Beyond the Centennial
The Changing Face of Museums in the 21st Century
Beyond the Centennial

Our 2012 Annual Conference is set for Wednesday, November 7 to Saturday, November 10 in Albuquerque’s Old Town. Mark the dates and register early for the best discounts and availability of the behind the scenes tours.

After its founding in 1706 by Governor Francisco Cuervo y Valdez, the focal point of community life in Albuquerque was the plaza. Centered around the plaza, Old Town encompasses about ten blocks of historic adobe buildings and is the home of the Albuquerque Museum of Art and History, New Mexico Museum of Natural History and Science, and Explora—all of which we will visit on Wednesday during a progressive welcoming reception. Enjoy great restaurants, shops, antique stores, galleries, and the St. Claire Winery.

The NMAM Board of Directors wishes to thank Mary Beth Hermans and Nancy Woodworth for serving as co-chairs for local arrangements, and to the membership of the Museum Cooperative Council of Albuquerque for their assistance in offering venues and sponsorships.
Welcome from the NMAM President

In our state’s Centennial year, there is no better place to join in discussions that face the future of our museums than at Hotel Albuquerque in historic Old Town. The facility is a contemporary reflection of the deep, intermixed roots of Albuquerque since its founding in 1706. Inside and out, this Territorial style building is beautifully appointed with tin sconces, wrought iron chandeliers, carved and painted corbels and vigas, and northern New Mexico furnishings. Make your reservations early.

This will be a year to remember as we celebrate statehood, our individual and collaborative successes, and the rich heritage we represent. The sessions are diverse in content with web-based topics including social media, Wikipedia and Historypin; marketing initiatives; successful collaborative endeavors; community engagement; event planning; valuing and nurturing creativity; crowd sourcing, and much more. Two round table discussions delve into volunteer/intern issues and social media applications, while three of our favorite museums—the Albuquerque Museum of Art and History, New Mexico Museum of Natural History and Science, and the Maxwell Museum of Anthropology—will host special behind the scenes tours. Our keynote speaker is Dr. Rick Hendricks, New Mexico State Historian. Jon Voss, Strategic Partnerships Director of Historypin will address us during our luncheon on Friday.

Choose from two very good pre-conference workshops including Preserving Cultural Assets and Hands-on Design and Fabrication. The first workshop is extremely timely given the fires that have affected numerous communities, and the second will be a fun, hands-on electronic building experience for those that are planning to incorporate such devices into their exhibits. If you have not been to the Open Space Visitor Center, join us for the post-conference tour on Saturday that showcases Open Space’s natural resources, and take in the beauty of the bosque, Rio Grande, and Sandia Mountains. See you in November.

Laurie Rufe
NMAM President
Wednesday, November 7

Pre-conference Workshop: 
Preserving Cultural Assets in the Event of a Natural Disaster
1:00-5:00 p.m. • New Mexico Museum of Natural History and Science
Cost: $25

Learn about risk assessment, emergency preparedness, evacuations, response, and after-
math planning with real examples provided for fire and flood including the Las Conchas Fire and an AIC–CERT response to a flood in Minot, North Dakota.

Sarah Stokely, Architecture Conservator, Bandelier National Monument and Jo Anne Mar-

Pre-conference Workshop: Hands-on Design and Fabrication
1:00-5:00 p.m. • New Mexico Museum of Natural History and Science
Cost: $60 (includes electronic materials)

This workshop—for people who are using, or considering the use of, electronics in exhibits and art-installations—will provide a hands-on look at fundamentals for manipulating and using electronic sensors with microcontrollers. Participants will work with an Arduino Uno microcontroller, and a CAEED remote sensor “shield” for building projects. Each partici-
pant will take home the microcontroller and electronics sensor board. The workshop will demonstrate the concepts for designing robust, reliable, and maintainable electronic con-
trols that will survive the rigors of a publically-installed environment. Strategies to make a re-usable and scalable program will be explored.

Beginners are welcome.

Stanley Cohen, Ph.D., Science Research Associate, New Mexico Museum of Natural History and Science.

Registration Begins
3:00-4:30 p.m. • Hotel Albuquerque at Old Town, 800 Rio Grande Blvd, NW

Evening Event

Progressive Opening Reception and Registration
5:00-7:00 p.m.

Albuquerque Museum of Art and History, 2000 Mountain Rd.

New Mexico Museum of Natural History and Science, 1801 Mountain Rd.
Time Tracks, Start Up Exhibit Hall, and Dinosaur Century

Explora, 1701 Mountain Rd.
Math Moves!/ Movidas matematicas! and Light, Color, Shadow/Luz, sombra, color

Network with your colleagues, pick up your registration packet, enjoy refreshments provided by our host museums and the Museum Cooperative Council of Albuquerque, and check out three spectacular museum stores. This event is included in the registration fee. Additional guests are $10 per person.
Thursday, November 8
All Thursday sessions and events, except for tours, will take place at the Hotel Albuquerque at Old Town, 800 Rio Grande Blvd NW.

Breakfast Buffet
7:00-8:30 a.m. • Franciscan Room
Buffet is included in registration fee.

Registration
8:00 a.m.-5:00 p.m. • Hallway outside session rooms

Concurrent Sessions • 8:30-9:45 a.m.

