the New Administration & Congress**
**TRACK: Community Engagement & Impact**
Concurrent Session

As we continue to face and recover from the dire impacts of the global pandemic, there’s never been more at stake for museums around the country. Join our legislative and advocacy experts for timely insights on the priorities of the new administration and Congress, as well as those of the museum field. Come away with tools and information you need to speak up and make the case for museums.

**Presenters:** Ember Farber, Director, Advocacy, American Alliance of Museums; Barry Szczesny, Esq., Director, Government Relations & Public Policy, American Alliance of Museums

**How Volunteer Docents Can Be Allies in the Fight for Social Justice**
**TRACK: Education & Public Programming**
Concurrent Session

Museums have a social justice role to play. This workshop will share the experiences of volunteer docents at the National Museum of African Art during the COVID-19 pandemic and the social unrest that ensued after the ruthless killing of George Floyd. Hear how these docents used history, science, and art to educate and to help communities grapple with a variety of social justice issues.

**Presenters:** Omar Eaton-Martinez, Assistant Division Chief, Historic Resources, Natural and Historical Resource Division M-NCPPC, Department of Parks and Recreation, Prince George’s County; Paula Hirschoff, Volunteer Docent, Smithsonian, National Museum of African Art; Edith Michel, Volunteer Docent, National Museum of African Art, Smithsonian; Pier Penic, Education Specialist K-12, Smithsonian National Museum of African Art
Beyond the Elevator Pitch—Strategies for Success with the National Endowment for the Arts

TRACK: Leadership, Boards, & Governance

Concurrent Session

Hear firsthand accounts from peer reviewers about best practices to secure federal funding from the National Endowment for the Arts for exhibitions, public programming, and special initiatives. Stay current regarding changes, priorities, and directions that affect the nation’s largest arts funder. New categories and changes to the guidelines will be reviewed.

Presenters: Renee Anderson, Collections Manager, National Museum of African American History & Culture; Wendy Clark, Director, Museums, Visual Arts & Indemnity, National Endowment for the Arts; Toniqua Lindsay, Museum Specialist, National Endowment for the Arts; Mark Scala, Chief Curator, Frist Art Museum; Tamika Shingler, Museums and Visual Arts Specialist, National Endowment for the Arts

Captivating Young Adults and Paving the Future of Museum Engagement

TRACK: Marketing & Communications

Concurrent Session

Looking to increase attendance and stay ahead of shifting demographics in your market? In this interactive session, explore actionable tactics to engage young adults in your community. Take away steps to adapt these strategies and tackle changing demographics at home.

Presenters: Sewon Barrera, Digital Marketing Manager, Exploratorium; Sarah Owens, Membership Manager, Exploratorium

Diversity Apprenticeship Program Toolbox: Supporting a Diverse Workforce

TRACK: Marketing & Communications

Concurrent Session

The Diversity Apprenticeship Program (DAP) is a new initiative by The Broad. DAP strives for equity within museum staff demographics and addresses mid-level museum job opportunities for marginalized staffs. In this lively conversation, program participants and administrators will share how to use the toolbox and key takeaways. Receive a free copy so you can implement the lessons learned at home.

Presenters: Julia Latané, Head of Art Preparation and Installation, Los Angeles County Museum of Art; George Luna-Peña, Program Manager, Diversity Apprenticeship Program, The Broad; Gozié Ojini, Conservation Technician, RLA Conservation of Art and Architecture; Andrea Perez-Martinez, Freelance Art Handler

Major Gifts Simplified . . . and Unleashed!

TRACK: Revenue & Development

Concurrent Session

Eighty-eight percent of philanthropy comes from individuals, yet too many of us spend our time focused on securing support from corporate, foundation, or public sources. In this session, development officers, and trustees with experience at museums of every size will explore the extraordinary upward impact of major gifts fundraising.

Presenters: Shannon Alexander, CEO, Alexander Ross Group; Walter Massey, Campaign Co-Chair, Hyde Park Arts Center; Ginevra Ranney, Senior Director, Individual Philanthropy, The Field Museum; Aaron Rodgers, Director of Development, Hyde Park Arts Center; Jessica Sarowitz, Trustee/Managing Director, The Field Museum/Julian Grace Foundation

Turning on a Dime: How Smaller Museums Can Reach Bigger Digital Audiences

TRACK: Technology & Innovation

Concurrent Session

When the pandemic forced the Chicago Academy of Sciences / Peggy Notebaert Nature Museum to close, it was a local natural history museum. Today, it has reinvented itself as a leading digital museum in one of the country’s best museum cities. How can a small museum make such a significant turn on a dime? Learn how to develop engaging educational content even with a small staff and budget.

Presenters: Janelle Vreeland, Web & Social Media Director, Chicago Academy of Sciences and Peggy Notebaert Nature Museum; Patrick Williams, Marketing Manager, Chicago Academy of Sciences and Peggy Notebaert Nature Museum

MuseumExpo Break, Poster Hall, and Solutions & Tech Talks

3–3:30 p.m. CT
MONDAY, JUNE 7

3–3:30 p.m. CT

45 Million Tactile Images to Change the World: Increasing Accessibility & Inclusion for All

**Solutions & Tech Talks**

Join us for an engaging discussion on accessibility and inclusion with leaders from Getty Images, The National Federation of the Blind, 3DPhotoWorks/Tactile Images, as well as museum professionals, and educators. In January 2021, Getty Images, the National Federation of the Blind (NFB), and 3DPhotoWorks/Tactile Images created a historic partnership to deliver more than 45 million tactile images to the world’s blind and disabled in museums and institutions worldwide. The NFB also announced that they would be granting $500,000 for the creation of tactile exhibition displays. Learn how you can utilize these resources at your institution. This presentation highlights tactile imaging technology and experiences which allow individuals who are blind and disabled to develop an intimate connection with a wide range of visual and graphic material. Panelists will discuss the opportunities in making the visual experience multisensory across modalities, create inclusion and accessibility irrespective of ability/disability, provide unique educational perspectives, and discuss grant funding opportunities for tactile exhibitions.

**Presenters:** Janet LaBreck, Former Commissioner, Rehabilitation Services Administration, Obama Presidential Administration; Bradley LaMere, Senior Creative Officer and VP of Marketing, Tactile Images and 3DPhotoWorks; Matt McKibben, PR Manager, The America's, Getty Images; Patty Rhule, Chief Content Officer and Vice President, Freedom Forum; Mark Riccobono, President, National Federation of the Blind; Corey Timpson, Principal, Corey Timpson Design Inc.

Reinvigorating Your Identity with Transformational Curved LED Spaces

**Solutions & Tech Talks**

People increasingly seek extraordinary experiences they cannot have anywhere else. Re-define the experience you deliver with large scale and completely immersive “magic spaces” powered by the world’s most advanced real-time image engine. This session reveals how never-before-possible dynamic LED display environments reinvigorate your brand image. They revolutionize entrance halls, galleries, presentation stages, transition spaces, dioramas, any museum space. Our newly built Cosm Experience Center in Salt Lake City is the only place you can receive a fully immersive LED demonstration.

**Presenters:** Scott Huggins, Director of Business Development, Evans & Sutherland, A Cosm Company; Mike Lutz, VP of Business Development, Evans & Sutherland, A Cosm Company

3:30–4:30 p.m. CT

Civic Mission of Museums: How to Rebuild Democracy

**TRACK: Community Engagement & Impact**

**Concurrent Session**

In 2018, the US rated as a “flawed democracy.” Museums, one of the few remaining trusted institutions, have a critical role to play in rebuilding our country. How can museums build civic knowledge, mind-sets, and skill sets to help our audiences become engaged and informed citizens? Explore examples of museum work focused on community citizen-building, and leave with a tool kit that you can use to produce a public benefit at home.

**Presenters:** Kristina Durocher, Director, Museum of Art of the University of New Hampshire; Shawn Lani, Director, Studio for Public Spaces, Exploratorium; Nicole Moore, Director of Education, National Center for Civil and Human Rights; Anthony Pennay, Chief Learning Officer, Ronald Reagan Presidential Foundation and Institute

To Give and To Receive: Collection Gifts and Current Issues for Museums

**TRACK: Collections & Curatorial Practice**

**Concurrent Session**

Relationships between museums and donors have built “gifts to the nation” through giving and receiving art and objects while observing collection standards and best practices. Tax incentives encourage this philanthropy. This panel will review recent changes in the IRS tax code that affect all gifts. Panelists will discuss copyright law and provenance research, as well as new IRS procedures and standards.

**Presenters:** Elizabeth Morton, Professor, Wabash College; Jeffrey Patchen, CEO, The Children’s Museum of Indianapolis; Sharon Theobald, Senior Advisor Editor, To Give and To Receive, AAI Appraisals
Monday, June 7

3:30–4:30 p.m. CT (continued)

Strategies for Latinx Museum Inclusion: Resources from the Latino Network
TRACK: Community Engagement & Impact
Concurrent Session
Join members of AAM’s Latino Network for strategies and tools to increase Latinx representation and engagement in museums. Developed in collaboration with colleagues across the US, these resources are designed for museum professionals committed to increasing Latinx representation in programs, exhibitions, collections, staff, and boards.

Presenters: Adrian Aldaba, Manager of Education and Public Programs, Smithsonian Latino Center; Natalie Espinosa, Associate Registrar for Rights and Reproductions, J. Paul Getty Museum; Susana Reyes, Executive Assistant to the Head of School, Walnut Hill School for the Arts; Margarita Sandino, Director of Education, Dixon Gallery and Gardens; Diana X. Munn, Director of Public Programs, Harvard Museums of Science and Culture

Radical Shift: Prototyping as Inclusive Practice in Exhibition Planning
TRACK: Exhibition Planning & Design
Concurrent Session
How can museum galleries transform into the relevant, representational, and inclusive spaces our diverse communities call for? Learn how prototyping engages audiences and integrates community voices in exhibition development. Build skills for implementing this process, and advocate for radical change in exhibition planning to achieve DEAI goals.

Presenters: Laura Adarve, Director of Prevention and Advocacy, The Latin American Community Center; Heather Coyle, Chief Curator and Curator of American Art, Delaware Art Museum; Kathy McLean, Principal, Independent Exhibitions (Ind-X); Amelia Wiggins, Assistant Director, Learning & Engagement, Delaware Art Museum

Restoring Our Humanity(ies): A Shared Solidarity to Connect, Process and Heal
TRACK: Education & Public Programming
Concurrent Session
Explore how and why the Kansas City Museum has embraced a restorative-practices methodology for its history- and humanities-based exhibitions and programs. During COVID-19, the museum created Restore KC (#RestoreKC), a series in which Kansas Citians could connect, process, and heal during this global pandemic, economic crisis, and social awakening.

