

Trust, Transparency, and Transformation



PA MUSEUMS ANNUAL CONFERENCE

APRIL 7 -9, 2019

Chadds Ford, PA

Hosted by the Brandywine River Museum of Art

Congratulations to our friends and partners at

**Cumberland County
Historical Society**

and

Greater Carlisle Heart & Soul

Recipients of a 2019
Institutional Achievement Award

You are truly humanities champions!



pahumanities.org

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rusty.baker@pamuseums.org

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chrisoula@pamuseums.org

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Randas Perdziola, Mary Sorensen,
Annie Urban

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Rusy Baker, Michael Barton, David
Heltzel, Jason Illari, Rebecca
Lawrence, Melinda Meyer (chair), and
Chrisoula Randas Perdziola

Museum Marketplace

River Room

Monday, April 8
8 AM-4 PM

Tuesday, April 9
8 AM-3:30 PM

The River Room will feature exhibitors representing the diverse needs of the museum community. We hope you will take the opportunity to visit with them during the numerous breaks. We thank them for their support.

Big River Online
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FORM
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Silent Auction

First Floor

Monday, April 8
Noon-6 PM

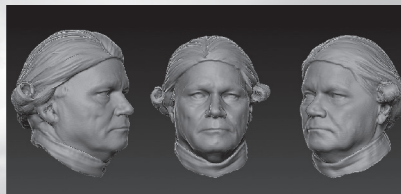
Tuesday, April 9
8 AM-2 PM

Silent auction items benefiting PA Museums will be available for browsing and bidding on the First Floor. The silent auction concludes Tuesday at 2 PM. Please stop at the registration desk on Tuesday between 2 and 3 PM to see if you have a winning bid. Winners need not be present. Arrangements can be made to pick up your item(s). We can also mail your winning item(s), charging only for actual shipping costs. Thank you for your support!

Capitol Museum Services would like to extend our thanks and gratitude to Fort Ligonier for entrusting us on another successful exhibit fabrication and installation project and look forward to our continued partnership.



Congratulations, Fort Ligonier for Earning an Institutional Achievement Award



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Brandywine Battlefield Park
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Conference Hotel

Mendenhall Inn

323 Route 52

Kennett Pike

Mendenhall, PA 19357

610-388-2100

brandywinehotels.com

Free on-site parking

This is a smaller boutique type hotel with 70 rooms. There are two dining options available including the Mendenhall Inn Restaurant and Alexander's Lounge. It is located only 5 miles from Brandywine River Museum of Art. All their rooms include a hot breakfast buffet.

Sunday, April 7, 2019

2-3:30 PM

Open House

Brandywine Battlefield Park Visitors Center

1491 Baltimore Pike

Chadds Ford, PA 19317

brandywinebattlefield.org

610-459-2242

Free on-site parking

Brandywine Battlefield Historic Site is a National Historical Landmark. The historic park is owned and operated by the Pennsylvania Historical and Museum Commission, on 52 acres. It is part of the site of the Battle of Brandywine fought on September 11, 1777, during the American Revolution. The Battle of Brandywine covered more than ten square miles, or 35,000 acres. The modern park covers 50 acres which served primarily as the Continental encampment the two days prior to the battle. The battle was a decisive victory for the British and cleared a path directly to the rebel capital of Philadelphia. Brandywine Battlefield Park became a Pennsylvania State Park in 1949 and a National Historic Landmark in 1961.



4-6 PM

Main Garden Fountain Tour and Welcome Reception

Special thanks to our Welcome Reception sponsor, the Gecko Group

Longwood Gardens

1001 Longwood Road

Kennett Square, PA 19348

longwoodgardens.org

610-388-1000

Free on-site parking



4-5 PM

Main Garden Fountain Tour

Meet in the Visitor Center for departure for this 45 minute walking tour

Longwood Gardens is over 1,077 acres of gardens, woodlands, and meadows. It is one of the premier horticultural display gardens in the United States and is open to visitors year round to enjoy exotic plants and horticulture (both indoor and outdoor), events and performances, seasonal and themed attractions, as well as educational lectures, courses, and workshops.

