

Conference Registration

Conference registration begins at the Durham Hilton on Wednesday, March 3 at 9:00am and continues until 5:00pm. One day registrants may also register between 7:30-8:30am on Thursday, March 4 or Friday, March 5 at the Hilton.

Hotel Information

Durham Hilton
3800 Hillsborough Road
Durham, NC 27705
919-383-8033 or 1-800-HILTONS
www.hilton.com



ROOMS MUST BE BOOKED BY FEBRUARY 16, 2004

Room Rates: \$89 per night

Indicate that you are reserving a room for the North Carolina Museums Council Annual Meeting

Check-in: 3:00pm

Check-out: 12:00 noon

NCMC Annual Conference Schedule *Registration brochure information. Subject to minor changes.*

Wednesday, March 3

Tours and Workshops

9:00 – 5:00 – Registration and Check-in

9:15 – 11:15 Workshops and Tours

1. Tour of UNC-Chapel Hill's Museums (Pre-registration required)

Coordinator: Neil Fulghum, Keeper, NCC Gallery

Description: This morning tour of the University of North Carolina at Chapel Hill will showcase exhibits and programs at three points on the school's historic North Campus: Morehead Planetarium, the Ackland Art Museum, and the North Carolina Collection Gallery. Participants will enjoy a special showing at Morehead's "Star Theatre," along with guided tours and refreshments at the Ackland, and (if time permits) a visit to the North Carolina Collection Gallery to see the Sir Walter Raleigh Rooms and the original "gentleman's library" of Hayes Plantation.

2. The Fish Philosophy (Pre-registration required)

Speaker: Jim H. Young, Ed.D and Rebecca B. Young, M.A. Ed.

Description: Learn how to bring energy, excitement, and even fun to your work environment with workplace and attitudinal changes as implemented in a popular Seattle fish market. See how the "fish philosophy" can transform worker attitudes, increase productivity, and enhance customer service. Limited to 25 participants.

3. Wear & Tear: Exhibit Design and Our Museum Visitors

Moderator: Perry Hurt, Conservator for Regional Conservation Services, NCMA

Speakers: To Be Determined

Description: This is a new and expanded session following the very popular session presented at the 2002 annual meeting in High Point. This workshop will focus on exhibits and our visitors. We've all seen it: damaged exhibits, scratched cases, tattered didactics and interactive displays that don't interact anymore. This discussion will feature exhibit designers from different museums presenting on the peculiarities of their museums and how they have solved some of their "wear and tear" problems. A new element will be a hands-on display and sharing of materials for exhibits

11:30 – 1:00 Affinity Luncheon with Special Welcome for Newcomers

1:15 – 5:00 Workshops and Tours (Pre-registration required)

1. Tour of Historic Hillsborough

Coordinator: Jeffrey Durst

Description: Come explore the many historic sites that Hillsborough has to offer.

2. Behind-the-Scenes at the N.C. Museum of Life and Sciences

Coordinator: Leah Rade

Description: See the NC Museum of Life and Sciences as you never have before – from behind-the-scenes. Meet and discuss issues with Animal Department staff, Exhibit Staff, Youth Programs Staff and Education Department Staff.

**3. Objects Extravaganza!: Conservation Workshop (1:15 – 5:30)
At North Carolina Central University (Bus Transport Provided)**

Coordinator: Perry Hurt, Conservator for Regional Conservation Services, NCMA

Description: The fourth annual installment of the conservation workshop will focus on the conservation and restoration of objects. Three professional conservators in three different object conservation specialties including archeological, and ethnographic (African, American Indian, etc.) will each discuss special care and preventive measures to help insure the good condition and preservation of important objects. The presentations will be conducted as slide talks but will include real objects where possible. This will be an informal session where interaction between the conservators and the attendees will be strongly encouraged. Limited to 25 participants.