Presenters: Anna Marie Tutera, Executive Director, Kansas City Museum

What Happens When Museums Close
TRACK: Leadership, Boards, & Governance
Concurrent Session
Join an open discussion about what happens when museums close. Senior leaders with firsthand experience at a museum that has closed (or come close) will share their reflections and suggestions on what to do and what to avoid during these times of crisis. This session will shed light on the considerations involved and help museum leaders approach closure with a positive attitude

Presenters: Carolyn Campbell, Former Director of Public Relations and Special Events, Corcoran Gallery of Art; Bolton Colburn, Former Director, Laguna Art Museum; Sean Kelley, Director of Public Programming and the Senior Vice President, Eastern State Penitentiary Museum; Danielle Ripperton, Executive Director, Children’s Museum of Richmond; Susana Smith Bautista, Ph.D., Museum & Art Advisor, Independent Museum Professional; Leila Anna Wahba, Executive Director & Chief Curator, A+D Museum
Monday, June 7

3:30–4:30 p.m. CT (continued)

Tackling Climate Change and Environmental Threats through Exhibitions
TRACK: Exhibition Planning & Design
Concurrent Session
Simply conveying information has had underwhelming results. What can exhibitions do that is different? Explore how to tackle defining issues of our time—climate change and environmental threats—with authors of the spring 2021 issue of the journal Exhibition. Our goal: a rich conversation that helps us consider how to engage our visitors and inspire action.

Presenters: Frank Hein, Director of Education and Exhibits, Santa Barbara Museum of Natural History and Sea Center; Ian Kerrigan, Senior Vice President, Exhibitions, National September 11 Memorial & Museum; Tony Kogan, M.Arch Candidate, University of Waterloo; Julie Packard, Executive Director, Monterey Bay Aquarium; Ellen Snyder-Grenier, Principal, REW & Co.

Living in the Future: A Guide to Scenario Planning for Museums
TRACK: Leadership, Boards, & Governance
Concurrent Session
In this interactive session, the audience will explore scenarios of the future of museums. Elizabeth Merritt, AAM’s VP of Strategic Foresight, will present three short exercises that help build the habit of futures thinking. Panelists will engage the audience by sharing their responses to the exercises. Attendees will come away with an overview of how to use scenarios in planning, and awareness of several scenario sets and tools designed for museums and cultural organizations including Navigating Uncertain Times: A Scenario Planning Toolkit for the Arts and Culture Sector developed by the Wallace Foundation.

Presenters: Ash Baccus-Clark, Molecular Biologist & Transdisciplinary Artist; Elizabeth Merritt, Vice President, Strategic Foresight and Founding Director, Center for the Future of Museums, American Alliance of Museums; Daniel Payne, Managing Principal, AEA Consulting

The Emergence and Acceleration of Virtual Memberships and New Membership Models
TRACK: Revenue & Development
Concurrent Session
Since the escalation of COVID-19 and the widespread closures of cultural organizations, we’ve seen a surge of new initiatives launched in membership programs at museums of all kinds. In light of these developments, this presentation will explore membership trends, the rise of virtual memberships, and other new membership models, including five real-world case studies.

Presenters: Sarah Burgess, Senior Donor Relations Coordinator, Virginia Museum of Fine Arts; Heather Cahill, Director of Development, Springfield Museums; Kara Fikse, Assistant Director, Philanthropic Engagement & Stewardship, Carnegie Museums of Pittsburgh; Sarah Owens, Membership Manager, Exploratorium; Dan Sullivan, Head of Growth & Partnerships, Cuseum

A Touch-Free Interactive Platform for Physical and Digital Exhibitions
TRACK: Technology & Innovation
Concurrent Session
Retrace the design and development process for Showcasing Innovation, a lightweight and touch-free approach to exhibiting curated works at the North Carolina State University Library. The application, and the content management system that underlies it, facilitates dynamic exhibition in a multiuse space—one that is central to a larger transformation happening in the library.

Presenters: Nicole Ackman, Writer/Producer, Relative Scale; Luke Cline, Founder/Creative Director, Relative Scale; Adam Rogers, Head of Making & Innovation Studio, NC State University Libraries; Luis Zapata, Senior Designer/Developer, Relative Scale

4:30–5:30 p.m. CT

#AAM2021
Opening Event with The Second City
Save the Dates for #AAM2022 and #AAM2023!

Boston
May 19-22, 2022

Visit for updates:
annualmeeting.aam-us.org

Denver
May 19-22, 2023
### Schedule-at-a-Glance

**Tuesday, June 8**

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<td>Elevate Stage: More Than Words: Solidarity Statements and Action</td>
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Tuesday, June 8

9–10 a.m. CT

In Pursuit of Cultural Property: Ownership Disputes in Museums Today
TRACK: Collections & Curatorial Practice
Concurrent Session

Museums are seeing new claims on objects, including large-scale demands for the repatriation of artifacts to their countries of origin. When handled properly, these situations reflect well on museum leadership. An art insurer, a cultural property attorney, and a curator will address recent cultural property disputes and models for resolution.

Presenters: Eric Fischer, Senior Vice President, Willis Towers Watson; Suzanne Hale, Registrar & Collections Manager, Gregory Allicar Museum of Art at Colorado State; Jeff Kloha, Chief Curatorial Officer, Museum of the Bible; Jennifer Morris, Attorney at Law, Cultural Heritage Partners, PLLC

“Queer Abstraction”: From Canon to Community
TRACK: Community Engagement & Impact
Concurrent Session

How did the Des Moines Art Center, a nationally renowned art museum in Iowa, execute “Queer Abstraction,” an exhibition focused on 15 LGBTQ artists? Learn how the center prepared for challenges that accompanied the exhibition and how it attracted audiences that previously were not part of the museum’s scope.

Presenters: Kara Fedje, Museum Studies Adjunct Instructor, Western Illinois University; Jared Ledesma, Associate Curator, Des Moines Art Center

Preparing for 2026: Developing a Relevant, Inclusive 250th Commemoration
TRACK: Community Engagement & Impact
Concurrent Session

Join a wide-ranging discussion of the upcoming 250th anniversary of the United States. National stakeholders, museum leaders, and attendees will share ideas about how institutions might participate in this commemoration, how to prioritize inclusiveness, and how we can collaborate to build a bridge to the future.

Presenters: Sara Cureton, Executive Director, New Jersey Historical Commission; Sarah Gould, Co-Chair, Latinos in Heritage Conservation; John Marks, Senior Manager, American Association for State and Local History; Barry Szczesny, Director, Government Relations and Public Policy, American Alliance of Museums; Adrienne Whaley, Director of Education and Community, Museum of the American Revolution

Making the Excellence in Exhibition Competition More Relevant and Equitable
TRACK: Exhibition Planning & Design
Concurrent Session

Given the unconventional context of 2020, the Excellence in Exhibition Competition coordinators and judges paused the awards program for 2021 and took the opportunity to evaluate the competition’s 32-year history. Panelists will share the findings of this robust study, provide initial recommendations based on the data, and invite participants to share their own recommendations for creating an improved program.

Presenters: Sheri Levinsky-Raskin, Founder & President, SJLR Solutions, LLC; Becky Menlove, Retired, Previous: Natural History Museum of Utah; Lonny Schwartz, Principal Creative Director, The Design Minds; Marley Steele-Inama, Director of Community Research and Evaluation, Denver Zoo; Jose Vasquez, Senior Associate Professor, School of Architecture & Interior Design, Miami Dade College

Resilience for Museums: Strategies to Address Challenging Realities
TRACK: Leadership, Boards, & Governance
Concurrent Session

Times of extraordinary change and disruption demand flexibility, humility, perseverance, self-reflection, and responsiveness of museum leaders. Agile leadership requires mapping out a meaningful, relevant, and financially viable direction forward. Explore strategies for museum leaders to achieve greater relevance and inclusion in the lives of diverse publics, balancing capacity and potential to find the right path.

Presenters: Anne Ackerson, Consultant to Archives and Museums; Melanie Adams, Director, Anacostia Community Museum; Gail Anderson, President, Gail Anderson & Associates; Dina Bailey, Principal, Mountain Top Vision; Ben Garcia, Deputy Executive Director and Chief Learning Officer, Ohio History Connection
TUESDAY, JUNE 8

9–10 a.m. CT (continued)

How Our Museum Launched San Diego’s First Citywide Design Festival
TRACK: Marketing & Communications
Concurrent Session
In September 2020, Mingei International Museum spearheaded San Diego’s first-ever Design Week (SDDW). Though the festival was originally envisioned as a series of live events, the museum pivoted during the pandemic and reimagined SDDW as a virtual experience. Find out how we developed a platform that honors our city and provides lasting value to our creative community.

Presenters: Patricia Cue, Creative Director, Mingei International Museum; Stacey Edelstein, Co-founder, Raygun; Stacy Kelley, Program Director, San Diego Design Week; Jessica York, Deputy Director and Chief Advancement Officer, Mingei International Museum

Game On: Putting Play at the Center of Virtual Experiences
TRACK: Education & Public Programming
Concurrent Session
When quarantine began in March 2020, some museums started developing playful and participatory virtual activities, including games. From conception to implementation, we will discuss the importance of incorporating play and participation into online experiences, different approaches to online game development, feedback received from participants, and the potential for revenue generation.

Presenters: Maegan Douglas, Manager of Public Programs, The Newark Museum of Art; Linda Spurdle, Digital Development Manager, Birmingham Museums Trust; Shirley Thomas, Senior Director of Education, The Newark Museum of Art

Protecting Sacred Places: Native-led Movements and Museums
TRACK: Education & Public Programming
Concurrent Session
This Spring, Lummi carvers will travel from Washington State to Washington DC with a 24-foot totem pole, holding ceremony and live-streamed events along the way with tribal communities who are working to protect sacred lands, waters, and lifeways under threat from dams, climate change, and extractive industries. The pole will be gifted to the new Administration and featured in a special exhibition at the Smithsonian National Museum of the American Indian. The terminus of this historic cross-country journey coincides with the AAM annual meeting. We’ll take this opportunity to hear from journey organizers, traditional leaders, and carvers; see footage and photos from the journey; and talk with museum leaders about the role of museums in protecting natural and cultural heritage, public lands, and our collective future.

