

PA MUSEUMS ANNUAL CONFERENCE

April 19-21, 2020

Pittsburgh, PA

THE STRATEGIC MUSEUM:

Mission in Community

Pittsburgh has risen from a distressed, rust belt city to become one of the most livable communities in the country using a strategy that focused on culture, environmental remediation and recreation, asset-based development, and financial investment. Museums have been part of this strategy and have transformed the neighborhoods in which they operate. Institutions in Pittsburgh show how museums can support both the people and the communities around them even in the face of the challenges that present themselves. Pittsburgh offers us an opportunity to look closely at how museums can help to build more successful communities and at museums that have grown as a part of community development that recognized and valued history and culture.

Accommodations

A block of rooms has been reserved for April 19, 2020 - April 22, 2020 for our conference attendees at the Hampton Inn & Suites Pittsburgh-Downtown. A special room rate of \$139 will be available until March 22nd or until the group block is sold-out, whichever comes first. Hampton Inn & Suites Pittsburgh-Downtown is centrally located in Pittsburgh's historic strip district, home to open food markets, street vendors and unique shops. The hotel is across the street from the Senator John Heinz History Center. Enjoy free parking, free WiFi, and free hot breakfast. To make reservations guests may either call or book online. Those who call the hotel (412-288-4350) will need to give the dates of their stay and mention that they are with the PA Museums group in order to get the group rate. Guests may also book online [here](#) by using a personalized reservation website.

Sunday, April 19

1:30-3 PM

Carnegie Sampler Tour

Carnegie Museum of Art

4400 Forbes Avenue Pittsburgh, PA 15213

Access the museum parking lot from Forbes Avenue and South Craig Street. Find parking pay stations near the main entrance admissions desk or Portal Entry. Cash and credit cards are accepted at pay stations. Credit cards only are accepted at the exit gate.

This overview of great art and fascinating natural history collections will acquaint you with Collections of the Carnegie Museum of Art and the Carnegie Museum of Natural History. Tour time: 90 minutes, 45 minutes in each museum.

4-6 PM

PA Museum Conference Opening Reception

Frick Art Museum

7227 Reynolds St, Pittsburgh, PA 15208

The Frick Pittsburgh is located the corner of Penn and South Homewood avenues in Point Breeze. The entrance is located on Reynolds Street where parking is available in their free lot.

Please join us for light refreshments, conversation and tours of the Frick Art Museum.

Monday, April 20

All programming for Monday, April 20 and Tuesday, April 21 will be held at the Senator John Heinz History Center, located at 1212 Smallman Street, Pittsburgh, PA 15222. Parking is available across the street at the 11th & Smallman Lot. Please let the attendant know you will be visiting the History Center

so you may receive the flat \$5 rate as a conference attendee. If you are already staying overnight at the Hampton Inn & Suites directly across the street from the History Center, parking there is included in your room rental.

8 AM-4 PM

Museum Marketplace

9-10 AM

Registration and Refreshments

9-10 AM

Keynote

How Culture Saved the Steel City

Join Maxwell King, President, Pittsburgh Foundation, as he speaks to Pittsburgh's latest renaissance. Learn how the city has come together over the last 30-40 years with an emphasis on its strong base of cultural assets.

Maxwell King's four-decade career includes the presidencies of two of the country's largest philanthropies and the editorship of one of its most influential daily newspapers. King joined The Pittsburgh Foundation, with assets of more than \$1 billion, in 2014 as president and CEO. He retired in the summer of 2019. His strong advocacy for including vulnerable groups – at least 30% of the region's population – in the benefit streams of a resurgent Pittsburgh anchors a signature organizing principle, 100 Percent Pittsburgh, at the Foundation. In addition, King expanded the Foundation's investment in its Center for Philanthropy, which combines the charitable passions of donors with expert program staff and grantees to improve lives in the Pittsburgh region.

Before that, King served for two years as director of the Fred Rogers Center for Early Learning and Children's Media at Saint Vincent College in Latrobe, Westmoreland County. As president of the Pittsburgh-based Heinz Endowments from 1999 to 2008, he led the disbursement of about \$500 million in grants to projects, organizations and initiatives primarily in western Pennsylvania. From 1990 to 1998, King was editor of the Philadelphia Inquirer. During that period, the Inquirer was recognized by Time magazine as one of the five best newspapers in America. King has served on boards and committees for many national and regional organizations, including the National Council on Foundations which he led as the first chair of its Ethics and Practices Committee and then as chair of the full board from 2006 to 2008.

