

PA MUSEUMS ANNUAL CONFERENCE

APRIL 15-17, 2018

Bellefonte, PA

Find Your Centre Cultivating Community Connections



Conference Hotel

PA Museums has negotiated a special rate for conference attendees at:

The Penn Stater Hotel and Conference Center
215 Innovation Blvd
State College, PA 16803
pennstatehotels.com

Group Code: PMAC18A

Group rate at \$109.00 plus 8.5% tax per night.
Phone reservations can be made by calling
800-233-7505.

For reference, the Penn Stater Hotel is:

20 minutes to the Pasto Agricultural Museum
8 minutes to the Palmer Museum of Art
5 minutes to the Centre Furnace Mansion
11 minutes to the American Philatelic Center
9 minutes to the Pennsylvania Military Museum

Sessions held at the American Philatelic Center on
Monday and Tuesday

Sunday, April 15, 2018

Learning Pod

2-3 PM

Tour of Pasto Agricultural Museum at Penn State University

Visitors to the Pasto Agricultural Museum journey back to a time when farmers used muscle power, both human and animal, to produce food and fiber. The museum has approximately 1,300 rare and unusual farm and household items dating from 4,000 BC to the 1940s or more than 6,000 years.

The mission of the Pasto Agricultural Museum is to provide the general public with an understanding and appreciation for early agriculture and rural life especially in Pennsylvania and the northeastern United States. Visitors can learn about early farm life as our nation grew while gaining hands-on experience with the history of agriculture and household equipment by turning the cranks and moving levers.

Learn more at agsci.psu.edu.

The museum is located on the Ag Progress Days site at Penn State in Rock Spring, held annually during three days in August, is Pennsylvania's largest outdoor agricultural exposition.

Enter this address into your GPS for directions: Gate K, 2710 W Pine Grove Rd, Pennsylvania Furnace, PA 16865.

Learning Pod

3:30-4:30 PM

Tour of Palmer Museum of Art at Penn State University

The Palmer Museum of Art, a dramatic structure designed by Charles W. Moore with Arbonies King Vlock, is the most prominent visual arts facility on Penn State's University Park campus. With eleven galleries, a print study room, 150-seat auditorium, and a garden for large-scale contemporary sculpture, the museum is a free-admission cultural resource for students, faculty, staff, community members, and visitors to the Centre Region. Eight of the eleven galleries at the Palmer Museum of Art display art from the museum's permanent collection of more than 8,200 objects. Included are American and European paintings, drawings, photographs, prints, and sculptures; contemporary

European and Japanese studio ceramics; Asian ceramics, jades, paintings, and prints; and objects from ancient European, African, and Near Eastern cultures.

In addition to displays of its permanent collection, the museum presents an exciting schedule of nine rotating exhibitions and more than 100 annual museum programs and events throughout the year that enrich the lives of children and adults alike.

Discover more at palmermuseum.psu.edu.

Enter this address into your GPS for directions: Palmer Museum of Art, Curtin Road, University Park, PA 16802.

5-7 PM

Welcome Reception

Centre Furnace Mansion, Centre County Historical Society

The Centre Furnace Mansion is a historic house museum which served as the ironmaster's residence for Centre Furnace. The Mansion is beautifully restored and furnished to reflect the period of residency (1842-1891) of ironmaster Moses Thompson, Mary Irvin Thompson and their family. In 1855, Moses Thompson and business partner James Irvin donated 200 acres of land to initiate the Farmers' High School – which later became The Pennsylvania State University.

This National Register site includes the Mansion, Furnace Stack, and surrounding eight acres, representing a small portion of the late 18th-century ironmaking village once located here. Its interpretation is based on historical documentation and archaeological research, and includes period inspired landscaped grounds and gardens.

The Mansion is now home to the Centre County Historical Society headquarters, its library, archives and where much of its year-round programming and events take place. Permanent and temporary exhibits are featured in the Mansion, and the adjacent exhibit building, throughout the year.

For additional information about the Centre County Historical Society and its historic properties, visit CentreHistory.org

Enter this address into your GPS for directions: 1001 East College Avenue, State College, PA 16801.

Monday, April 16, 2018

Monday and Tuesday's conference sessions and events will be held at the American Philatelic Center.

The American Philatelic Center is the home of the American Philatelic Society and American Philatelic Research Library. The Center is located in a restored nineteenth-century match factory complex on the National Historic Register — consisting of a series of interconnected buildings, the oldest of which were built in 1899. With nearly 28,000 members in more than 110 countries, the APS is the largest, non-profit organization for stamp collectors in the world. Founded in 1886, the APS serves collectors, educators, postal historians, and the general public by providing a wide variety of programs and services.