Presenters: Scott Cooper, Director, Academy of Natural Sciences of Drexel University; Beka Economopoulos, Director, The Natural History Museum; Elena Guarinello, Exhibit Developer and Manager, Smithsonian National Museum of the American Indian; Jewell James (Lummi), Master Carver, House of Tears Carvers; Judith LeBlanc (Caddo), Director, Native Organizers Alliance

10–10:30 a.m. CT
MuseumExpo Break and Poster Hall
TUESDAY, JUNE 8

10:30–11:30 a.m. CT

Equitable Acquisitions: A New Paradigm for Collecting With Community

TRACK: Collections & Curatorial Practice
Concurrent Session

The history-making nature of 2020 is forcing museums to reinvent the acquisitions paradigm. Learn how a team at the Oakland Museum of California reimagined the collection-building process to actively engage and prioritize people who are often excluded from cultural institutions. Panelists will share details of a new infrastructure of collecting kits, interview protocols, pricing guides, and payment methods.

Presenters: Erendina Delgadillo, Curator of History, Oakland Museum of California; Valerie Huaco, Deputy Director & Chief Content Officer, Oakland Museum of California; Peggy Monahan, Director of Content Development, Oakland Museum of California; Violetta Wolf, Associate Director of Collections, Oakland Museum of California

Helping Communities Heal: Museum Responses to Natural Disaster

TRACK: Community Engagement & Impact
Concurrent Session

Three museums will share how they responded to community needs after the 2017 northern California wildfires, which destroyed over 8,000 homes, by caring for their visitors and not just their collections. Explore how museums can become places of gathering, engagement, connection, reflection, and support through innovative and responsive programs and exhibitions.

Presenters: Nicole Lim, Executive Director, The California Indian Museum and Cultural Center; Jeff Nathanson, Executive Director, Museum of Sonoma County; Lauren Peters, Marketing & Communications Specialist, Luther Burbank Center for the Arts; Jessica Ruskin, Education Director, Charles M. Schulz Museum and Research Center

Meet the Community Where They Are: Sustaining a Network of Action

TRACK: Community Engagement & Impact
Concurrent Session

Connecting with the community also means connecting with other organizations and resource providers. Hear from leaders of arts and cultural organizations and libraries in historic African American neighborhoods of Houston and Baltimore about genuine ways that they connect with their communities. We will discuss how organizations can give their communities access to the resources that they need.

Presenters: Natalie Bornstein, Senior Consultant, Lord Cultural Resources; Eureka Gilkey, Executive Director, Project Row Houses; Anjeanette Gunter, Director of Community Enrichment Initiatives, Project Row Houses; Herbert Malveaux, Chief, Neighborhood Library Service, Enoch Pratt Free Library in Baltimore, Maryland

Innovation and Education Award Winners—Pandemic Edition

TRACK: Education & Public Programming
Concurrent Session

The COVID-19 pandemic altered many of our established museum education practices. Layoffs, downsizing, and obstacles to in-person gatherings compelled educators to completely reimagine how they serve their communities. Congratulate and hear from the winners of EdCom's new Pandemic Innovation and Education Awards, recognizing museum education programs that have been created, reinvented, or revamped in response to this time.

Presenters: Rebekah Harding, Associate Director of Learning & Engagement, Ronald Reagan Presidential Foundation; Brooke Rosenblatt, Visitor Experience Manager, Freer Gallery of Art and Arthur M. Sackler Gallery
HAS THE PANDEMIC CHANGED GALAS FOREVER?

TRACK: Revenue & Development
Concurrent Session

Gain insights—applicable to organizations of all sizes—about how to define success, reach new audiences, and maximize fundraising potential in pandemic AND post-pandemic events. This session will share learnings from the first-ever virtual fundraising events of the Greater Los Angeles Zoo Association, Field Museum, and Adler Planetarium. Reach new audiences, and maximize fundraising potential in pandemic AND post-pandemic events.

Presenters: Tom Jacobson, President, Los Angeles Zoo Association; Ann Kora, Senior Director, Development, Adler Planetarium; Catherine Miller, Director of Individual Giving and Auxiliary Groups, Field Museum

APPROACHES TO DEVELOPING INDUSTRY WIDE TECHNOLOGY SOLUTIONS

TRACK: Technology & Innovation
Concurrent Session

One of the great challenges Museums have in adopting modern technology is the cost and skills required to develop and maintain. In addition, there are challenges in reuse of those solutions across multiple institutions. This session examines a case study between Microsoft and Cooper Hewitt in attempting to work in new ways to meet the needs of the Museum sector with modern solutions that are developed for the Museum sector collaborating with Museum professionals throughout the process. In this case study, we take an industry need around collections storytelling, prototyping of a solution, engaging the broader international Museum community to contribute ideas and then transitioning from prototype to a production product.

Presenters: Catherine Devine, Business Strategy Leader, Libraries and Museums, Microsoft; Carolyn Royston, Chief Experience Officer, Cooper Hewitt Design Museum

BUILDING JUSTICE IN THE SHADOW OF OPPRESSION

TRACK: Education & Public Programming
Concurrent Session

As US museums find their place in challenging national and institutional systemic injustice, it is vitally important to connect with people fighting similar systems around the world. This session will bring together three non-US members of the Sites of Conscience to share their work challenging oppression and building justice through collections, programming, and activism.

Presenters: Rayen Gutierrez, International Relations, Musea de la Memoria de los Derechos Humanos; Braden Paynter, Director, Methodology and Practice, International Coalition of Sites of Conscience; Mina Watanabe, Director, Women’s Active Museum on War and Peace; Natalia Petrova, Director, Public Relations, Memorial International Society (Russia)
Tuesday, June 8

11:30 a.m.–12:30 p.m. CT

MuseumExpo Break, Poster Hall, and Solutions & Tech Talks

11:30 a.m.–Noon CT

Retooling Digital Marketing Strategies for a Privacy-Focused World

Solutions & Tech Talks

In recent months, the major players in social media have made some major changes to how digital marketing operates in response to calls for more consumer privacy. With these fundamental shifts in technology, it’s important to know how to maximize your digital marketing budgets to drive revenue and to understand the impact on how you will measure ROI in the future.

Presenters: Aaron Bare, Director of Marketing, Etix

A Grants Database, Workbook, and Templates that Help Solve Funding Inequity

Solutions & Tech Talks

Museum expert and consultant Rachael Cristine Woody will introduce attendees to Lucidea’s invaluable free resource for grant applicants, which she developed in partnership with them in response to grant funding inequity. Database users can drill down through North American funding opportunities, view important information at-a-glance, and save time with a single interface. Included is a grant workbook that covers common application elements and offers inspiration with four plug-and-play grant project templates easily adopted for digitization, collections management systems, collections assessments, and disaster preparedness-focused grant projects. Attendees will have a chance to enter Lucidea’s Apple AirPods giveaway.

Presenters: Kipo Saysongkham, Senior Account Executive, Lucidea; Rachael Cristine Woody, Digital Collections Management Consultant, Independent

12:30–1:30 p.m. CT

More Than Words: Solidarity Statements and Action

ELEVATE STAGE

When it comes to structural racism, museums must be honest about their past mistakes, including how they will address them and what they believe in now. Sites of Conscience members will discuss their museums’ statements in response to the Black Lives Matter movement. The statements speak to the vital role of allyship in advocacy movements and can assist museum leaders in supporting justice.

Moderator: Linda Norris, Senior Specialist, Methodology and Practice, International Coalition of Sites of Conscience
Panelist: Diana Abouali, Director, Arab American National Museum; Cinnamon Catlin-Legutko, Museum Director/IDNR DEAI Coordinator, Illinois State Museum; Chris Newell, Executive Director & Senior Partner to Wabanaki Nations, Abbe Museum

1:30–2 p.m. CT

Art Conservation Through Lighting Technology

Solutions & Tech Talks

Technological advances in LEDs over the last decade have fundamentally changed the lighting world, but some museums are just starting to catch up. As halogen starts to sunset art conservationists can begin to sleep easier as LED will not only slow the degradation of artwork, but new opportunities can enhance our experiences and interactions with art in ways no curator dreamed possible before. This session will be interactive, during which we’ll walk through the advantages and capabilities of the modern LED gallery lighting systems, discuss daylight’s impact on art and balancing it for conservation, and challenge old rules of thumb with new data, technology, and a different perspective on your next museum visit. With a better understanding of conservation through design, participants will be better positioned for today’s modern museum upgrades and expansions.

Presenters: Richard Fisher, National Manager Culture Project, ERCO; Matthew Latchford, Principal, Lam Partners
Tuesday, June 8

1:30–2 p.m. CT (continued)

Behind the Scenes with the Natural History Museum, London—Exhibitions, Science and Excitement!

Solutions & Tech Talks

Scientists’ contributions are central to imagining the past, visualising for us how creatures may have moved and looked. With up-to-date research informing the Natural History Museum in London’s most recent touring exhibition, Jurassic Oceans: Monsters of the Deep, we share some approaches that bring ancient marine predators to life in today’s exhibitions—from fossil to film! We will also bring to you some exciting glimpses of the brand-new exhibition Fantastic Beasts™: The Wonder of Nature to see the fantastic real-life and magical beasts that are captured on Google Arts & Culture Street View.

Presenters: Felicity Sylvester, Touring Exhibitions Partnerships Manager, Natural History Museum, London

Doing More with Less: Embracing an All-In-One Platform

Solutions & Tech Talks

Museums are operationally complex, yet many operators to this day use some combination of cash registers, Word, Excel, and multiple disparate software applications to manage their businesses. The manual work involved in upkeep causes administrative strain and can distract staff from value-added activities. RocketRez is a fully integrated, cloud-based operating system designed specifically for Tours and Attractions. It has been carefully built over the past decade with robust features to ensure each facet of your business is managed and connected through one, easy-to-use solution. You don’t want to miss this eye-opening presentation on how Museum operators can save time, save money, increase revenue and improve management decisions through the power of an all-in-one platform.