10-10:30 AM

Break

10:30-11:30 AM

Building Bridges and Fostering Sense of Place: Community Outreach & Education in Cumberland County

Cumberland County Historical Society's (CCHS) undertaking of the Community Heart & Soul model bridged the divide between cultural institutions and citizen engagement. Participants will learn the Heart & Soul model and how it fostered new partnerships in the community for CCHS, including a digital initiative, the Lincoln Cemetery Project, which seeks to tell the story of a destroyed space and the community members buried there, and the Mt Holly History Collaborative, a coalition of administrators, teachers, and community activists working with a Title I school to create a sense of community and pride for students through their local history.

Presenters:

Cara Curtis, Archives & Library Director, Cumberland County Historical Society

Matthew March, Education Curator, Cumberland County Historical Society

Dr. Lindsay Varner, Community Outreach Director, Cumberland County Historical Society

10:30-11:30 AM

Free Admission:What Happens Next?

In response to the challenge of improving audience engagement and providing more access to a greater number of community members and visitors, The Westmoreland Museum of American Art recently eliminated its suggested donation fee, and secured sources of funding to increase programming by 80%. This session will review successes and the lessons learned in the first year of the new "free admission policy" and expanded programming initiatives. An interactive discussion will also take place with participants encouraged to consider programmatic innovations, support for funding efforts, and evaluating measures of success for their own community engagement strategies.

Presenters:

Joan McGarry, M.Ed., Director of Education & Visitor Engagement, The Westmoreland Museum of American Art

Rhonda Madden, Director of Advancement, The Westmoreland Museum of American Art

11:30 AM-Noon

Break

Noon-1 PM

Lunch

1-2 PM

Catalyzing Youth Voice and Social Change with Museum Collections

As museums increasingly look towards making their collections relevant and elevating visitor voices, this session explores ways that educators at the Heinz History Center have used collections to contextualize modern social justice issues that act as a springboard for youth voice. Participants will join in a gallery-based session that demonstrates tools for interpreting collections with youth and ideas for prompting object-centered dialogue around social change. Consider ways this approach may be implemented in your museum with discussion about identifying appropriate collections, lessons learned from History Center programs, and evaluating impact.

Presenters:

Mariruth Leftwich, Ph.D., Director of Learning, Senator John Heinz History Center
Amanda McAllen, School and Teacher Programs Coordinator, Senator John Heinz History Center

1-2 PM

Good Trustee, Bad Trustee: Recruit, Engage, and Empower the Best Leaders for Your Museum Board

Building and maintaining an efficient, agile, and committed board requires strategic thought and long-term investment of time and energy. Hear how your board and staff can find and secure strong trustees and keep them engaged as vocal advocates for your museum's mission. Learn tips and strategies from experienced museum trustees who have played an active role in strengthening and sustaining tenacious boards.

Presenters:

Anne M. Lampe, CEO, Museum Trustee Association
Gina Russo, Advisory Board Member, Hood Museum at Dartmouth College
Mary Baily Wieler, Trustee, Walters Art Museum and Park City Museum

2-2:30 PM

Break

2:30-3:30 PM

Documenting Communities in the Museum

This session explores how the History Center documents three different communities in our region. Panelists discuss their experiences working as museum professionals tasked with the job of preserving and interpreting community history. How do we build trust in our communities? How do we evolve with our changing communities? What is the role of our Advisory

Committees and how do they influence the collection? How do we collect in real time about difficult or divisive events (gentrification, acts of terror, etc.)

Presenters:

Samuel W Black, Director of the African American Program, Senator John Heinz History Center
Melissa E. Marinaro, Director of the Italian American Program, Senator John Heinz History Center
Eric Lidji, Director of the Rauh Jewish Archive & History Program, Senator John Heinz History Center

2:30-3:30 PM

Guided Tour: Women Forging the Way

Travel back through time to explore the ever evolving role of women in Western Pennsylvania. From our earliest history to the 21st century, discover the important contributions women have made to our region and to our nation. Join us as we celebrate the centennial of the women's vote and learn about the achievements, leadership, courage, strength, and endurance of Western Pennsylvanian women.