The mission of the APC is to promote stamp collecting for people of all ages, to offer services to its membership and to philately in general, including knowledge and education, which enhance the pleasure and friendliness of stamp collecting, to initiate and coordinate new programs for the benefit of stamp collecting and of all collectors, to represent the United States of America in the world body of philately, and to assist its members in acquiring and disposing of philatelic materials.

Learn more at stamps.org.

Enter this address into your GPS for directions: American Philatelic Research Library, 100 Match Factory Place, Bellefonte, PA 16823. When you turn left onto Phoenix Avenue, follow the parking lot all the way around to the back.

8 AM-5 PM

Registration Open

Museum Marketplace

Light morning refreshments will be available.

9 -10 AM

Keynote Presentation

Objective Lessons: Self-Care For Museum Workers

Presenter: Seema Rao

Museum work is wonderful and exhausting. Seema Rao will highlight her new book which offers advice and inspiration for people working in the culture sector, particularly museums.

Professionals are mission-driven to work in this sector. Yet, the sector often matches the staff passion with low salaries and long hours. Seema focuses on the well-being of these people working passionately in museums, libraries, historic homes, zoos, aquariums, and other culture institutions.

Seema's approach is a creative one. She offers over 50 exercises to explore strengths as well as feelings about working in the sector. Taken together, the challenges help professionals find a way to navigate their role in the sector. Seema tackles issues including failure, negativity, toxic colleagues, personal mission, and pro-professional strategy.

"There's so much about culture work that is amazing. We can truly change lives and communities. If we are not careful, we are also changed. The work is serious, but the salaries are not commensurate with the importance of our labors. This book is a way of encouraging the people in our sector to maintain their passion, sanity, and joy. This book took shape over nearly a year of hands-on experiments and after nearly two decades of time spent in the field."

Seema Rao has worked in museums for nearly 20 years at the interstices of visitor experience, education, and technology. She started her career with an interest in medical illustration. While no longer drawing dinosaur bones and bird neurology, she employs her rendering skills to develop books that blend meaning-making, creativity, and visual appeal. *Objective Lessons: Self-Care For Museum Workers* is her third book. Her previous books include *Self-Care for #TheResistance* and *Beyond Defensiveness*.

10-10:15 AM Break

10:15-11:00 AM Better Together: Collaborative Community Engagement in Germantown

As we all know, small historic sites working in isolation and without community input will struggle to survive. A healthy organization will work to creatively meet the needs of all of its audiences, reaching into the community and outside the box.

This panel discussion will explore how three Historic Germantown museums work together and "separately in sync" to serve the North and Northwest Philadelphia

community. We will explore three areas: Collaborative Programming, Partnerships, and Community Engagement. Through these topics, we will explain how these museums serve the same community, by working together. This panel will focus on Education and Public Programs, and will offer some examples of partnerships and programs for other museums to explore.

Kaelyn Barr
Site Administrator and Director of Education
Stenton

Miranda Clark-Binder
Curator of Education and Public Programs
La Salle University Art Museum

Carolyn Wallace
Education Director
Cliveden

10:15-11 AM Exhibits on a Dime: Big Ideas for Small Museums

You are a small museum and/or historic site with abundant ideas, enthusiasm and research power, but little or almost no budget for exhibitions. How do you communicate your story to an audience both economically and visually effectively?

Exhibits on a Dime will walk you briefly through developing the scope and planning an exhibition, with the primary focus on implementation. The session will shift into the nuts and bolts (and foam core board and velcro strips!) of creating didactics, building props, and focus on tips and tricks for mounting exhibitions. Ideas created for the program and received from surveying other museums will be shared and will be made available through an online handout that will include contact and source information in the PA Museums e-letter after the conference.

Mary Sorensen
Executive Director
Centre County Historical Society

Rita Graef
Curator
Pasto Agricultural Museum

11 AM-11:15

Break

11:15 AM-Noon

Tour of the American Philatelic Center

Noon-1:30 PM

PA Museums Membership Meeting Luncheon

All are welcome

1:30-2:15 PM

Bringing Neighborhoods Together with Community Curated History

How do we capture and preserve a community's history and neighborhood stories? In this session you'll explore an example of effectively sourcing information from your community to create digital or physical collections of public history that can connect disparate parts of your audience.

In the face of the rapidly changing neighborhood due to gentrification, West Philadelphia community members wanted neighborhood history preservation to be a priority. People's Emergency Center (PEC) and the Islamic Cultural Preservation and Information Council (ICPIC) hosted regular community meetings to gather oral histories and materials from residents for preservation and presentation. Interactive Mechanics worked with PEC and ICPIC to structure the stories, categorize them, and present them in an online digital map..