Presenters: Alan Puana, Vice President of Global Growth, RocketRez

2–3 p.m. CT

The Great Debate—What Is a Museum? A Worldwide Debate of a New Definition

TRACK: Leadership, Boards, & Governance

Concurrent Session

During 2019 museum professionals internationally debated the definition of museums and their emerging identity. At the 2019 ICOM Triennial international museum professionals debated the definition of museums and their emerging identity. From those discussions, 269 definitions from 169 countries produced a new definition. This session will share the outcome and updates since the pandemic.

Presenters: Kathy Dwyer Southern, Professor, Museum Studies Program, George Washington University; William Eiland, Director, Georgia Museum of Art at the University of Georgia; W. Richard West, Jr., President and CEO, Autry Museum of the American West

Marketing Solidarity Statements

TRACK: Marketing & Communications

Concurrent Session

As a follow up to the Elevate Stage session, More Than Words: Solidarity Statements and Action, this session will discuss next steps for marketing and communicating solidarity statements. This continued conversation will focus on establishing consistent statements despite changing trends, demonstrating principles on an ongoing basis, and learning from missteps to move forward. Our expert panel will share resources, highlight examples of successful statement marketing, and provide attendees with helpful takeaways.

Presenters: Natanya Khashan, Director, Marketing & Communications, American Alliance of Museums; Ashley Nelson, Communications Director, International Coalition of Sites of Conscience; Kristie Swink Benson, Director of Communications, High Museum of Art

Program information is subject to change.
**Museum-University Partnerships: Expanding Paths to Access beyond Internships**

**TRACK: Operations, Human Resources, & Volunteers Concurrent Session**

Consider museums as sites of experiential learning that move university students beyond the classroom and expand museum access beyond internships. Hear what presenters have learned from successful collaboration and relationship-building, and how their work is diversifying the museum workforce of the future.

**Presenters:** Cheryl Bachand, Senior Professional Lecturer, DePaul University–Museum Studies Program/Department of History of Art & Architecture; John Russick, Senior Vice President, Chicago History Museum; Madeline Shearer, Assistant Director of Institutional Relations, Art Institute of Chicago

**Planning for Success: Fundraising Management in a Changing Museum World**

**TRACK: Revenue & Development Concurrent Session**

In the new normal world of leadership transitions, shrinking traditional revenue streams, and metric-driven donors, building a fundraising management plan can leverage your institution’s resources and connections. Learn what should be in your fundraising management tool kit and how to put it together.

**Presenters:** Kate Brueggemann, Vice President of Development, Adler Planetarium; Donna McGinnis, President and CEO, Naples Botanical Garden

**Who’s in the Room? Equity, Inclusion, and Diversity in the Digital Landscape**

**TRACK: Technology & Innovation Concurrent Session**

Confront essential questions about equity, inclusion, and diversity within museums’ digital workforce and their implications for successful digital leadership—in human terms, not just business and technological ones. This panel will draw on the latest work from the One by One international research initiative investigating and addressing inequities that exist in the professional landscape of digital change.

**Presenters:** Diana Abouali, Director, Arab American National Museum; Haitham Eid, Director, Museum Studies Program, Southern University; Stephanie Johnson–Cunningham, Co-Founder, Museum Hue; Doretha Williams, Smith Fund Program Manager, National Museum of African American History and Culture

**Standards of Excellence for Museums with Native American Collections**

**TRACK: Community Engagement & Impact Concurrent Session**

This session explores the development of the Standards of Excellence for Museums with Native American Collections (SEMNAC). In partnership with the American Alliance of Museums and funded by the Indian Arts Research Institute. The SEMNAC document will serve to guide all aspects of work within museums holding Native collections, for the purpose of adapting AAM’s standards of excellence for application in all areas of museum work, for both internally and externally-focussed operations.

**Presenters:** Cynthia Chavez Lamar, Assistant Director for Collections, National Museum of the American Indian; Deana Dorr, Principal/Project Manager, Live Oak Consulting; Stacey Halfmoon, Senior Director, Cultural Center, Choctaw Nation of Oklahoma Cultural Services; Elysia Poon, Director, Indian Arts Research Center, School for Advanced Research

**Engagement First: Designing Exhibitions for Participation**

**Solutions & Tech Talks**

In the wake of a disruptive year, how can museums recenter their exhibitions around the visitor? Jake Barton, Founder of Local Projects, will share how his firm found new ways to engage museum visitors over the last year, including: the world’s first voice-activated museum of language Planet Word; the Hyde Park Barracks Museum in Sydney, which offers a futuristic approach to heritage though a groundbreaking location-based narrative audioguide; and Greenwood Rising, a museum commemorating the 1921 Tulsa Race Massacre and the resilient community that withstood it, using a chorus of community voices and a bold narrative experience that blends traditional filmmaking and physical design. Jake will share how his firm crafts successful approaches at the cutting-edge of physical, media, technology, and interaction design, and share his firm’s philosophy on technology; never using it for its own sake, but rather as a tool to seek a balance between innovation and meaning.

**Presenter:** Jake Barton, Founder, Local Projects
Tuesday, June 8

3:30–4:30 p.m. CT

Building Bridges through Teacher Professional Development Programs

TRACK: Education & Public Programming
Concurrent Session

Teachers are bridges to the future. All museums have communities of teachers. Explore best practices and first steps for maximizing all of your museum’s communities to create teacher professional development programs, building bridges between museums, teachers, and the students they serve.

Presenters: Mike Adams, Director, Museum and Audience Engagement, Hagley Museum and Library; Lora Cooper, Continuing Education Coordinator, Monticello, Thomas Jefferson Foundation; Jake Flack, Associate Director, Museum Education, Ford’s Theatre; Adrienne Whaley, Director of Education and Community, Museum of the American Revolution

United for Change: Developing the MASS Action Equity Coalition

TRACK: Community Engagement & Impact
Concurrent Session

Museum workers experienced a spectrum of conflict last year, from closings to layoffs to nationwide racial reckoning. But 2020 also saw the rise of mutual aid and social organizing. Museum As Site For Social Action joined forces with the Empathetic Museum, Incluseum, Museums and Race, and Museum Workers Speak to form the Equity Coalition, grounded in antiracist transformative practice. This session will dissect the coalition’s development process, unpack our Theory of Change, and demystify our work to achieve equity in museums.

Presenters: Elisabeth Callihan, Manager of Intergenerational Learning, Minneapolis Museum of Art; Kayleigh Bryant-Greenwell, Head of Public Programs, Smithsonian American Art Museum and the Renwick Gallery

Cultural Museums Stand Strong with Their Communities

TRACK: Community Engagement & Impact
Concurrent Session

Cultural heritage museums serve a unique and vital role in equitable neighborhood development. Hear from staff of three Chicago Cultural Alliance museums about their successful placemaking initiatives to reclaim space for their cultural histories and perspectives. Through collaboration and alliance building, these museums have positioned themselves as economic contributors, civic centers, and promoters of cross-cultural understanding.

Presenters: Heather Miller, Director, American Indian Center of Chicago; Karin Moen Abercrombie, Executive Director, Swedish American Museum; Billy Ocasio, President, National Museum of Puerto Rican Arts & Culture; Peter Vega, Executive Director, Chicago Cultural Alliance

Designing Awesome, Mission-Aligned Outdoor Adventures

TRACK: Exhibition Planning & Design
Concurrent Session

Visitors expect unique experiences, and in response some museums are pushing the boundaries, adding thrilling outdoor adventures to their offerings. How do these connect with the museums’ missions, and are they worth the safety concerns? Find out as designers and developers share lessons learned about their projects.

Presenters: Timothy Darr, Senior Exhibits Designer, Museum of Life & Science; Stephanie Ratcliffe, Executive Director, The Wild Center; Douglas Simpson, Associate Principal, CambridgeSeven; Kyle Talbott, Associate Professor, University of Wisconsin School of Architecture & Urban Planning

Brainstorming Effective Strategies for Next-Gen Trustee Recruitment

TRACK: Leadership, Boards, & Governance
Concurrent Session

Recruiting younger trustees should be part of every museum’s DEAI strategy, but putting this intention into action can be difficult if we stick with what has always been done. Together we will take a proactive and intentional approach to prioritizing age diversity and shaping the next generation of board leadership.

Presenters: Andrew Camden, Trustee Emeritus, Detroit Institute of Arts; Christina Carr, Board Member, Museum Trustee Association; Erum Jilani, Friends Council Member, National Museum of Asian Art; Allie Roe, Contemporaries Steering Committee Member, The Phillips Collection; Ginger Sykes-Torres, Trustee, Heard Museum
Tuesday, June 8

3:30–4:30 p.m. CT (continued)

Successful Strategies to Grow and Engage Leadership Giving Circles

TRACK: Revenue & Development
Concurrent Session

Leadership annual giving circles provide reliable general operating support and are often your greatest ambassadors and advocates. Development professionals from four museums will share their winning core strategies to acquire, steward, renew, and upgrade these donors while addressing how those strategies have evolved during the COVID-19 crisis.

Presenters: Laura Brouse-Long, Director, James Smithson Society and Smithsonian Giving Circles, Smithsonian Institution; Mark Mills, Associate Director for Individual Giving, High Museum of Art; Anna von Gehr, Vice President for Advancement, Virginia Museum of Culture and History; Michelle Young, Associate Director of Development, The Ringling

Decolonizing through Digital: The Future of Provenance Research

TRACK: Technology & Innovation
Concurrent Session

Museums are increasingly confronting questions of decolonization and their collections’ provenance. Explore how interactive data visualizations, artificial intelligence, and other emerging technologies are opening doors for provenance research and education that can help museums decolonize.

Presenters: Brendan Ciecko, CEO & Founder, Cuseum; Akemi May, Assistant Curator of Fine Arts & Decorative Arts and Design, Carnegie Museum of Art

Voices for Change: BIPOC Representation at the Leadership Level

TRACK: Leadership, Boards, & Governance
Concurrent Session

Systemic racism does not change without representation at leadership levels. BIPOC museum directors and professionals will describe the process and purpose of creating a network of directors of color. Learn organizational strategies to create thriving communities of inclusion, along with the challenges and opportunities for BIPOC leaders.

Presenters: Louise Bernard, Museum Director, Museum at the Obama Presidential Center; Aki Carpenter, Principal, Ralph Appelbaum Associates; Melanie Ide, President & CEO, Bernice Pauahi Bishop Museum; Konrad Ng, Executive Director, Shangri La Museum of Islamic Art, Culture & Design, Doris Duke Charitable Foundation; Nwaka Onwusa, VP & Chief Curator, Rock and Roll Hall of Fame

4:30–5:30 p.m. CT

Networking Events
(Pre-registration required)

See listings on page 14.