5-6 PM

Welcome Reception

Terra Cotta Room

Monday, April 8, 2019

Conference Sessions, Lunches and Achievement Awards held at Brandywine River Museum of Art

1 Hoffman's Mill Road

Chadds Ford, PA 19317

brandywine.org/museum

610-388-2700

free on-site parking

Discover a distinguished collection of nineteenth- and twentieth-century American art, housed in a renovated nineteenth-century mill with a dramatic steel and glass addition that overlooks the bucolic Brandywine River. The extraordinary site—the intersection of art and nature—emphasizes the Brandywine Conservancy's commitment to the preservation of the natural, cultural and scenic resources of the region.



Renowned for its holdings of the Wyeth family of artists, the Museum features galleries dedicated to the work of N. C. Wyeth, Andrew Wyeth and Jamie Wyeth. The Museum's outstanding Heritage Collection is a cross section of American art, with a special focus on artistic practice in the Brandywine valley. Nineteenth- and twentieth-century landscape paintings testify to the beauty which drew well-known artists to the area. Important portraits, still life paintings and notable holdings in American illustration add diversity and breadth to this unique collection.

8 AM-4:30 PM

Museum Marketplace

River Room

8-9 AM

Registration

First Floor, Main Entrance

8-9 AM

Morning Refreshments

Special thanks to Refreshments sponsor, OnCell

River Room

12-6 PM

Silent Auction

First Floor, Main Entrance

9-9:15 AM

Welcome

Rusty Baker, Director, PA Museums

*Thomas Padon, Brandywine River Museum of Art
River Room*

9:15-10 AM

Keynote

River Room

The Future of Tourism in Pennsylvania

Carrie Lepore, Deputy Secretary for Marketing, Tourism, and Film at the Pennsylvania Department of Community and Economic Development



Giving an update on Pennsylvania's tourism initiatives, products, and strategies, Carrie Lepore, Deputy Secretary for Marketing, Tourism, and Film at the Pennsylvania Department of Community and Economic Development will share updates on the Commonwealth's multi-faceted approach to marketing Pennsylvania.

Pennsylvania has one of the largest tourism economies in the nation welcoming more than 203 million U.S. travelers, one million overseas travelers, and more than 1.5 million Canadian travelers. These visitors generate more than \$43 billion for the state's economy each year, and the tourism industry supports nearly half a million jobs. With the passage of Act 109 in 2018, Pennsylvania stands ready to strengthen its Pursue Your Happiness brand by creating new tourism products, developing new experience packages for visitors, and reaching new visitor audiences.

10-10:45 AM

What's Changing In Fundraising & How Museums Should Adapt

River Room

Chad Barger, CFRE, Chief Strategist, Productive Fundraising

This session will highlight recent findings in fundraising research to shed insight on how nonprofit fundraising is changing. The latest data on donor trends, academic research, articles from fundraising thought leaders and stories from the front lines will provide a snapshot of where fundraising is today and where it is headed. In addition, specific tactics and strategies will be provided to assist museums in adapting to these changes and better position the organization for fundraising success.

10-10:45 AM

You can Manage what you Measure - Energy and Sustainability
Millstone Cafe

Joyce Lee, FAIA, LEED Fellow, WELL AP, IndigoJLD Green Health
Scott Compton, AIA, NCARB, LEED AP, AIA Pennsylvania
Stephanie Shapiro, AAM Environment and Climate

From Paris to Pittsburgh (paristopittsburgh.com), climate is an increasingly relevant topic for museums with collection needs and unpredictable environmental shocks. Currently museums can be more energy and carbon intensive than hospitals on a per square foot basis. Emerging civic minded museum donors and visitors are more inquisitive about environmental, social and governance (ESG) of museums. This panel will address

Governor Wolf's recent Executive Order on Climate, Energy and Sustainability, Energy Benchmarking for museums, Case studies, #WeAreStillIn movement and the American Alliance of Museums (AAM) Sustainability Excellence Award.

10:45-11:00 AM

Break

11-11:45 AM

Internships: Evening the Playing Field

Millstone Cafe

Judith Finkel, Ph.D. Education, Academic Liaison, National Museum of American Jewish History

Ethel Weinberg, M.D., Academic Liaison, National Museum of American Jewish History

Stephanie Stern, M.S. Education, PreK-12 Programs Manager, The Barnes Foundation

Stephanie Mach, M.A. Museum Studies, Academic Coordinator at Penn Museum, The Penn Museum

This session will review the increasing importance of paid and unpaid internships in museums. The issue of the uneven playing field for career development that results when some students can take an unpaid internship and others can not will be discussed. Regulations concerning paying interns and share strategies for developing funding opportunities will be reviewed. The less-studied issue of the importance of internships to museums including opportunities for increasing diversity of the workforce, the new perspectives and skills of interns etc. will be considered. Ways that the quality of our internships have been strengthened and funding sources have been found will be discussed.