LaNeshe Miller-White
Interactive Mechanics

Kevin Musselman
People's Emergency Center
Manager, Neighborhood and Resource Planning

1:30-2:15 PM

A Registrar and a Broker Walked into a Bar...

This session will provide two perspectives on museum insurance topics from an art museum registrar and a museum insurance broker. Absolute liability, additional insured vs. loss payee, national clauses, jurisdictions, endorsements, and liability limiting language will be discussed.

Beverly Balger Sutley
Registrar
Palmer Museum of Art at Pennsylvania State University

Diane E. Jackson
COO and Director of Finance
Huntington T. Block Insurance Agency, Inc.

2:15-2:30 PM

Break

2:30-3:15 PM

Meaningful Connections: Producing Exhibits and Programming Through Community Engagement

Museums and parks can represent the living room of our communities; providing a space for meaningful conversation and connection with others. But how do we make sure that multiple voices are heard in the development of exhibits and programming? And how do we shape content so it is relevant for the communities we want to reach? This panel will explore strategies for authentic community engagement with purpose and relevance.

Case studies will be presented from the perspective of a historic site interpreting contemporary incarceration issues for a broad audience, a children's museum hosting an exhibit on Islamic culture, and an advisory board member of a watershed partnership creating active programming in an underutilized urban green space.

Lauren Zalut
Director of Education and Tour Programs Eastern State Penitentiary Historic Site

Jennifer Kalter
Director of Education
Please Touch Museum

Emily B. Saich
Director of Museum Services
Universal Services Associates, Inc.

2:30-3:15 PM

The Marketing-Development Connection: Setting the Stage for Successful Fundraising

Successful museum fundraising doesn't happen in a vacuum. The best efforts are based on close collaboration between many museum departments and functions. This session will focus on Marketing and Development, how they work hand-in-hand.

What do we mean by "Marketing" anyway? It certainly begins way before your public relations and advertising

efforts. This session is based on the opening chapters of a new book by Sheldon Wolf, to be published April 2018, *A Practical Guide for Small Museum Fundraising: The Marketing-Development Connection*.

*Sheldon Wolf, President
Advancement Company, LLC*

4-6 PM PA Museums Special Achievement Awards Pennsylvania Military Museum

Join us as we honor this year's recipients:

Institutional Achievement Awards

Washington's War Tent, The Museum of the American Revolution, Philadelphia

Kids as Curators, Erie Art Museum, ErieBerks History Center Collections

Management Project, Berks History Center, Reading

Defending Democracy, Bradford County Historical Society, Towanda

From Maps to Mermaids, Carved Powderhorns, Fort Pitt Museum/The Senator John Heinz History Center, Pittsburgh

York County History Center Campus Project, York History Center, YorkMake the Switch at Phipps! Green Power Drive, Phipps Conservatory and Botanical Gardens, Pittsburgh

Unraveling the Threads of History: Needlework Samplers, Centre County Historical Society, State College

Individual Achievement Award

Albert LeCoff, The Center for Art in Wood, Philadelphia

Carol Wickkiser Memorial Award

Matt Gault, Fort Ligonier, Ligonier

S.K. Stevens Awards

Scripture Rocks Heritage Park, Jefferson County History Center, Brookville

Prisons Today: Questions in the age of Mass Incarceration, Eastern State Penitentiary, Philadelphia

Refreshments and hors d'oeuvres during the reception.

Tours of the museum will be available.

One of 26 museums and historic sites on the Pennsylvania Trail of History and administered by the Pennsylvania Historical and Museum Commission, this museum depicts the military history of the Commonwealth of Pennsylvania, emphasizing the 20th century roles of Pennsylvania based units and of Pennsylvanians who have served in all branches of the armed services.

Recently rebuilt, a new exhibit depicts the collection of arms and vehicles and telling the stories of the men and women who used them. In honor of their service during World War's I and II, the grounds are home to the 28th Division Shrine, created by the 28th Division veterans. An attractive walking path, some larger artifacts and memorials to Pennsylvania's military heritage are found throughout the expansive grounds.

Please visit pamilmuseum.org.

Enter this address into your GPS: Pennsylvania Military Museum, 51 Boal Avenue, Boalsburg, PA 16827.

Tuesday, April 16, 2018

Tuesday's conference sessions and events will be held at the American Philatelic Center.