Emerging Museum Professionals Networking Event
Generously supported by Johns Hopkins University MA in Museum Studies.

Diversity, Equity, Accessibility and Inclusion Networking Event
Generously supported by Monadnock Media.

Resiliency and the Future of Museums
Generously supported by Hadley Exhibits, Inc.

Museum CEO/Directors Reception
(Invitation only)
Generously supported by Blackbaud.
### SCHEDULE-AT-A-GLANCE

#### WEDNESDAY, JUNE 9

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WEDNESDAY, JUNE 9

9–10 a.m. CT

The Shape of Things to Come? Careers in the Museum Continuum to 2050 and Beyond
TRACK: Operations, Human Resources, & Volunteers
Concurrent Session

Beginning in 2050, this session will travel back in time, exploring the mutations, adaptations, and evolutions that may converge to create future museum scenarios. Then, we will consider the institutional and individual actions that should be taken now in order for us to achieve the most desirable future for museum careers.

Presenters: Amy-Louise Borchard, Creative Consultant, Barker Langham; Audrey Chang, PhD, Chief Operations Officer, The Alliance of Crop, Soil, and Environmental Science Societies (ACSESS); Michael Houlihan, Director General, Japan House London; Jennifer Francis, Interim Director of Brand, Grounds for Sculpture; Micah John Styles, Director of Human Capital Solutions, Barker Langham

Indigenizing the Institution: Native Resilience at the Minnesota Historical Society (MNHS)
TRACK: Community Engagement & Impact
Concurrent Session

In 2016, the Minnesota Historical Society created the Department of Native American Initiatives. The first of its kind, the department seeks to implement a vision for Native American programs and services in collaboration with Native communities. Join us as we discuss our efforts to acknowledge the troubled past between our institution and our communities and to advocate for more sustainable partnerships.

Presenters: Amber Annis, Program and Outreach Manager, Native American Initiatives, Minnesota Historical Society; Katherine Beane, Director, Native American Initiatives, Minnesota Historical Society; Rita Walaszek Arndt, Collections Outreach Specialist, Native American Initiatives, Minnesota Historical Society

The New Code of Ethics for Collections Professionals
TRACK: Collections & Curatorial Practice
Concurrent Session

The Code of Ethics for Collections Professionals is an empowering guide for all collections care professionals. In 2020 a task force formed to create this broad and inclusive document, replacing the 1984 code. Changes in the field over the past 35 years led to many additions to the ethical guidance. Learn about the new code, which addresses many issues that collections professionals face in their day-to-day work.

Presenters: Karen DePauw, Manager, Local History Services, Indiana Historical Society; Sofia Galarza Liu, Head of Collection Management, Spencer Museum of Art, University of Kansas; Elise V. LeCompte, Registrar and Coordinator of Museum Health & Safety, Florida Museum of Natural History; Anne M. Young, Director of Legal Affairs and Intellectual Property, Indianapolis Museum of Art at Newfields

New Research for Tectonic Times: A Preview of Findings from Interviews with Black and African American Participants About Creativity, Connection and Welcome
TRACK: Education & Public Programming
Concurrent Session

This session is an early look at what has been learned from research conducted as part of Culture + Community in a Time of Transformation: A Special Edition of Culture Track. We will share research gathered from discussions with African Americans in the U.S., their views on the dynamics of trust, creativity, and connection during the pandemic and beyond. We will also take a deeper dive into what organizations can do to become more embedded in their communities.

Presenters: Melody Buyukoz, Researcher, Slover Linett; Tim Hallman, Director of Communications & Business Development, Asian Art Museum; Ciara Knight, Ph.D., Candidate and Consulting Researcher; Elizabeth Kunz Kollmann, Manager of Research and Evaluation, Museum of Science; Tanya Treptow, Vice President & Co-Director of Research, Slover Linett; Lisa Yancey, President, Yancey Consulting
WEDNESDAY, JUNE 9

9–10 a.m. CT (continued)

A Manifesto for Change: Learning and Engagement Leading the Way
TRACK: Education & Public Programming
Concurrent Session

Museums Association in the UK has worked with learning and engagement workers to develop a manifesto for change. The eight-point manifesto covers cultural rights and democracy, social justice, research and evaluation and workforce issues and is a bold call to action for everyone who works in and with museums. This session will explore the future of museum learning and engagement and will empower participants to explore how they might work for change with their communities.

Presenters: David Anderson, Chief Executive Officer, Amgueddfa Cymru National Museum Wales; Sharon Heal, Director, Museums Association UK; Dhikshana Turakhia Pering, Head of Engagement and Skills, Somerset House

NEH Funding Builds Museum Foundations and Humanities Experiences
TRACK: Revenue & Development
Concurrent Session

Federal humanities-based funds help museums expand their capacity and enrich relationships with audiences. Meet two National Endowment for the Humanities (NEH) program officers who will outline funding opportunities for preservation and access of collections, capital projects and capacity-building, and interpretive projects. They will also share strategies for success.

Presenters: Jill Austin, Senior Program Officer, National Endowment for the Humanities; Jacqueyn Clements, Program Officer, National Endowment for the Humanities

Impact: International Hot Topics in Museums
TRACK: Community Engagement & Impact
Concurrent Session

What challenges do you share with your international colleagues? Shifts in demographics and national leadership, destruction of cultural and natural heritage, decolonization, increasing socioeconomic disparity and community engagement that impact the sustainability of museums worldwide. How are these issues amplified through the current pandemic? Join members of the ICOM-US Board as they discuss issues faced over the past year, how they redefine museums and current perspectives shared by international colleagues.

Presenters: Alejandra Pena Gutierrez, Executive Director, Museo de Arte de Ponce; Kate Quinn, Executive Director, Michener Art Museum

10–10:30 a.m. CT

MuseumExpo Break and Poster Hall

10:30–11:30 a.m. CT

IF/THEN: Tools for Ensuring Equitable Gender Representation
TRACK: Collections & Curatorial Practice
Concurrent Session

Learn about the IF/THEN Initiative, designed to help museums ensure equitable gender representation in STEM. Resources include the Gender Representation Toolkit (an evaluation tool) and the IF/THEN Collection (a free library of photos, videos, activity sheets, and more). Hear preliminary results from an analysis of gender representation in science museums, and see examples of how museums have already used these resources to create online and exhibit content.

Presenters: Melissa Ballard, Director of Programs, Association of Science and Technology Centers; Amanda Fisher, Manager of Gender Equity Initiatives, Association of Science and Technology Centers; Karen Peterson, Founder & CEO, National Girls Collaborative

Essential Evaluators—A Call to Action
TRACK: Education & Public Programming
Concurrent Session

The Essential Evaluators blog was created to showcase evaluators’ essential role in building understanding of museums’ relevancy during this time of fear, contagion, and post-truth. This panel of evaluators and thought leaders will discuss adapting data collection techniques, racial equity in evaluation, why evaluation is crucial to reopening efforts, and the role of museums in a post-pandemic world.

Presenter: Andrea Giron Mathern, Principal, Certrality Research
Exhibitions for Social Justice: Challenges and Opportunities

TRACK: Exhibition Planning & Design
Concurrent Session

Listen in as representatives of three very different museums share the obstacles and opportunities of working for social justice in conversation with Elena Gonzales, PhD, author of Exhibitions for Social Justice. Together, we will crowdsource ideas for taking on challenges that are arising today.

Presenters: Bekah Economopoulos, Co-Founder and Director, Not An Alternative; Elena Gonzales, Independent Scholar; Callie Hawkins, Interim Director, President Lincoln’s Cottage; Dorian Nash, Project Coordinator for Public Practice, Smart Museum of Art

It’s Nothing Personal: The Power of Building Relationships beyond the Transactional

TRACK: Marketing & Communications
Concurrent Session

Transactional thinking runs deep in the nonprofit sector and negatively impacts the value we provide and receive from constituents. Learn how the Toledo Zoo replaced transactional thinking with a more profound appreciation for the motivations of visitors and members. Come away with pragmatic tools to use motivation to increase engagement, deepen loyalty, and grow revenue.

Presenters: Jan Kaderly, Founder & CEO, A Line Strategy; Shayla Moriarty, Executive Vice President, Toledo Zoo; Jeff Sailer, CEO, Toledo Zoo

Ethical Contracting: Is Your Museum Doing It?

TRACK: Operations, Human Resources, & Volunteers
Concurrent Session

A relationship is a two-way street, and it’s no different for independent museum professionals (IMPs) and the museums that hire them. This session, hosted by IMPs, aims to make sure that contractors are not left out of the DEAI discussion. It will highlight current issues facing the sector and present a practical framework to ensure ethical and fair treatment.

Presenters: Melanie Adams, Director, Anastasia Community Museum; Julie Covert, Exhibit Developer & Writer, Independent Museum Professional; MJ Hagan, Registrar & Collections Manager, MJH Collections Management; Ernesto Mendoza, Owner & Graphic Designer, One By Design; Anne Young, Director of Legal Affairs and Intellectual Property, Newfields

Capital Campaign Clinic

TRACK: Operations, Human Resources, & Volunteers
Concurrent Session

Museum Capital Campaigns are moving forward—even thriving—and are helping institutions navigate current challenges and ensure their future relevance. Gain practical guidance on effectively starting, managing, or concluding a campaign in this session, led by three seasoned museum advisors paired with three senior development officers.

For an even deeper dive into capital campaigns, join the post-conference workshop, Capital Campaign Clinic, on June 11 from 9 a.m.–1 p.m. CT. To attend this post-conference workshop, you must be registered for #AAM2021. Registration links will be provided in attendee onboarding emails, at the AAM booth in the MuseumExpo, and during the Capital Campaign Clinic session on June 9, 10:30–11:30 a.m. CT.

Presenters: Abby Ashley, Chief Development Officer, Milwaukee Art Museum; Candace Brady, Vice President of Advancement, National Veterans Museum and Memorial; Carl Hamm, Managing Partner, Alexander Haas; Paul Johnson, Principal, Creative Fundraising Advisors; Colleen Kelly, Senior Director, Advancement and Communications, Georgia O’Keeffe Museum; Laura MacDonald, Principal and Founder, Benefactor Group

Mission Conservation — Mobile Educational Game

TRACK: Technology & Innovation
Concurrent Session

Learn about Mission Conservation, a new initiative led by Johnny Morris’ Wonders of Wildlife National Museum & Aquarium that provides educators with access to free mobile games to distribute to learners at home. Using the Agents of Discovery platform, players scan images to unlock fun educational games and learn more about the world around them.