11-11:45 AM

Do-it-Yourself Exhibits That Look Great

River Room

Beth Hansen, Consultant for Great Exhibits for Small Museums

Does the public "get" your message? Are visitors understanding the stories you want to tell with your collection? Exhibits are the main way museums connect with the public. Yet few museums can afford professional exhibit developers. This session will explore ways to transform exhibits into professional-quality displays while staying on a very low budget. The session will mainly consist of actual techniques for building exhibit components with little money. Participants are encouraged to bring photos or real examples of your museum's best exhibit hacks.

11:45 AM-12 PM

Break

12-1 PM

Lunch

Seating for the buffet lunch available in both the River Room and the Millstone Cafe

1-1:30 PM

Annual Meeting

River Room

All of our registered conference attendees are welcome to join us for our Annual Meeting. There will be a brief annual business meeting of PA Museums with reports from the organization's officers and Executive Director. Hear about PA Museums' accomplishments in 2018 and plans for the coming year.

Welcome and Call to Order – David Heltzel, President

Recognition of Quorum – Ben Neely, Secretary

President's Report

Executive Director's Report – Rusty Baker, Executive Director

Treasurer's Report – Jason Illari, Treasurer

Nominating Report – Bonnie Shockey, Nominating Chair

Presentation of the slate of nominations to the Board

Adjournment – David Heltzel

1:30-2:00 PM

Scaiffe Tour

meeting on the 3rd floor (25 available spots max)

1:30-2:00 PM

Wyeth Family Tour

meeting on the 2nd floor (25 available spots max)

2:00-2:30 PM

Scaiffe Tour

meeting on the 3rd floor (25 available spots max)

2:00-2:30 PM

Wyeth Family Tour

meeting on the 2nd floor (25 available spots max)

Scaiffe Tour

The Brandywine River Museum of Art and The Westmoreland Museum of American Art have come together in this exhibition to share their finest works from the Richard M. Scaife Bequest. A long-time trustee of the Brandywine Conservancy & Museum of Art—as well as a newspaper publisher, art collector, and philanthropist—Scaife left a major part of his extensive art collection to both museums following his death in 2014. This exhibition, which will include 50 paintings, celebrates Scaife's passion for the rich traditions of American art and will be led by Audrey Lewis, curator.

Wyeth Family Tour

Join Christine Podmaniczky, Curator, N.C. Wyeth Collections and Historic Properties, on a guided tour through the Wyeth family

collections. Works from N.C. Wyeth, Andrew Wyeth and Jamie Wyeth will be highlighted from the Brandywine's permanent collection.

2:15-2:30 PM

Break

2:30-3:15 PM

Know Before You Go: Transparency, Accessibility and Youth Engagement in Museums

River Room

Anne Marie Rhoades, Vice President of Advocacy and Strategic Partnerships, Greater Philadelphia Cultural Alliance

Elizabeth Estrada, Digital Communications Coordinator, Greater Philadelphia Cultural Alliance

Daniel Corti, Director of Visitor Services, Mutter Museum of the College of Physicians of Philadelphia

Amelia Dogan, STAMP Teen Council member

Tajnia Hussain, Former STAMP Teen Council member

STAMP (Students at Museums in Philly) is a program of the Greater Philadelphia Cultural Alliance that provides Philadelphia teens with free admission to 24 cultural sites in the city. In spite of having access to many museums, gardens, libraries and other spaces, many teens weren't visiting cultural sites because they worried that they wouldn't be welcome or wouldn't know how to act in these spaces. The STAMP Teen Council, a group of 10 Philadelphia high school students, wanted to remove the mystery from entering a cultural site and show audiences what to expect before visiting a museum. The teens realized quickly that making the museum experience transparent applied to many audiences, from people who have disabilities to parents with small children and people on the autism spectrum. The Cultural Alliance partnered with Art-Reach, a service organization dedicated to making the arts accessible, and PhillyCAM, a nonprofit community media station, to produce a series of Know Before You Go videos that illuminate the visitor experience from start to finish.