1:15 – 3:15 4. FOCoS 2003: Expertise for Your Small Museum

Moderator: Tamara Trentlage, N.C. Museum of Natural Sciences

Speaker: Neil Fulghum, Keeper, N.C. Collection Gallery

Harry Warren, Director, Forestry Museum

Sara Canfield, Exhibit Coordinator, Forestry Museum

Bill Cissna, Director of Marketing, Old Salem

Tullie Johnson, Coordinator of Volunteers, Interns, and Technical Assistance,
N.C. Museum of Natural Sciences

Steve Bliss, Director, Southport Art Museum

Henry Poore, Director, Iredell Museum

Description: FOCoS is designed to assist small museums, historic sites, science or nature centers, community art galleries, and related facilities by providing consultation services free of charge. Learn about past year's successful site consultations and get information on how to apply for next year.

3:30 – 5:00 5. Lobbying Your Legislators

Moderator: Richard Sceiford, Louise Wells Cameron Art Museum

Speakers: To Be Determined

Description: Knowing how to effectively approach and lobby your legislative and civic representatives can yield great benefits for your museum or a cause your museum supports. This panel of government affairs experts will present the big picture about the legislative process, how to insert your organization into the details and even a few examples of upcoming or pending legislation that you should know about.

5:00 – 6:30 Cocktail Reception in Vendor Hall

6:30 – 8:30 Dinner and Keynote Address, North Carolina Museum of Life and Science

Keynote Speaker – Bernard Mann, Publisher, *Our State* magazine

Thursday, March 4

8:30 – 10:30– Section Breakfasts with Program

Please choose: History Section
Art Section
Science Section
Children's Section

10:45-11:45- Concurrent Sessions (#1)

1. Professional Promise: UNC-G Graduate Student Work in the N.C. Museum Community

Moderator: Kathleen Franz, Assistant Professor of History, UNC Greensboro

Speakers: Panel, To Be Determined

Description: This extended session will highlight projects by advanced graduate students in the UNCG public history program. The panel is intended as a public forum for graduate students to share their work in museum evaluation and exhibition practice, highlighting best practices in each of these fields and their implementation at local history sites. The panel is also intended to help students build wider networks among professionals in North Carolina and introduce them to the NCMC community.

Graduate students will discuss recent work with museums such as Old Salem Inc., Tannenbaum Park, Blandwood Mansion, and Guilford Battlefield.

We hope that graduate students and professionals will attend to discuss these topics and encourage students on their journey to become full-fledged professionals.

2. Everything You Wanted To Know About Traveling Science Exhibits!

Moderator: Dr. Bev Sanford, SciWorks

Speakers: Panel, To Be Determined

Description: We have all had good ones. We have all had bad ones. Some of us have even made bad ones! This session will focus on traveling exhibitions from renting them to building them. Each of the panelists have been involved with traveling exhibits and will offer insights on choosing and using traveling exhibits in your science center.

3. Oral History: Riches and Responsibilities

Moderator: To Be Determined

Speaker: Linda Sellars, Manuscripts Librarian, Southern Historical Collection

Beth Millwood, Outreach Coordinator, Southern Oral History Program

Description: This session highlights the richness of North Carolina oral history collections and concludes with a basic tutorial on managing risks in oral history projects.

4. Capital Campaigns: Steps to Success

Moderator: William Hinman, CFRE

Speaker: Panel of 2 or 3 To Be Determined

Description: About once a decade, museums large and small need to raise funds for capital and/or endowment needs. This information-packed and practical session will help equip participants with the knowledge and tools they need to succeed. Whether as an introduction for the uninitiated or to help rekindle the passion of the experienced, case studies and handouts help participants take the right steps toward campaign victory celebrations! A panel of experienced museum professionals will be led by a former president of NCMC, the Federation of North Carolina Historical Societies, the Wachovia Historical Society, and a campaign consultant who has helped museums and other non-profit organizations raise \$100 million to date.

12:15 – 1:45 Lunch and Business Meeting

2:00 – 3:00– Concurrent Sessions (#2)

1. No Margin, No Mission: Improving Financial Performance

Moderator: Dean S. Briere, Museum of Life and Science

Speaker: Joan Philip, Discovery Place

Description: In good or bad times, how do you decide which programs to grow and which ones to cut? Several methods for making these tough decisions will be presented and discussed. The 3M (Mission/ Margin Matrix) will be presented as a useful tool.