Presenters: Mary Clark, Chief Executive Officer, Agents of Discovery; Misty Mitchell, Director of Conservation Programs, Wonders of Wildlife; Johnny Morris Foundation

Museums for All?

TRACK: Community Engagement & Impact
Concurrent Session

Museums say that they embrace a spirit of belonging and community cohesion. But how do they ensure inclusivity in their understanding and interpretation of identity? Do the values embedded in museums’ origins alienate some of the people and communities that they claim to serve? Explore whether museums can actually create a sense of belonging for all.

Presenters: Howardena Pindell, Artist and Educator
Wednesday, June 9

11:30 a.m.–12:30 p.m. CT

MuseumExpo Break, Poster Hall, and Solutions & Tech Talks

11:30 a.m.–Noon CT

Collections Insurance: Top Ten Questions to Make Sure Your Museum is Properly Covered

Collections and loans are vital to every museum. But do you know how they are insured? How would the museum’s insurance policy respond in the event of a fire or pipe break? What if the museum does not have a full appraisal of its collections? In this session, learn what questions to ask in order to understand how your museum’s policy would cover losses to your collections and temporary loans. The presentation will review collection insurance essentials in ten easy questions. The Top Ten Questions will help you easily spot possible collection insurance shortfalls both for your institution and when loaning your collections out to other museums. Once addressed, you will be able to rest assured knowing that your museum’s collections are properly insured.

Presenters: Adrienne Reid, Vice President, Huntington T. Block Insurance Agency, Inc.

12:30–1:30 p.m. CT

Resilient, Together: Philanthropy & Museums

ELEVATE STAGE

Confronted with the global pandemic, individual and institutional philanthropy has been responsive, engaged, and nimble. What role can philanthropy play in helping museums to recover and become more resilient? Do funders still view museums as partners in bridging community divides, bringing communities together, and building empathy and understanding? The panel will offer a unique opportunity for museum professionals to hear the perspective of philanthropic leaders, as they discuss their philanthropic priorities for support of the Arts and Museums.

Presenters: Sandra Aponte, Manager of Community Impact, The Chicago Community Trust; Geoffrey Banks, Senior Program Officer, McArthur Foundation; Donald Cooke, Senior Vice President of Philanthropy, McCormick Foundation; Charles Katzenmeyer, Vice President, Institutional Advancement, Field Museum; Carrie Morgridge, Co-founder, Morgridge Family Foundation

Generously supported by Microsoft.

1:30–2:30 p.m. CT

Professional Network Meet Ups

See descriptions on page 18.

- Queer Coffee Break Series: LIVE!
- PRAM Table Topics: Thought Provoking Conversation Starters About What’s Next in Public Relations, Marketing, and Communications
- Museum Studies Network Meetup
- I’ve Got Lemons, Who’s Making Lemonade? Historic House and Sites Network Meetup
- Traveling Exhibitions Network Forum
- Development and Membership Meetup
WEDNESDAY, JUNE 9

1:30–3:35 p.m. CT

Professional Network Meet Ups
See listings on page 19.

- A Taste of Chicago's Exhibitions: A Fun and Thought-provoking Virtual Speed-visit and Networking

2:30–2:35 p.m. CT

Break

2:35–3:35 p.m. CT

Professional Network Meet Ups
See listings on page 20.

- IMPs Talk: You Decide
- Collections Stewardship (CSAAM) Reception
- Education Committee Meetup
- Small Museums Share Thunderclouds and Silver Linings
- Excellence in Exhibition Label Writing Competition
- Environment and Climate Network Presents the 2021 Sustainability Excellence Awards

3:35–3:55 p.m. CT

MuseumExpo Break and Poster Hall

3:55–4:25 p.m. CT

Fostering Cultural Equity through a Focus on Folklife
TRACK: Collections & Curatorial Practice
Flash Session
Examine how public folklore work can benefit museums, particularly by supporting institutional goals to foster cultural equity. This session will focus on HistoryMiami Museum's efforts to cultivate a more equitable museum through its South Florida Folklife Center, dedicated to the region's traditional arts and cultural heritage. Museum professionals, folklorists, and a folk artist will discuss the application of public folklore methods to research, collections, exhibitions, and programming.

Presenters: Michael Knoll, Director of Curatorial Affairs & Chief Curator, HistoryMiami Museum; Vanessa Navarro Maza, Folklife Curator, HistoryMiami Museum; Pedro Zepeda, Folk Artist & Museum Professional, Ah-Tah-Thi-Ki Museum

Echoes of War: The Power of Community Voice in Shaping Exhibition Design
TRACK: Community Engagement & Impact
Flash Session
The Juneau-Douglas City Museum's exhibition “Echoes of War: Unangax™ Interment during WWII” focuses on the forced evacuation and internment of a group of indigenous people. Hear how the development of this exhibition was guided by stakeholders across Alaska. Departing from a traditional exhibition design model, the museum used collaborative leadership to give a voice to the Unangan whose families were interned at Funter Bay.

Presenters: Niko Sanguinetti, Curator of Collections and Exhibits, Juneau-Douglas City Museum

Taking a CALM Approach to Digital Efforts
TRACK: Community Engagement & Impact
Flash Session
Practicing a CALM—Collaborative, Anticipatory, Letting go of control, and Mindful—approach to digital leadership can help all staff feel more confident about adopting new ways of working and emerging technologies. This not only creates a more connected and engaged workforce, but also enhances visitor experiences. This session considers the skills we need to create these open and collaborative workplaces.

Presenters: Lauren Vargas, (Dr) Independent Researcher & Consultant, Your Digital Tattoo
Wednesday, June 9

3:55–4:25 p.m. CT (continued)

Next Practices and Youth Participatory Action Research in Teen Programs
**TRACK: Education & Public Programming**
**Flash Session**
What does it take to create an inclusive art museum? Hear how participatory action research with teens of color illuminates pitfalls common among museums’ inclusivity frameworks and reveals inspiring alternatives.

**Presenters:** Kendall Crabbe, PhD student, Art and Visual Culture Education, The University of Arizona in Tucson; Amelia Kraehe, Associate Professor, The University of Arizona

Learning and Engagement in an Intergenerational LGBTQIA+ Arts Program
**TRACK: Education & Public Programming**
**Flash Session**
Consider the unique characteristics of a contemporary art museum that advance visitor learning and engagement through collaboration and intuitive play in the gallery. Referencing our findings from interviews of participants in an intergenerational LGBTQIA+ arts program, we will investigate how contemporary art inspires interactions through discussion, art making, and embodied responses.

**Presenters:** Eli Burke, Education Director, Museum of Contemporary Art Tucson; Carissa DiCindio, Assistant Professor, University of Arizona; Harrison Orr, Teaching Artist, Museum of Contemporary Art Tucson

Engaging Teachers with Virtual Book Clubs
**TRACK: Education & Public Programming**
**Flash Session**
At the Chicago History Museum, we turned the popular pastime of book clubs into a community-building teacher professional development program. In this interactive session, we will share the CHM book club model and facilitation strategies. Hear from participating educators about how they have incorporated the book club resources and approaches into their own classroom instruction.

**Presenters:** Megan Clark, School Programs Coordinator, Chicago History Museum; Heidi Moisan, School Programs Manager, Chicago History Museum

Touring Exhibitions During a Global Pandemic
**TRACK: Exhibition Planning & Design**
**Flash Session**
The exchange of exhibitions ground to a halt in 2020, as museums all over the world closed their doors. After months of being at a standstill, international exhibitions are on the move again. This session, led by members of ICOM’s International Committee for Exhibitions Exchange, will dive into the challenges, risks, and even unexpected benefits of touring international exhibitions during a pandemic.

**Presenters:** Alejandra Barajas, Head of Exhibitions, National Institute of Anthropology and History, INAH (Mexico); Alanna Davidson, Touring Exhibitions Manager, National Museums Scotland (United Kingdom); Amanda Mayne, Head of International Touring Exhibitions, British Museum (United Kingdom); Tim Pethick, CEO, Nomad Exhibitions; Camila Perez, Director, Gold Museum and World Arms Museum (Peru)

Advancing Mission and Sustainability with Carbon-Neutral Museum Design
**TRACK: Operations, Human Resources, & Volunteers**
**Flash Session**
As the Arctic experiences unprecedented warming, Bowdoin College is building a carbon-neutral Center for Arctic Studies to house the Peary-MacMillan Arctic Museum and its academic programs. Based on this example, explore how museums can achieve overall sustainability and carbon-neutral goals while advancing their missions.

**Presenters:** Rebecca Celis, Vice President, HCA; Leighton Deer, Vice President, HCA; Susan Kaplan, Professor of Anthropology and Director, The Peary-MacMillan Arctic Museum, The Peary-MacMillan Arctic Museum, Bowdoin College; Lauren Piepho, Associate, HCA

Digital Art and Play: Building Best Practices for AR Experiences
**TRACK: Technology & Innovation**
**Flash Session**
Museum audiences live, in part, on their devices. With this in mind, the Akron Art Museum created an augmented reality (AR) experience to encourage connection and invite play. This presentation will describe the AR experience (including a necessary COVID adjustment), the process of selecting and collaborating with the artist and design team, the production phase, and the outcomes of the project’s final launch.

**Presenters:** Benjamin Baker, Producer, Bluecadet; Reggie Lynch, Curator of Community Engagement, Akron Art Museum; Adana Tillman, Textile Artist, Self-Employed
Wednesday, June 9

4:25–4:30 p.m. CT
Break

4:30–5 p.m. CT

The Uses of Discomfort: LGBTQ Collections, Their Repositories, and Their Legacies

TRACK: Collections & Curatorial Practice
Flash Session

People left out of traditional cultural narratives are forced to become the custodians of their own histories. For queer institutions, this means collecting stigmatized materials that other institutions may find irrelevant. Changing this dynamic requires exploring why people find queer history uncomfortable and pushing through that discomfort. Through the collecting practices of the GLBT Historical Society this panel will discuss how queer history is erased, recovered, and validated.