3:30-4 PM

Break

4-6 PM

PA MUSEUMS SPECIAL ACHIEVEMENT AWARDS

Each year, PA Museums recognizes the special achievements of museums and historical organizations and individual who have made an impact on our field in Pennsylvania. Congratulations to this year's award winners!

Institutional Achievement Awards

- Restoration of Al Capone's Cell, Eastern State Penitentiary and Historic Site, Philadelphia
- MuseumLab, Children's Museum of Pittsburgh, Pittsburgh
- The Vietnam War 1945-1975, The Senator John Heinz History Center, Pittsburgh
- Hamilton Was Here, The Museum of the American Revolution, Philadelphia
- McKean County Historic Collectible Pin Program, Allegheny National Forest Visitor's Bureau, Bradford
- Shan Goshorn: Resisting the Mission, The Trout Gallery at the Art Museum of Dickinson College, Carlisle
- George Washington Birthday Parties, Fort Ligonier, Ligonier
- Stones n Bones Exhibit, Jefferson County History Center, Brookville
- Gathering of Governors, Pennsbury Manor, Morrisville

Individual Awards

- Sime Bertolet, Berks History Center, Reading
- Sue Hanna, Pennsylvania Historical and Museum Commission, Harrisburg

Carol Wickkiser Memorial Award (Emerging Museum Professional)

- Matthew Skic, The Museum of the American Revolution, Philadelphia

S.K. Stevens Award

- Community Heart and Soul Project, Cumberland County Historical Society, Carlisle
- Revolution Place Discovery Center, The Museum of the American Revolution, Philadelphia

Special thanks to the Cumberland County Historical Society for support for our 2020 Special Achievement Awards.

All programming for Tuesday, April 21 will be held at the Senator John Heinz History Center, located at 1212 Smallman Street, Pittsburgh, PA 15222. Parking is available across the street at the 11th & Smallman Lot. Please let the attendant know you will be visiting the History Center so you may receive the flat \$5 rate as a conference attendee. If you are already staying overnight at the Hampton Inn & Suites directly across the street from the History Center, parking is free.

6:30-9 PM

Emerging Museum Professionals Networking Event

Wigle Whiskey Distillery and Tasting Room

2401 Smallman St

Pittsburgh, PA 15222

Wigle Whiskey is a 15-minute walk or short Uber ride down Smallman Street in the Strip District. Join fellow emerging museum professionals for a night of networking and delicious drinks from one of the most awarded craft whiskey distilleries in the US!

Special thanks to the Duquesne University Public History Program and the Mid-Atlantic Association of Museums for their support of the Emerging Museum Professionals Network Event.

Tuesday, April 21

8 AM-4 PM

Museum Marketplace

9-10 AM

Registration and Refreshments

9-10 AM

Plenary

The Children's Museum of Pittsburgh's Story of Community
Join Jane Werner, Executive Director of the Children's Museum

of Pittsburgh and learn how Over the past 20 years, the museum has played a vital role in the Pittsburgh community and beyond. From its innovative museum experiences to its block by block development, the museum's influence is recognized as a model for the role museums can play in their region. In the book *Magnetic*, the Children's Museum was cited as an illustration of what happens when museums "widen their circle of influence and enlist the help of like-minded people to help weave a strong and resilient community fabric in support of children, youth and neighborhood life." The opening of Museum Lab in April 2019 is the latest in the museums effort to serve all children in the community.

Jane Werner's 37 years of museum experience includes 28 years at The Children's Museum of Pittsburgh where she served as Program Director, Deputy Director and currently Executive Director. Werner leads the team responsible for all aspects of the Museum's mission and vision, exhibits, public programming, funding and operations. The Children's Museum of Pittsburgh expanded in November 2004 after the completion of a \$29M capital campaign. Attendance grew from 80,000 to currently over 310,000 visitors annually and expects to grow an additional 10% in the next year. The museum's latest innovation is Museum Lab, which opened in April 2019, as a learning environment for older kids. With the completion of Museum Lab the museum has created the largest cultural campus for children in the United States.