2. Nova Nautics, Inc.

Moderator: Debbie Curry, Discovery Place

Speakers: Debbie Curry, Discovery Place

Description: Looking for summer camp ideas for middle school students? Discovery Place received funding from NASA to design and distribute a space science camp. During the session we'll overview the camp and participate in some sample activities. Each participant will receive a CD-ROM that contains the camp curriculum. This session will send you into outer space!

3. “Ah, Yes I Remember it Well”: Recreating 20th Century Historic Interiors

Moderator: Julie Bledsoe, Tryon Palace

Speakers: Clare Arthur Bass, Curator of Collections, NC Historic Sites

Marian Inabinett, Assistant Manager, Charlotte Hawkins Brown Museum

Description: This session will address the double-edged sword of having living witnesses to the history of the historic site, and their frequently conflicting memories. Using the refurbishing of Canary Cottage as an example, they will share the challenges and resolutions formed by integrating differing opinions and recollections. The 1929 Dutch Colonial bungalow at the Charlotte Hawkins Brown Museum at historic Palmer Institute was reopened to the public in 2002.

4. 1000/100 Cultural Tourism Project – The Role of Museums in cultural Tourism

Moderator: Bill Medlin, Executive Director, Yadkin/Pee Dee Lakes Project

Speakers: Dr. Nancy Gottovi, Executive Director, Heritage and Cultural Tourism Partnership of North Carolina

Linda Evans, Executive Director, The Greensboro Historical Museum and 1000/100 Project

Description: This session will highlight the successes and challenges of the first year of the 1000/100 Cultural Tourism Project. We will discuss the role of museums in the development of cultural tourism in general along with some specific examples from the 1000/100 Project.

5. Interns Connections

Moderator: JoAnne Powell, N.C. Maritime Museum

Speaker: Steve Workman, Graduate Student, East Carolina University

Amanda Beasley, Senior, Meredith University

Other speakers to be determined.

Description: A panel of graduate and undergraduate students who have completed museum internships will review how they got their internships, where they worked, what their duties were & what they accomplished. Learn about applying for and completing a successful internship. A Q&A session will follow.

3:00 – 3:15 Break

3:15 – 4:15– Concurrent Sessions (#3)

1. Nuts & Bolts of Volunteer Management

Moderator: Susan Perry

Speaker: Susan Perry, Adult Programs Coordinator, Mint Museum of Art

Kathleen Hutton, Director of Education, Reynolda House

Debra Nichols, Docent Coordinator, N.C. Museum of History

Description: In today's world of technological change and potential alienation, volunteers are a necessary bridge to our increasingly diverse communities. The panel will emphasize practical examples and strategies for recruitment, retention, recognition, and management of volunteers. The presenters will actively engage participants in developing a long-range plan to cultivate, train, empower, and evaluate volunteers.

2. Celebrating Queen Anne's Revenge Connections

Moderator: JoAnne Powell, N.C. Maritime Museum

Speaker: To Be Determined

Description: Since the discovery of the shipwreck believed to be Blackbeard's flagship, Queen Anne's Revenge, the NC Maritime Museum has been a part of many connections established to interpret the archaeology, history, and science that have a part of the project. This session will review connections the agencies and organizations have made relating to materials that have been developed through project connections.

4. Museums in the Civic Arena

Moderator: Pam Hartley, Vice President for Programs, Exploris

Speakers: Pam Hartley, Vice President for Programs, Exploris

Other Speakers To Be Determined

Description: In its 2002 publication, "Mastering Civic Engagement: A Challenge to Museums", AAM posed a challenge to all museums to develop stronger relationships with their communities. Exploris saw this challenge as a natural fit with its mission of engaging people in our changing and interconnected world and set out to develop new ways of engaging its constituencies and partnering with sister institutions. In this session hear examples of community engagement including exhibits and programs developed with community groups, community-building and fundraising projects hosted by the museum, and inter-museum partnerships. This session will also include time for participants to share their museum's civic engagement and community building initiatives.

5. Education Showcase: Favorite Activities and Demonstrations

Moderator: Debbie Curry, Discovery Place

Description: Here's your chance to shine! Showcase your favorite inexpensive activity or cart demonstration. Bring supplies so others can participate in the hands-on fun. Copies of the activity will allow others to take home new ideas.