The American Philatelic Center is the home of the American Philatelic Society and American Philatelic Research Library. The Center is located in a restored nineteenth-century match factory complex on the National Historic Register — consisting of a series of interconnected buildings, the oldest of which were built in 1899. With nearly 28,000 members in more than 110 countries, the APS is the largest, non-profit organization for stamp collectors in the world. Founded in 1886, the APS serves collectors, educators, postal historians, and the general public by providing a wide variety of programs and services.

The mission of the APC is to promote stamp collecting for people of all ages, to offer services to its membership

and to philately in general, including knowledge and education, which enhance the pleasure and friendliness of stamp collecting, to initiate and coordinate new programs for the benefit of stamp collecting and of all collectors, to represent the United States of America in the world body of philately, and to assist its members in acquiring and disposing of philatelic materials.

Learn more at stamps.org.

Enter this address into your GPS for directions: American Philatelic Research Library, 100 Match Factory Place, Bellefonte, PA 16823. When you turn left onto Phoenix Avenue, follow the parking lot all the way around to the back.

8 AM-5 PM

Registration Open Museum Marketplace

Light morning refreshments will be available.

9 -10 AM

Keynote Presentation Public History for a Democracy Presenter: John Fea

We always need good American history, but it is especially needed in times of great social and political change. American democracy requires a commitment to the common good. It requires citizens who are able to respect, as fellow humans and members of the same community, those with whom they might disagree on some of life's most important issues. It requires empathy, the willingness to imaginatively walk in the shoes of our neighbors, and develop an appreciation of people with beliefs or lifestyles we do not understand. When we take it seriously, history teaches us to put aside our selfishness and see ourselves as part of a human story that is larger than the moment in which we live. It cures of our narcissism and in the process cultivates citizens. Museums and historical sites--the places where so many Pennsylvanians encounter the past--play a powerful role in sustaining the virtues necessary for a democracy to thrive.

John Fea is Professor of American History and Chair of the History Department at Messiah College in Grantham, Pennsylvania, where he has taught since 2002.

He is the author five books, including *Why Study History: Reflecting on the Importance of the Past and Was*

America Founded as a Christian Nation?" A Historical Introduction, one of three finalists for the 2011 George Washington Book Prize. John's essays and reviews on the history of American culture have appeared in *The Journal of American History*, *The William and Mary Quarterly*, *Pennsylvania Heritage*, *Education Week*, *USA Today*, *The Washington Post*, and the *Harrisburg Patriot News.*, to name a few. He writes daily at *The Way of Improvement Leads Home*, a blog devoted to American history, religion, politics, and academic life.

John has lectured widely at Pennsylvania institutions, including Bucknell University, Gettysburg College, Grove City College, University of Pennsylvania, Eastern University, the Historical Society of Pennsylvania, and the David Library of the American Revolution.

He speaks regularly to school and teacher groups, civic groups, and historical societies. He has also appeared on C-SPAN, National Public Radio, and dozens of radio programs across the country.

10-10:15 AM

Break

10:15-11:00 AM

Wexford Station: Relocation, Restoration and Reuse

This unique project involved the rescue and restoration of a vintage 1908 wooden interurban trolley station over a two and a half-year period. This structure has been called by the press "the building with nine lives" since it was a trolley station for 23 years and then was moved and was adaptively reused for other purposes for 83 years. It was then restored as a trolley station and interpretive space after being moved to its new home at the Pennsylvania Trolley Museum (PTM) near Washington, PA on June 6, 2015.

The building was originally constructed in 1908 as a trolley passenger/freight station serving the village of Wexford, just north of Pittsburgh in Allegheny County. For the last 30 years was the popular The Wexford Post Office Deli. It was restored as useable space to further the Pennsylvania Trolley Museum's educational mission particularly in telling the story of two important interurban trolley lines that connected Pittsburgh to the North Hills. The building opened to the public on September 30, 2016 and we have received very positive feedback from our visitors. Scott Becker, PTM's Executive Director, will review the challenges and rewards in undertaking this fascinating project.

Scott R. Becker
Executive Director
Pennsylvania Trolley Museum

10:15-11:00 AM
Building Community Support through Creative Programming

The Zimmerman Center for Heritage is a historic home and a National Park Service visitor contact station for the Captain John Smith Chesapeake National Historic Trail. Their partnership with the NPS has opened new opportunities to engage the community with their mission – to connect people with the Susquehanna River and its history.

Utilizing grants from the National Park Foundation, the Zimmerman Center has been able to conduct field trips for underserved schools that showcase the historic home, collection of Susquehanna River art, grounds, and an adjacent county park that preserves the site of the Susquehannock Peoples' last community. This session will focus on how the program has been used to build community support for, and engagement with, the Center.