Presenters: Nalini Elias, M.A., Director of Exhibitions, GLBT Historical Society Archives and History Museum; Isaac Fellman M.A., Reference Archivist, GLBT Historical Society Archives and History Museum; Leigh Pfeffer, Manager of Museum Experience, GLBT Historical Society Archives and History Museum; Dr Ramomn Silvestre, PhD, Curator and Museum Registrar, GLBT Historical Society Archives and History Museum

Museum Accessibility: Helping Patrons Who Are Blind to See Your Exhibitions

TRACK: Community Engagement & Impact
Flash Session

Audio description (AD), a relatively inexpensive and readily available technology, broadens the museum experience for all people and particularly for patrons who cannot see or have low vision. Experience the verbal and aural techniques that make the visual elements of museum exhibitions accessible via audio recordings, augmentation of existing recorded programs, or tours led by docents trained in this technology.

Presenters: Michele Hartley, Media Accessibility Coordinator, National Park Service-Harpers Ferry Center; Gabriel Lopez Kafati, President, Blind Pride International; Joel Snyder, President-Director, Audio Description Associates, LLC-Audio Description Project, American Council of the Blind; Sheila Young, President, Florida Council of the Blind

Cultivating the Museum as a Site for Radical Inclusion in the Remote Age

TRACK: Education & Public Programming
Flash Session

The Mead Art Museum’s most acclaimed programs, including gender-affirming fashion shows and Black Art Matters festivals, are made possible through partnerships with organizations led by historically marginalized communities. Through case studies in radical inclusion, learn about the barriers to pursuing this work and to maintaining authentic relationships with communities in our age of remote engagement.

Presenters: Danielle Amodeo, Marketing & Public Programs Specialist, Mead Art Museum; John Martin, Director, Queer Resource Center at Amherst College; Eboni Rufus-Brenning, Director, Multicultural Resource Center at Amherst College

Online Tours: Expanding the Discourse

TRACK: Education & Public Programming
Flash Session

The Freer Gallery of Art and Arthur M. Sackler Gallery—Smithsonian’s National Museum of Asian Art—will share how our new online tour program has changed art interpretation for museum staff, docents, and college professors. Join us for a dynamic conversation about designing effective and sustainable online tour programs, which will shape how we engage the public in a post-pandemic world.

Presenters: Mary Mulcahy, Education Technician, Freer Sackler; Vandana Pamecha, Docent, Freer Sackler; Paul Ruther, Manager, Docent Programs, Freer Sackler; Charles Silver, Docent, Freer Sackler

Game On: Creating Learner-Driven Participatory Exhibitions

TRACK: Exhibition Planning & Design
Flash Session

The days of passive museum learning are over. How can your museum create dynamic participatory experiences in which visitors role-play, make decisions, solve problems, and learn skills? The new International Spy Museum offers examples of game-based applications in which deep content provides the backdrop for immersion-style, scenario-based learning.

Presenters: Sarah Brockett, Manager, Strategy and Content Design, Gallagher & Associates, LLC; Jacqueline Eyl, Director of Youth Education, Exhibitions and Programs, International Spy Museum; Stephen Platenberg, Principal/Creative Director, Cortina Productions
Wednesday, June 9

4:30–5 p.m. CT (continued)

The Unionization of Museums: What Management and Staff Need to Know

TRACK: Operations, Human Resources, & Volunteers

Flash Session

Learn the basics of the collective bargaining process, the advantages and disadvantages of unionization, and strategies to manage the various possible outcomes of the voting process.

Presenter: Andrew I. Bart, Esq., Attorney


TRACK: Operations, Human Resources, & Volunteers

Flash Session

As museum staff return from unprecedented furloughs and layoffs, not all the jobs that were there pre-COVID will return as well. For many professionals, this will be a chance to shift to a different type of work or museum. This session will help you get ready, dealing with the issues in the field that were amplified by this crisis.

Presenters: Laurie Davis, Former Human Resource Manager, Guggenheim Museum and Foundation; Jane Hsu, Associate Vice President, Arts Consulting Group; Wyona Lynch-McWhite, Senior Vice President, Arts Consulting Group; Maria Munoz-Blanco, Vice President, Arts Consulting Group

Evolve Your Fundraising to Become More Anti-racist: Real Examples From the Field

TRACK: Revenue & Development

Flash Session

Hear from professionals at museums around the country who are trying to make their fundraising practices more antiracist. As museums face ever growing pressure to holistically live the values that they profess externally, fundraising is often a fraught topic. By exploring principles of community-centric fundraising, panelists will share examples of how they are leading this work at their museums.

Presenters: Rehana Abbas, Principal, RKA Advisors, LLC; Emily Ironside, Director of Development, Crystal Bridges Museum of American Art and the Momentary; Amee Spondike, Deputy Director, Development and External Affairs, RISD Museum

Neurological Perceptions of Art through Augmented and Virtual Realities

TRACK: Technology & Innovation

Flash Session

Ever since digital technology was introduced into the museum and cultural sector, professionals and audiences have debated its effects. Discuss first-of-its-kind empirical research into how the brain perceives artworks that have been recreated and displayed using advanced media like AR and VR.

Presenters: Brendan Ciecko, CEO & Founder, Cuseum
FRIDAY, JUNE 11

POST-CONFERENCE WORKSHOP

Dive deeper into the #AAM2021 Revenue & Development Track by joining this three-hour workshop on June 11.

9–1 p.m. CT

Capital Campaign Clinic Workshop

TRACK: Revenue & Development
Post-Conference Workshop

The disruptions of 2020 have had a deep impact on museums—from altered business models and shifting donor priorities, to a focus on diversity, equity, and inclusion. Yet, a recent survey of fundraising professionals showed that 55% of respondents plan to kick off, restart, or continue campaigns in 2021. Through a four-hour workshop supplementing the Capital Campaign session during the Annual Meeting, a panel of museum advisors and practitioners will take a deep dive into campaign planning and execution and discuss valuable lessons of the past year.

This deeper dive into the #AAM2021 Revenue & Development Track is a four-hour post-conference workshop June 11, 9 a.m.–1 p.m. CT. To attend this Post-Conference Workshop, you must be registered for #AAM2021. Registration links will be provided in attendee onboarding emails, at the AAM booth in the MuseumExpo, and during the Capital Campaign Clinic session on June 9, 10:30–11:30 a.m. CT.

Presenters: Abby Ashley, Chief Development Officer, Milwaukee Art Museum; Candace Brady, Vice President of Advancement, National Veterans Museum and Memorial; Carl Hamm, Managing Partner, Alexander Haas; Paul Johnson, Principal, Creative Fundraising Advisors; Colleen Kelly, Senior Director, Advancement and Communications, Georgia O’Keeffe Museum; Laura MacDonald, Principal and Founder, Benefactor Group

Register here.
### MUSEUM EXPO EXHIBITORS BY COMPANY

Exhibitors current as of April 23, 2021

For a up-to-date list of exhibitors and to search for exhibitors by product category visit our online exhibitor directory or visit exhibitor booths directly on the virtual platform.

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<td>3DPhotoWorks / Tactile Images</td>
<td>Bradley LaMere</td>
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<td><a href="https://www.tactileimages.com">https://www.tactileimages.com</a></td>
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<tr>
<td>ACTN Strategies</td>
<td>Tammy Enright</td>
<td>3621 Vinings Slope SE #2222</td>
<td>Atlanta, GA, 30339</td>
<td>(443) 280-0652</td>
<td><a href="mailto:tenright@actnstrategies.com">tenright@actnstrategies.com</a></td>
<td><a href="https://actnstrategies.com">https://actnstrategies.com</a></td>
</tr>
<tr>
<td>American Alliance of Museums</td>
<td>Joanna Hostert</td>
<td>2451 Crystal Drive, Suite 1005</td>
<td>Arlington, VA, 22202</td>
<td>(202) 289-1818</td>
<td><a href="mailto:info@aam-us.org">info@aam-us.org</a></td>
<td><a href="https://www.aam-us.org">https://www.aam-us.org</a></td>
</tr>
<tr>
<td>American Museum of Natural History</td>
<td>Joanna Hostert</td>
<td>200 Central Park West</td>
<td>New York, NY, 10019</td>
<td>United States</td>
<td><a href="mailto:travelingprograms@amnh.org">travelingprograms@amnh.org</a></td>
<td><a href="https://AMNH.org/gbd">https://AMNH.org/gbd</a></td>
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<tr>
<td>Association of Science and Technology Centers (ASTC)</td>
<td>Wendy Hancock</td>
<td>818 Connecticut Avenue NW</td>
<td>Washington, DC 20006-2734</td>
<td>United States</td>
<td>(202) 783-7200</td>
<td><a href="mailto:info@astc.org">info@astc.org</a></td>
</tr>
<tr>
<td>Blackbaud Inc.</td>
<td>Piper Browne</td>
<td>5909 Carleen Drive</td>
<td>Austin, TX, 78757</td>
<td>United States</td>
<td>(512) 426-7152</td>
<td><a href="mailto:piper.browne@blackbaud.com">piper.browne@blackbaud.com</a></td>
</tr>
<tr>
<td>Blick Art Materials</td>
<td>Todd McGill</td>
<td>695 US Highway 150 East</td>
<td>Galesburg, IL, 61401</td>
<td>United States</td>
<td>(800) 828-4548</td>
<td><a href="mailto:Tradeshows@dickblick.com">Tradeshows@dickblick.com</a></td>
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<tr>
<td>Capitol Museum Services</td>
<td>Amanda Coggins</td>
<td>12299 Livingston Rd</td>
<td>Manassas, VA, 20109</td>
<td>United States</td>
<td>(703) 330-9000</td>
<td><a href="mailto:amanda@capitolmuseumservices.com">amanda@capitolmuseumservices.com</a></td>
</tr>
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</table>
MUSEUM EXPO EXHIBITORS BY COMPANY

CASE[WERKS], LLC
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Baltimore, MD, 21201
United States
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https://cormans.com/home

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1899 W. Winchester Rd
Libertyville, IL, 60048
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Evergreen Exhibitions
Christi Klingelhefer
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(210) 582-0015
christi@evergreenexhibitions.com
https://evergreenexhibitions.com

Field Museum
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1400 S. Lake Shore Dr.
Chicago, IL, 60605
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https://www.goppion.com

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aruiz@imagineexhibitions.com
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https://www.jgconsultants.com

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https://www.kubikmaltbie.com

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jwaszak@landminstruments.com
https://landminstruments.com

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https://lucidea.com/argus

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hoster@mba-usa.com
https://www.mbawalls.com/swatches_landingPage.html