If you want to share an activity contact Debbie Curry (debbiec@discoveryplace.org) so we can provide table space.

4:30 – 10:00 Silent Auction

4:45 – 5:45 A Good Resume – The First Connection

Moderator: JoAnne Powell, NC Maritime Museum

Description: This is a workshop to assist students applying for museum jobs. Professional staff from science, history, and art museums will be on hand to review resumes and help students emphasize the skills important to the job.

4:45 – 5:45 NCMC Board Meeting (Old and New Board Members)

5:45 – 10:00 Reception and Dinner (Traveling. Awards at Dessert, Hilton Hotel) (Bus Transport Provided)

Friday, March 5

8:00 – 1:30 Silent Auction Claims

8:30 -10:30 Breakfast and Special Presentation on Gallery Security

Moderator: William Gilsdorf, Chief, Gallery Security, NC Museum of Art

Speakers: Panel featuring several people involved at all levels with the project

Description: In 2002 Assosicurezza (Italian Security Association) and ICE (Italian Trade Commission) developed a project to provide a security program (all equipment) to an American Museum. This installation is to be a showcase for this equipment for the American Market. Over 300 Museums applied. Six were selected to go to Italy and observe the equipment and the manufacturers first hand, and then to present how they would use the equipment. NC Museum of Art was selected to be the Installation site. The equipment should be installed by November 2003, with significant publicity within the state and nation wide. In March of 2004 this project will begin to be presented at the industry trade shows. NCMA Security staff will present a session on this new equipment, its capabilities and how this equipment improves our security posture.

Note: A special tour of this new equipment will be offered by the Museum of Art at the conclusion of the conference. Please see below for details.

10:45 – 11:45– Concurrent Sessions (#1)

1. After School is In: Developing and Sustaining a Museum-Based After School Program

Moderator: To Be Determined

Speaker: Robin White, After School Coordinator, Exploris

Jamilyn Cole, Camps Experiences Coordinator, Exploris

Description: Enjoy meeting and sharing ideas for developing and sustaining a museum based after school program. We are driven by the needs of the community and desire to share museum resources during out of school time. During this session staff members from a successful fee-based daily after school program for middle school students that utilizes museum exhibits, community members and groups in the shaping of the curriculum will give a short presentation followed by a roundtable decision. Bring your questions and experiences to this lively session!

2. The History of Paint

Moderator: Perry Hurt, Conservator for Regional Conservation Services, NCMA

Speakers: Panel, To Be Determined

Description: Alchemy, geology, botany, magic, religion, Egyptians, Romans, the Middle Ages, the Renaissance, the Industrial Revolution, the exotic east, Afghanistan, and even North Carolina, all this and more in the history of artists' paint.

This slide presentation will illustrate the history of paint from Paleolithic times to the present with an emphasis on how paint itself contributed to the course of western art. It also chronicles the contribution that paint and pigments made to the develop of modern science and how the history of paint touches on many aspects of culture and teaches us something about human perception and behavior.

3. Ghosts and Historic House Museums in North Carolina

Moderator: Patrick Daily, Executive Director, Hickory Landmarks Society

Speaker: Patrick Daily, Executive Director, Hickory Landmarks Society

Terri Jones, Curator, Mordecai House Museum

Raymond Beck, Capitol Historian, N.C. State Capitol

Description: This session will explore the impact that hauntings and unexplained occurrences have on the nation's historic house museums, focusing on North Carolina. Ghosts, poltergeists, apparitions, paranormal activity, legends, and the supernatural are a cultural phenomenon in America. As an interpretive tool, ghost tours and ghost walks offer a unique mix of education and excitement. Managed well, they are also a source of income for museums seeking to diversify revenue sources. This session will address issues such as reported ghosts in the workplace, accuracy of interpretation, ethics, research methods, and marketing.

4. Armchair Tour of N.C. Science Centers: The Future!

Moderator: To Be Determined

Speakers: Debbie Curry, Discovery Place

Description: It is truly an exciting time in the history of science centers in North Carolina. Many new buildings and renovations have just been completed. Others are in the process of master planning. Bring your enthusiasm, plans, and pictures to share as we discover what's new and what's upcoming across the state.