10-10:30 AM

Break

10:30-11:30 AM

Don't Fear the Uncharted Path – A Museum Closure and a New Future

What happens when a museum closes? Many museums struggle, due to financial limitations, inadequate staffing, and capacity, and the outcome is painful for the community, the staff, and the museum industry overall. The Philadelphia History Museum (formerly the Atwater Kent Museum) closed in June 2018 and has been working on a new path with a different vision for what will become a collections-based museum "without walls" through Drexel University. Before the closure, PHM had begun to implement a major collections evaluation. The project is continuing while the transition plans are being discussed by the PHM Board, the City, and Drexel University in conjunction with the State Attorney General and Orphan's Court. The session will be primarily collection-focused but will cover issues that affect every role in a museum organization.

Presenters:

Dylan Lafferty, Collections Assistant, Atwater Kent Collection @ Drexel, Lenfest Center for Cultural Partnerships, Drexel University

Stacey Swigart, Collections Manager, Atwater Kent Collection @ Drexel, Lenfest Center for Cultural Partnerships, Drexel University

Page Talbott, PhD., Project Director, Atwater Kent Collection @ Drexel, Exhibits & Planning and Senior Fellow, Lenfest Center for Cultural Partnerships, Drexel University

10:30-11:30 AM

Make a Four-Flap Enclosure and Maintain Community Access to the Artifacts Within

Preservation best practices protect artifacts from a variety of environmental and physical threats, while enabling community access to documents and materials in museum collections. Often times, however, challenges in monitoring the building envelope of a historic house or museum and limits to storage space are difficult or expensive to control. Item-level housing then is the first line of defense against artifact degradation and damage. A four-flap enclosure surrounds an artifact, provides rigid support, and prevents mishandling. Learning about the materials, tools, and design of the four-flap enclosure can significantly make an impact in collections care and user access, especially when scalable approaches are required.

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

11:30 AM-Noon

Break

Noon-1 PM

Lunch and Membership Meeting

1-2 PM

Telling an Inclusive Story: Preserving and Sharing Disability History

In 2015, the Heinz History Center became a founding partner of the Western Pennsylvania Disability History and Action Consortium. The consortium aims to preserve and share the historic struggle of Western Pennsylvanians with disabilities to attain human and civil rights. Join History Center staff and Consortium members to learn how this partnership has fostered a knowledge exchange that furthers the Consortium's mission and has inspired the History Center to pursue a more holistic approach to preservation while also making its exhibitions and public programs more accessible and inclusive. Strategies to build collaborative collecting initiatives, to

work with community advocates, to coordinate and develop community and internal preservation strategies, and to create opportunities to interpret and share this history will be explored.

Presenters:

Anne Madarasz, Director of the Curatorial Division and Chief Historian, Senator John Heinz History Center, Director of the Western Pennsylvania Sports Museum

Emily Ruby, Curator, Senator John Heinz History Center

Sierra Green, Archivist, Senator John Heinz History Center

Bridget Malley, Preservation Scholar, Western Pennsylvania Disability History and Action Consortium

1-2 PM

Guided Tour: From Slavery to Freedom

Take a closer look into the history of slavery, abolition, and civil rights in the Pittsburgh region. This guided tour of the From Slavery to Freedom exhibition will include hands-on objects. Tuesday, April 21

2-2:30 AM

Break

2:30-3:30 PM

Mobile Museum: Coming to a Park Near You!

Museums are often a reflection of their community. Many of us say we are a "Museum for All," but does your institution truly make itself accessible to all in your community? Learn how the expERIENCE Children's Museum in Erie PA developed an outreach program that not only brings educational opportunities to under-served communities, but also serves to develop a positive and welcoming relationship between both the community and the children's museum.

Presenters:

Ainslie Brosig, Executive Director, expERIENCE Children's Museum

Breanne Daugherty, Outreach Coordinator, expERIENCE Children's Museum

2:30-3:30 PM

Guided Tour: Behind-the-Scenes at the Heinz History Center

Join Collections Department staff for a behind-the-scenes tour of our Conservation Lab and Collections Storage Building. The Conservation Lab includes our Collections Management Area, Mount-Making Lab, and Photography Studio. See how our team processes and preserves our 40,000+ object collection that documents Western Pennsylvania and the people who have helped shaped our region and the world.



The Strategic Museum
April 19-21, 2020

Please refer to conference schedule found at www.pamuseums.org for details and updates

Name
Title
Organization
Address
Address
Email
Phone

Please see the attachment for event selection.

Full Conference Registration

Includes Sunday's tours and opening reception, Monday and Tuesday's conference sessions and luncheons, and Monday's awards reception.