2:30-3:15 PM

Global Guides: Immigrant Stories Tour Program at the Penn Museum

Millstone Cafe

Ellen Owens, Merle-Smith Director Of Education, Penn Museum

Kevin Schott, Associate Director of Interpretive Programs, Penn Museum

Hadi Al-Karfawi, Global Guide, Penn Museum

Moumena Saradar, Global Guide, Penn Museum

Yaroub Al-Obaidi, Global Guide, Penn Museum

In 2017 the Penn Museum began a new 3-year project, Global Guides. This grant funded program hires immigrants and refugees to interpret the Penn Museum collection while personally

sharing stories about life in their home countries. The program managers will discuss the design and implementation of the program, and from the Middle East Galleries will describe their experiences in training and leading tours. Participants will gain insight into how to recruit and train guides to share personal stories that enrich their museum's collection.

3:15-3:30 PM

Break

3:30-4:15 PM

Longwood Gardens Community Read: Growing Partnerships in Our Community

Millstone Café

David Sleasman, Director, Library and Information Services,

Longwood Gardens

Jill Karlson, Director of Public Programming, Delaware Museum of Natural History

Cheri Crow, Youth Services Coordinator, Delaware County Libraries

The Library and Information Services division of Longwood Gardens has been leading an initiative to share the joy of plants, nature, and great books. The ideas embedded in the featured books seed events and programming throughout the region through our partner organizations. Public gardens in the Philadelphia region frequently share resources among each other, but not so common is an ongoing forum to reach across the gardens' gates to public libraries, museums, and conservation organizations. The Delaware Nature Society and Delaware Museum of Natural History each have created programs that they have taken on the road to the many public library partners. In addition to library programs, the Delaware Museum of Natural History designed and implemented additional book-themed programs, events and exhibit delivered in the museum's galleries or grounds. This session will discuss the development of the program, the ongoing impacts for partners, and future direction.

3:30-4:15 PM

Telling the Real Story: Interpreting Complex Truths, Myths, and Misconceptions at Your Historic Site

River Room

Kimberly Staub, Collections & Exhibitions Manager, Betsy Ross House

Every historic site has misconceptions and complicated histories related to it. The Betsy Ross House is no stranger to these kinds of misunderstandings, as most visitors come to the Betsy Ross House with strong opinions on the complicated legend and real woman. Using the Betsy Ross House as a case study, this talk will go over strategies for unpacking these complex histories

and visitor misconceptions and how to turn them into opportunities for visitor learning. The session will include discussions of strategies that have and have not worked in bringing Betsy's story to life and ways you can apply these lessons at your own site.

4:15-4:30 PM

Break

4:30-6:30 PM

PA Museums Achievement Awards and Reception

Special thanks to Special Achievement Awards sponsor, The National Civil War Museum

River Room

4:30-5:30 PM

PA Museums Achievement Awards Presentation

River Room

Each year, PA Museums recognizes the special achievements of museums and historical organizations in Pennsylvania. The 2019 awardees are as follows.

Institutional Achievement Awards

- Negley Log House Rebuild, Conococheague Institute for the Study of Cultural Heritage, Mercersburg
- Community Heart and Soul Project, Cumberland County Historical Society, Carlisle
- New Mission Statement and Strategic Plan, Eastern State Penitentiary and Historic Site, Philadelphia
- Waves of the Past, Sailors of the Future, Flagship Niagara League/U.S. Brig Niagara, Erie
- Fortifying our Future: Enhancing Fort Ligonier, Fort Ligonier, Ligonier
- Revolution Place Discovery Center, The Museum of the American Revolution, Philadelphia
- Bringing History Alive at Old Economy Village, Old Economy Village, Ambridge
- Field to Front: Nittany Lions at War, 1917-1919, Penn State University All Sports Museum, University Park
- Modernation and Improvement of Museum Collections Management, Soldiers and Sailors Memorial Hall Museum, Pittsburgh
- Restoration and Reinterpretation of Mammal Hall, The State Museum of Pennsylvania, Harrisburg
- Historic Center and Cemetery, Stoddartsville Preservation Society, Stoddartsville

Individual Awards

- Steve Appleby, The Eldred World War II Museum, Eldred
- Sarah Buffington, Old Economy Village, Ambridge
- Hope W. Kopf, The Joseph Priestly House, Northumberland