If you want to share contact Debbie Curry (debbiec@discoveryplace.org).

11:45 – 12:00 Break

12:15 – 1:15– Concurrent Sessions (#2)

1. Tracing the Journeys of New North Carolinians

Moderator: John B. Zachman, Greensboro Historical Museum

Speakers: Barbara Lau, Director of Community Documentary Programs, Center for Documentary Studies at Duke University

Kris Nesbitt, Graduate Student in Folklore, UNC-Chapel Hill

Description: Over the past twenty years the diversity of North Carolina's population, especially in the Piedmont region, has changed significantly. This session will look at some of the challenges and rewards of doing collaborative, community-based research and documentation of the Cambodian refugee population in Greensboro. The session will focus on the exhibition "From Cambodia to Greensboro: Tracing the Journeys of New North Carolinians" as a case study for what to do and not to do when embarking upon similar projects. The key players will also share some of the lessons they've learned along the way.

2. Storytelling as a Teaching Tool for Children

Moderator: Kathy Shonts, Director of Early Childhood Education, Discovery Place

Speaker: Carol Glasshoff, Discovery Place

Description: Storytelling is an engaging way to enhance your daily museum activities and curriculum. In this workshop we will discuss the "How Tos" of storytelling. Some of the areas that will be covered are choosing stories, presentation skills, ways of developing materials on a limited budget, and enriching storytelling with puppets.

3. Fruitful Collaborations: Reinterpreting the Permanent Collection

Moderator: John W. Coffey, N.C. Museum of Art (someone to introduce)

Speakers: John W. Coffey, Deputy Directory for Collections and Programs, Chief Curator

Ashley Winard, Associate Director of Education, NC Museum of Art

Patricia P. Marshall, Curator of Furnishings and Decorative Arts, NC Museum of History

Description: In the September of 2004, the North Carolina Museum of Art and the North Carolina Museum of History will collaborate on a single exhibition, combining the Museum of Art's collections of American paintings and sculpture with a survey of North Carolina and Southern furniture and decorative arts drawn from the collections of the Museum of History and from private collectors. The occasion affords an excellent opportunity for cross disciplinary collaboration, drawing upon the talents of curators of art and material culture, historians, educators, and designers. This project will be presented as a model by several of the principal collaborators.

4. Public Values and the Arts

Moderator: Jeff Pettus, N.C. Arts Council

Speakers: Jeff Pettus, N.C. Arts Council

Maryanne Friend, N.C. Arts Council

Description: This session will discuss public values and the arts, including economic impact numbers for North Carolina.

1:30 – 2:45 Lunch and Adjourn

3:30 Tour of the North Carolina Museum of Art Security Equipment (Pre-registration required)

Transportation NOT provided. Join this tour or the NC Museum of Art's new security equipment discussed at the morning's breakfast program.

Section Breakfast Information

Science Section

Can Public Demonstrations Communicate the Nature of Science?

Moderator: Debbie Curry, Discovery Place

Speakers: Staff from the N.C. Museum of Natural Sciences

Description: Science museum staff routinely do demonstrations to communicate science. But is it the processes of science or "just the facts" that we're communicating? In this session, participants will assess some classic demos and try their hand at communicating the scientific process.

Children's Section

Show and Tell About Your Museum

Moderator: Kathy Shonts, Discovery Place

Speakers: Carol Glasshoff, Discovery Place Presenter

Description: This will be an organizational meeting to get to know each other and to decide the types of workshops that will be the most helpful for the group. We will have a "Show and Tell" time and we would like for you to bring a school program, demonstration, workshop, camp, birthday party, or any activity that you and the children have enjoyed doing at your museum.

History Section

Moderator: Kathryn Beach, History Section Chair

Speakers: David Carr, School of Information and Library Science, UNC-Chapel Hill

Description: In addition to being a professor at UNC-Chapel Hill's School of Information and Library Science, Dr. Carr is the author of *The Promise of Cultural Institutions* and numerous articles. He will speak on museums opening themselves up to the community.