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Minotaur Mazes
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kelly@minotaumazes.com
https://www.minotaumazes.com

Museum of Science & Industry
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Jeff.buonomo@msichicago.org
https://msichicago.org

National Endowment for the Arts
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400 7th Street SW
Washington, DC, 20506
United States
(202) 682-5529
lindsayt@arts.gov
https://www.arts.gov
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London, N/A, SW7 5BD
United Kingdom
f.sylvester@nhm.ac.uk
https://www.nhm.ac.uk/business-services/touring-exhibitions

Nozaki Limited
Showtaro Nozaki
2134-1, Tsukanome
Sanjo City, Niigata, 955-0055
Japan
81.25.632-3667
info@gravimorph.com
https://www.gravimorph.art/en

Ontario Science Centre
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natalie.das@osc.on.ca
https://www.ontariosciencecentre.ca

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https://www.quinnevans.com

Re:discovery Software, Inc
Brandy Adams
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https://www.rediscoverysoftware.com

Relative Scale
Luke Cline
116 N West St Suite 270
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luke@relativescale.com
https://www.relativescale.com

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418 Main St
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https://rocketrez.com

Roto
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https://roto.com

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Science Museum of Minnesota
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Science North
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Canada
(705) 507-1745 (705) 507-1745
huneault@sciencenorth.ca
https://www.sciencenorthinternationalsales.com

Sensource
Andy Clutter
3890 Oakwood Ave
Youngstown, OH, 44515
United States
1-800-239-1226
aclutter@sensourceinc.com
https://www.sensourceinc.com
MUSEUM EXPO EXHIBITORS BY COMPANY

Smartify
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12 Frobisher Road
London, N80QS
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202.236.2037
john@smartify.org
https://about.smartify.org

Universal Fiber Optic Lighting USA LLC
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Sarasota, FL, 34234
United States
(941) 343-8115
pdietrich@fiberopticlighting.com
https://www.fiberopticlighting.com

Smithsonian Institution
Traveling Exhibition Service and
Smithsonian Affiliations
Ed Liskey
MRC 941 PO Box 37012
Washington, DC, 20013
United States
(202) 633-3142
LISKEYE@si.edu
https://www.sites.si.edu

Solid Light
Mark Sargent
800 S. Fifth Street
Louisville, KY, 40203
United States
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msargent@solidlight-inc.com
https://www.solidlight-inc.com

Spacesaver
Carla Chase
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Fort Atkinson, WI, 53538
United States
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cchase@spacesaver.com
https://spacesaver.com

U.S. Department of the Interior
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Washington, DC, 20240
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202-208-4743
rochelle_bennett@ios.doi.gov
https://www.doi.gov/museum
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MUSEUM SHOWCASE

Chicago Children’s Museum
700 East Grand Navy Pier
Chicago, IL, 60611
United States
https://www.chicagochildrensmuseum.org

Chicago History Museum
1601 N Clark Street
Chicago, IL, 60614
United States
https://chicagohistory.org

First Division Museum at Cantigny Park
1S151 Winfield Road First Division Museum
Wheaton, IL, 60189
United States
(630) 260-8130
https://fdmuseum.org

Illinois Holocaust Museum & Education Center
9603 Woods Drive
Skokie, IL, 60077
United States
https://www.ilholocaustmuseum.org

Intuit: The Center for Intuitive and Outsider Art
756 N. Milwaukee Avenue
Chicago, IL, 60642
United States
(312) 624-9487 (312) 624-9487
https://www.art.org/

Lincoln Park Zoo
2001 N. Clark Street
Chicago, IL, 60614
United States
https://www.lpzoo.org

Naper Settlement
523 S. Webster St.
Naperville, IL, 60540
United States
https://napersettlement.org/

National Museum of Mexican Art
1852 W. 19 St.
Chicago, IL, 60608
United States
http://www.nationalmuseumofmexicanart.org

The National Museum of Puerto Rican Arts and Culture
3015 W. Division St.
Chicago, IL, 60622
United States
https://www.nmprac.org
MUSEUM EXPO EXHIBITORS BY COMPANY

PROFESSIONAL NETWORKS
Professional Networks booths can be found under the American Alliance of Museums booth.

Committee on Audience Research and Evaluation
https://www.aam-us.org/professional-networks/committee-on-audience-research-and-evaluation-care/

Curators Committee
https://www.aam-us.org/professional-networks/curators-committee/

Development and Membership & Public Relations and Marketing Networks

Environment and Climate Network

Historic Houses and Sites Network
https://www.aam-us.org/professional-networks/historic-houses-and-sites-network/

Independent Museum Professionals Network
https://www.aam-us.org/professional-networks/independent-museum-professionals-network/

LGBTQ+ Alliance
https://www.aam-us.org/professional-networks/lgbtq-alliance/

National Association for Museum Exhibition
https://name-aam.org

Small Museum Administrators Committee
https://www.aam-us.org/professional-networks/small-museum-administrators-committee/

Traveling Exhibitions Network
https://www.aam-us.org/professional-networks/traveling-exhibitions-network-ten/
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LEADERSHIP AND PARTNERS

Local Host Committee

While we were not able to be in Chicago, this year’s Local Host Committee played a critical role in ensuring the overall success of the meeting by brainstorming and coordinating unique attendee experiences; raising funds to cover administrative expenses as well as helping to raise funds to offset overall annual meeting expenses; and, garnering publicity for the Annual Meeting and participation from the local cultural community. With immense gratitude, the Alliance would like to thank the following chairs and members for their fundraising efforts, credible insights, and endless support!

Susan Abrams, Co-Chair
Chief Executive Officer, Illinois Holocaust Museum & Education Center

Bridget Coughlin, Co-Chair
President and CEO, The Shedd Aquarium

Carlos Tortolero, Co-Chair
Founder and President, National Museum of Mexican Art

Charles Katzenmeyer, Chair—Fundraising Subcommittee
VP, Institutional Advancement, The Field Museum

Kevin Bell
President and CEO, Lincoln Park Zoo

Louise Bernard
Director, Museum of the Obama Presidential Center

Kate Brueggemann
Vice President, Development, Adler Planetarium

Christine Donovan
Manager, The Northern Trust Charitable Giving Program, The Northern Trust Company

Jennifer Farrington
President and CEO, Chicago Children’s Museum

Jean Franczyk
President and CEO, Chicago Botanic Garden

Nora Gainer
Director of Civic Relations & Partnerships, Art Institute of Chicago

Chevy Humphrey
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Perri Irmer
President & CEO, DuSable Museum of African American History

Debra Kerr
President and CEO, Intuit: The Center for Intuitive and Outsider Art

Lisa Key
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Lisa Lee
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Billy Osacio
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Anne Rashford
Director of Special Events and Business Partnerships, Museum of Science and Industry

Megan Ross
Zoo Director, Lincoln Park Zoo

John Russick
Senior Vice President, Chicago History Museum

Donna Sack
Vice President and Chief Program Officer, Naper Settlement Museum

Krewasky Salter
Executive Director, First Division Museum

Rena Tamayo-Calabrese
President & CEO, Naper Settlement Museum

Arielle Weininger
Chief Curator of Collections and Exhibitions, Illinois Holocaust Museum & Education Center

AAM STAFF

Arthur G. Affleck III
Executive Vice President

Clara Allen
Meetings and Events Manager

Eileen Goldspiel
Director, Advancement

AAM extends sincere thanks to all Local Host Committee institutions, their staff and leadership for their support of the 2021 Annual Meeting and MuseumExpo:

■ Adler Planetarium
■ Art Institute of Chicago
■ Chicago Botanic Garden
■ Chicago Children’s Museum
■ Chicago History Museum
■ DuSable Museum of African American History
■ The Field Museum
■ First Division Museum
■ Illinois Holocaust Museum & Education Center
■ Intuit: The Center for Intuitive and Outsider Art
■ Lincoln Park Zoo
■ The Shedd Aquarium
■ Museum of Contemporary Art Chicago
■ Museum of Science and Industry
■ Museum of the Obama Presidential Center
■ Naper Settlement
■ National Museum of Mexican Art
■ National Museum of Puerto Rican Arts & Culture
■ National Public Housing Museum
■ The Northern Trust Company
LEADERSHIP AND PARTNERS

National Program Committee

The National Program Committee is responsible for the review and selection of program sessions and must ensure that the program reflects a thoughtful balance of topics. The committee is composed of individuals representing diverse professional expertise, regional affiliations, and types of institutions that have an overview of the entire museum field. Proposals are peer-reviewed and are given fair and honest appraisal to provide Annual Meeting participants with the most current thinking on a range of subjects. Thank you, 2021 National Program Committee.

Nathan Richie
2021 National Program Committee Chair
Director
Golden History Museum & Park
Golden, CO

Ruth Berson
Founder
Arts+Museums
San Francisco, CA

Amanda Blake
Director of Education, Library and Visitor Experience
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Cuseum
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Emily Craig
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Los Angeles, CA

Elizabeth Crownover
Associate Director, Education
Smithsonian, National Air and Space Museum
Washington, DC

Leslie Freund
Collections Manager
Phoebe A. Hearst Museum of Anthropology UC Berkeley
Berkeley, CA

Sarah Godin
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Stanford University Archaeology Center–Collections
Stanford, CA

David Greenham
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Augusta, ME

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Asian Art Museum
San Francisco, CA

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Associate Programs Manager
National Gallery of Art
Washington, DC

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Director and Chief Executive Officer
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Newark, NJ

Dan Hartman
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Glensheen
Duluth, MN

Douglas Hegley
Chief Digital Officer
Metropolitan Museum of Art
New York, NY

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J. Paul Getty Museum
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Valerie Huaco
Deputy Director & Chief Content Officer
Oakland Museum of CA
Oakland, CA

Andrew Johnston
Vice President, Museum Experience and Collections
Adler Planetarium
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Assistant Curator
Chicago History Museum
Chicago, IL

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The Alliance extends our sincerest appreciation to all of the individuals, companies, and foundations who donated to support the 2021 AAM Annual Meeting Scholarships, Deeply Discounted Registrations, and AAM-Getty International Program.

Congratulations to recipients of the AAM Annual Meeting Scholarship and AAM-Getty International Alumni Program!

We are pleased to welcome students and museum professionals who identify as underrepresented in the museum field, students and museum professionals from Chicago and surrounding region, and international museum professionals who work in art museums and/or with art collections in developing countries.

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