S.K. Stevens Award

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

5:30-6:30 PM

PA Museums Achievement Reception

First Floor Atrium

Tuesday, April 9, 2019

Conference Sessions and Lunch held at Brandywine River Museum of Art

8 AM-3:30 PM

Museum Marketplace

River Room

8-9 AM

Registration

First Floor, Main Entrance

8-9 AM

Morning Refreshments

Special thanks to Refreshments sponsor, OnCell

River Room

8 AM-2 PM

Silent Auction

First Floor, Main Entrance

9-9:15 AM

Welcome

Rusty Baker, Executive Director, PA Museums

9:15-10 AM

Keynote

River Room

**Special thanks to Keynote sponsor,
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Gender and Museum Leadership

Anne Ackerson, Author of Leadership Matters and Women in the Museum: Lessons from the Workplace

Joan Baldwin, Author of Leadership Matters and Women in the Museum: Lessons from the Workplace

Studies show that gender has a profound impact on leadership. Now that the museum field's workforce has reached gender parity, what does that look like on the ground? What are the implications



of being a "pink collar" profession? How does gender affect leadership and why is it important to nurturing today's agile and equitable museums? Join Joan Baldwin and Anne Ackerson, authors of *Leadership Matters* and *Women in the Museum: Lessons from the Workplace*, as they weave together these two timely topics by sharing their insights on the importance of gender and museum leadership.

10-10:45 AM

Making Community Connections/Practicing Community Engagement

River Room

Brenda Reigle, Director of the Bureau of Historic Sites and Museums, Pennsylvania Historical and Museum Commission

Linda Bolla, Volunteer, Erie Maritime Museum (PHMC)

Tyler Gum, Site Administrator of the Pennsylvania Military Museum

Rebecca Lawrence, Manager of Public and Outreach Programs, Ephrata Public Library

Museums and libraries are working in their communities to find new partners to attract new audiences and make their operations more accessible to their local and regional communities. The right collaboration can sustain operations, elevate visibility and build stronger relationships with partners. Community engagement is critical to making our institutions recognizable as places where community needs are being met. The Erie Maritime Museum, the PA Military Museum, and the Ephrata Public Library will present key examples of sustainability efforts, strong community partnerships, and their increased community visibility as a place for social, educational and recreational needs of their patrons/visitors. Ideas on how to fulfill your mission, make great friends, and bring in a more diverse audience to your nonprofit will be discussed.

10-10:45 AM

Creating Meaningful Change

Millstone Café

Cherie Cook

Assessment programs are not an end unto themselves. Using programs like StEPs, MAP and CAP to propel your organization forward can reap benefits for years to come. By providing a structure for discussions and planning, assessment programs help board members, staff and volunteers move in the same direction toward a set of common goals, track their progress, and articulate success that builds community support and increases credibility. Join us for information about assessment programs and hear from two museums using them to create meaningful change.

10:45-11 AM

Break

11-11:45 AM

A Sense of Place: Multi-Sensory Exploration for All at the Wharton Esherick Museum

River Room

Julie Siglin, Executive Director, Wharton Esherick Museum

d'Andre Willis, Principal, HGA Architects

Trish Maunder, Founder & Creative Director, Philly Touch Tours

Katherine Allen, Program Director, Philly Touch Tours

This session will explore how the process of developing accessible programs leads to enhanced interpretive experiences for all audiences. In 2017, the Wharton Esherick Museum began working with Philly Touch Tours and HGA Architects to design touch tours of the artist Wharton Esherick's historic home and studio, where visitors have always been encouraged to touch the wood pieces on display. Through this work they learned that what is considered in accessible programs applies to all visitors and have heightened the experience by including multi-sensory exploration of the site, deepening the connection between Esherick, his work and visitors.

11-11:45 AM

Web Optimization Without a Redesign

Millstone Café

Ceci Dadisman, Digital Marketing Manager, FORM

Optimizing your website doesn't always mean a complete redesign. This session will explore strategies and methodology on how to make small changes to your website that will deliver big results. Achieving the highest return on your efforts and how to track the results will be discussed. Topics will include: how users interact with websites, design best practices, landing page optimization and Google Analytics training.