Member Institutions 225
Member Early Bird Discount - Pay by 3/8 200
Special - Two or More Members from Same Museum (\$200 for first person/\$175 for each additional person. Complete separate registration for each person)
Non-Member Institutions 325
Non-Member Early Bird Discount - Pay by 3/8 300
Special Pricing - Consultant/Independent Professional/Unemployed/Retired 150
Member Businesses 350
Non-Member Businesses 500
Total \$

Sunday Only (includes tours and opening reception)

Member Institution 70
Non-Member Institution 95
Special Pricing - Consultant/Independent Professional/Unemployed/Retired 55
Total \$

Monday Only (includes membership lunch and awards reception)

Member Institution 145
Non-Member Institution 195
Special Pricing - Consultant/Independent Professional/Unemployed/Retired 115
Total \$

Monday Awards Reception Only

55
Total \$

Tuesday Only

Member Institution 115
Non-Member Institution 165
Special Pricing - Consultant/Independent Professional/Unemployed/Retired 85
Total \$

Payment

PA Museums accepts cash, checks, Visa, MasterCard and PayPal. To pay by cash or credit card, please call 717.909.4951. You may also complete the information below and mail the registration.

Type of card: Visa MasterCard
Credit card number:
Expiration date: Three digit code:
Name on card:
Billing address:

Please mail checks to:

PA Museums, 300 North Street, Rm. 504, Harrisburg, PA 17120

Questions?

For questions regarding the conference or membership, contact Chrisoula Randas Perdziola at chrisoula@pamuseums.org or at 412.999.9499.



The Strategic Museum
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Please select the events you will be attending.

Sunday, April 19

1:30 - 3 p.m.

- Carnegie Sampler Tour

4 - 6 pm

- PA Museums Conference Opening Reception

Monday, April 20

9 :15- 10 a.m.

- Keynote: How Culture Saved the City

10:30 - 11:30 a.m. Concurrent Sessions

- Building Bridges and Fostering a Sense of Place
- Free Admission: What Happens Next?

12 - 1 p.m.

- Lunch

1 - 2 p.m. Concurrent Sessions

- Catalyzing Youth Voice and Social Change and Museum Collections
- Good Trustee, Bad Trustee: Recruit, Engage and Empower the Best Leaders for your Museum Board

2:30 - 3:30 p.m. Concurrent Sessions

- Documenting Communities in the Museum
- Guided Tour: Women Forging the Way

4 - 6 p.m.

- PA Museums Special Achievement Awards

6:30-9 PM

- Emerging Museum Professionals Networking Event

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- Plenary: The Children's Museum of Pittsburgh's Story of Community

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- Don't Fear the Uncharted Path - A Museum Closure and a New Path
- Make a Four-Flap Enclosure and Maintain Community Access to the Artifacts Within

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1 - 2 p.m.

- Telling an Inclusive Story: Preserving and Sharing Disability History
- Guided Tour: From Slavery to Freedom

2:30 - 3:30 p.m. Concurrent Sessions

- Mobile Museum: Coming to a Park Near You
- Guided Tour: Behind-the-Scenes at the Heinz History Center

STUDENT REGISTRATION



The Strategic Museum
April 19-21, 2020

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Name _____
College/University _____
Degree Program _____
Address _____
Address _____
Email _____
Phone _____

Please see the attachment for event selection.

- | | |
|--|------|
| <input type="checkbox"/> Carnegie Museums Tour | \$25 |
| <input type="checkbox"/> Opening Reception | \$25 |
| <input type="checkbox"/> Monday Conference Sessions | \$0 |
| <input type="checkbox"/> Monday Lunch | \$25 |
| <input type="checkbox"/> Awards Ceremony | \$25 |
| <input type="checkbox"/> Tuesday Conference Sessions | \$0 |
| <input type="checkbox"/> Tuesday Lunch | \$25 |

Total _____

There will be NO REGISTRATION FEE to attend sessions for full time graduate and undergraduate students. Students are welcome to join us for however many sessions they would like. This offer does not include Sunday's activities, lunches, or Awards Ceremony. Students must submit a 2020 Registration Form. PA Museums extends our thanks to LancasterHistory.org, our 2020 Conference Scholarship Sponsor for providing this opportunity.

Payment

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Type of card: Visa MasterCard

Credit card number: _____

Expiration date: _____ Three digit code: _____

Name on card: _____

Billing address: _____

Please mail checks to:

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