Paul Nevin
Manager
Zimmerman Center for Heritage

11-11:15 AM
Break

11:15 AM - Noon
Forging a Nation: Forging a Community

The Iron and Steel Heritage Partnership will present a program describing how they took a designation for its region and the coming 300th anniversary of iron and steel in Chester County in 2017 and developed its partnership membership and proceeded to secure grant funds to work together to produce a logo, design a brochure and develop a website to establish itself as an enduring entity long past the anniversary celebration.

It is on its way identifying an Iron and Steel Trail and a Scenic Byway for visitors and residents to learn about iron and steel and to enjoy. Hiking, biking, history and fun abound as we work with our local tourist and visitor bureau to market this extraordinary "connection" to each other and to the community. This partnership literally

"forged a community" of its own to include National Parks, state parks, county parks, villages and hamlets, furnaces, mills, trails, historic sites, Lukens National Historic District, and the Chester County Planning Commission to produce a new focus in tourism in our region. From national parks to farms and vineyards, 18th and 19th century communities, to urban night life... morning, noon and night we have it all!

Eileen McMonagle
Executive Director
Historic Yellow Springs

Sandra Momyer
Moore Archivist

Karen Marshall
Heritage Preservation Coordinator
Chester County Planning Commission

11:15 AM-Noon
George Washington Sat Here, Honest: Proving (and debunking) Artifact Legends Through Provenance Research

Every museum collection includes artifacts to which fantastic legends are attached: the chair on which Abraham Lincoln allegedly sat, or the lock of hair purportedly taken from the head of Martha Washington. Unfortunately, for many such legends, documentation is often slim, and this creates an interpretive challenge for any museum striving to present credible information. This session will explore the ways in which such legends are born and the research steps one can employ to determine their veracity. The presentation will examine a variety of artifact legends, and it will also include time during which participants will be encouraged to share legends from their own collections. The session will be ideal for curators and educators responsible for researching and interpreting collections. It will be particularly useful for those who have less experience with artifact research or for those grappling with perplexing provenance mysteries.

Bradley Smith
Curator
The Berks History Center

Noon-1 PM
Lunch

1-1:45 PM

Tour of American Philatelic Center

1:45-2:00 PM

Break

2-2:45 PM

Can you see me now? Making Collections Available Online

The Palmer Museum of Art has a collection of 8,000 objects, only a fraction of which are on view at any time. Because the Palmer does not have staff with the specialized knowledge needed to make the collection available, the museum chose to collaborate with other departments within its parent organization, The Pennsylvania State University. Working with University Libraries and the Department of Art History's Visual Resources Centre, the Palmer has been able to make information and images of its collection available through the library's website. This session will look at how this collaboration worked and resulted in a successful project.

Beverly Balger Sutley

Registrar

Palmer Museum of Art at the Pennsylvania State University

Henry Pisciotta

Arts and Architecture Librarian

The Pennsylvania State University

Carolyn Lucarelli

Curator of Visual Resources

Department of Art History

The Pennsylvania State University

Catherine Adams

Assistant Curator of Visual Resources

Department of Art History

The Pennsylvania State University

2-2:45 PM

Unfolding Stories: Conveying Difficult Histories through Community Engagement

Founded almost 150 years ago, the institution that became the Cumberland County Historical Society (CCHS) was not inclusive for many within the local community. They were an institution that supported

and provided speaking opportunities for Richard Henry Pratt the founder of the Carlisle Indian Industrial School. They were a men's only club for its first 36 years, and while women made their way in the group fairly early on we discriminated against People of Color, the LGBTQIA community, and people within lower income groups. While these policies may not have been expressed in writing, the impact was felt within the community.

While they have evolved over the last twenty years, the proverbial walls are powerful and do not come down

overnight. CCHS is working with the community and other local organizations to recognize the exclusive standards of the past, build bridges, and create a more inclusive narrative.

In this panel discussion, staff from CCHS will discuss how they are working to confront difficult topics, including utilizing a Pennsylvania Humanities program called "Community Heart & Soul" to inform outreach efforts by asking the community what matters most to them; by cultivating connections to communities underrepresented in our collections; and through efforts to develop a safe space for the Carlisle Indian School stories to unfold.

Lindsay Varner, PhD

Director of Community Outreach

Cumberland County Historical Society & Greater Carlisle Heart & Soul Project

Cara Curtis

Archives and Library Director

Cumberland County Historical Society

Barbara Landis

Carlisle Indian Industrial School Specialist

Cumberland County Historical Society

2:45 PM

Conference Concludes