12:00-1:30 PM

Lunch

Seating for the buffet lunch available in both the River Room and the Millstone Café

1:30-2:15 PM

Scaife Tour

Please meet on the 3rd floor near the Scaife exhibition

The Brandywine River Museum of Art and The Westmoreland Museum of American Art have come together in this exhibition to share their finest works from the Richard M. Scaife Bequest. A long-time trustee of the Brandywine Conservancy & Museum of Art—as well as a newspaper publisher, art collector, and philanthropist—Scaife left a major part of his extensive art collection to both museums following his death in 2014. This exhibition, which will include 50 paintings, celebrates Scaife's passion for the rich traditions of American art and will be led by Audrey Lewis, curator.

Wyeth Family Tour

Please meet on the 1st floor by the Visitor Services desk

Join Christine Podmaniczky, Curator, N.C. Wyeth Collections and Historic Properties, on a guided tour through the Wyeth family collections. Works from N.C. Wyeth, Andrew Wyeth and Jamie Wyeth will be highlighted from the Brandywine's permanent collection.

2:15-2:30 PM

Break

2:30-3:15 PM

MISSION: Not Impossible: Fundraising to Fulfill your Mission

River Room

Annie Urban, Executive Director, Fort Ligonier

Whether it's innovative programming, construction and expansion projects, or implementing new technology, many of our museums have experienced the "growing pains" of transformation. In many cases, the budget growth associated with the transformation is the primary reason we experience the pain! This session will explore the importance of staying "mission focused" before, during and after a major campaign. The session will include personal experiences of "mission" and "messaging" as it relates to fundraising during the transformation of an 18th century historic site in a 21st century world.

2:30-3:15 PM

Hidden Presence, Significant Purpose: A Peek at Preservation Hinging

Millstone Café

Stephenie Schwartz Bailey, Education Program Manager & Preservation Consultant, Conservation Center for Art & Historic Artifacts

Conservation treatment alone is not enough to protect paper artifacts for the long-term. Preservation efforts over time reduce damage and deterioration to collections by improving the storage and exhibition environment, but are often not seen by the viewer. In particular, hinging and matting of paper-based art and artifacts should be done using materials and techniques necessary for creating safe and attractive housings. A demonstration will address the basic principles in assembling matting and framing for preservation. The session will include a demonstration of the materials required to assemble the mat package. A selection of preservation housings will be available for viewing and deconstruction, so that the inner layers can be touched and examined. A sealed package will be on display, for an eye-opening look at how this method of hinging and matting can protect an artifact submerged in water.

3:30 PM

Conference Concludes

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April 19-21, 2020
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To Our 2019 Special Achievement Award Winners

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Institutional Achievement Awards

Negley Log House Rebuild, Conococheague Institute for the Study of Cultural Heritage, Mercersburg

Community Heart and Soul Project, Cumberland County Historical Society, Carlisle

New Mission Statement and Strategic Plan, Eastern State Penitentiary and Historic Site, Philadelphia

Waves of the Past, Sailors of the Future, Flagship Niagara League/U.S. Brig Niagara, Erie
Fortifying our Future: Enhancing Fort Ligonier, Fort Ligonier, Ligonier

Revolution Place Discovery Center, The Museum of the American Revolution, Philadelphia

Bringing History Alive at Old Economy Village, Old Economy Village, Ambridge

Field to Front: Nittany Lions at War, 1917-1919, Penn State University All Sports Museum, University Park

Modernation and Improvement of Museum Collections Management, Soldiers and Sailors Memorial Hall Museum, Pittsburgh

Restoration and Reinterpretation of Mammal Hall, The State Museum of Pennsylvania, Harrisburg

Historic Center and Cemetery, Stoddartsville Preservation Society, Stoddartsville

Individual Awards

Steve Appleby, The Eldred World War II Museum, Eldred

Sarah Buffington, Old Economy Village, Ambridge

Hope W. Kopf, The Joseph Priestly House, Northumberland

S.K. Stevens Award

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



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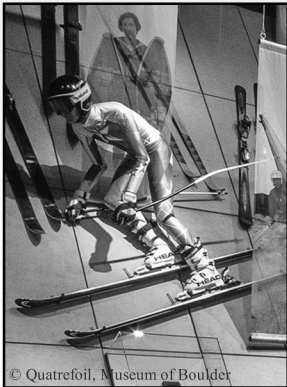


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