   This presentation by Wikipedia’s Regional Ambassador will share broad information about the GLAM-Wiki initiative, with special focus on partnerships with cultural institutions in Mexico; what a collaboration with Wikipedia looks like; why Wikipedia is an important tool for museums, and how museums can adapt existing resources and models to their needs. Museums and other cultural organizations from around the world have begun to collaborate with Wikipedia to share their collections, information, and expertise through this volunteer, web-based, collaborative, multilingual encyclopedia project. These museum collaborations fall under the rubric of GLAM (Galleries, Libraries, Archives, and Museums). There is vast untapped potential in New Mexico to expand and improve content on Wikipedia and to increase volunteer support for our cultural community through online volunteerism and coordinated initiatives such as GLAM-Wiki.
   Leigh Thelmadatter, Wikipedia Regional Ambassador – Mexico (chair) and Mimi Roberts, Director for Media Projects, Department of Cultural Affairs.

2. The Museum’s Marketing Plan: From Paper to Progress
   A well-crafted marketing and public relations plan can be a thing of beauty, but it’s useless if it’s not a living document that brings your organization measurable success. Participate in identifying the tools you need for designing a marketing plan, create a sample plan, engage in relevant topic discussions, and get tips on how to design a comprehensive plan that includes ways to track your activities so that they are aligned to your strategic goals and objectives. Need a boost to your marketing effort? Take part in creating the plan your organization needs and can use.
   Jeanette Miller, Director, Marketing and PR, National Museum of Nuclear Science and History (chair); Ellen Welker, External Relations Manager, Explora; and Tazbah McCullah, Marketing/Advertising Director, Indian Pueblo Cultural Center, Inc.

3. Give and Take: Loans Between Museums
   Lending objects between museums is essential for the success of temporary exhibitions. When a museum has a small staff, is unfamiliar with the process, or has new professionals in charge of the process, the details of managing a loan can seem overwhelming. This session will describe the essential elements of the loan process and discuss how to successfully lend and borrow objects between museums.
   Michelle Gallagher Roberts, Chief Registrar, New Mexico Museum of Art (chair); Merry Scully, Curator, New Mexico Museum of Art; and Bart Wilsey, Director, Farmington Museum.

Break and Opening of Silent Auction
9:45-10:15 a.m. • Fireplace Room
General Session

Keynote Speaker: Rick Hendricks, Ph.D., New Mexico State Historian
Welcome and Introduction: Laurie Rufe, NMAM President
10:15-11:45 a.m. • Franciscan Room

Dr. Hendricks will speak about the lessons learned from the launch of the New Mexico Digital History Project in 2005 until mid-2012 when the Office of the State Historian began a renewal and redesign of the project. He will discuss what worked and what did not work with the old site, and where he sees a public history site such as www.newmexicohistory.org going in the future. Collaboration with other sites within the New Mexico state system will also be examined.

Rick Hendricks received his Ph.D. in Ibero American Studies from the University of New Mexico. He is a former editor of the Vargas Project at the University of New Mexico, a long-term, historical editing project that transcribed, translated, and annotated the papers of New Mexico governor Diego de Vargas. Currently, he is working on biographies of Mesilla Valley pioneer agriculturalist Thomas Casad and Spanish-Mexican patriot Father Antonio Severo Borrajo. Rick is past president of the Historical Society of New Mexico. He has been a historical consultant for Sandia, Santa Ana, and Picuris Pueblos; has taught courses in colonial Latin American and Mexican history at New Mexico State University; and has written or collaborated on more than sixteen books on the Spanish colonial period in the American Southwest and Mexico.

Lunch On Your Own • 11:45 a.m.-1:30 p.m.

Concurrent Sessions • 1:30-2:45 p.m.

4. Behind the Scenes Tour: Maxwell Museum of Anthropology
Join curators Catherine Baudoin and Amy Grochowski for an inside look at the Maxwell Museum’s exhibit An Experiment in Viewing. Come see how multitouch technology inspired them to create new kinds of visitor experiences where interaction between the technology and physical space are an integral part of the concept development. This exhibit project is part of a National Science Foundation grant spearheaded by Ideum, a multimedia exhibit and web development company in Corrales, New Mexico. Share ideas with the speakers as they discuss the project, their insights, and challenges. Limit 16. Transportation provided.

5. Behind the Scenes Tour: UNM Art Museum
Join colleagues for an intimate “behind the scenes” tour of the UNM Art Museum’s new, state-of-the-art print, photograph, and works on paper collections vault. Then, visit The Transformative Surface, an innovative, 21st century exhibition which presents historic videos, new media installations, and digital sculpture by UNM faculty members and seven guest artists including Jim Campbell, Bruce Nauman, Daniel Reeves, Peter Sarkisian, Woody Vasulka, and Gail Wight. Foregrounding the transformative characteristics of the electronic surface, a broad range of art that is wholly optical and abstract, interactive and malleable, constructed from urban and ancient sites, and in some cases, naturalistic in its focus upon the land, body, and city will be on view from September 14 – December 15 in the Main, Van Deren Coke, and Raymond Jonson galleries. Museum staff will address installation, interpretive and educational challenges. Limit 16. Transportation provided.
6. Using Social Media to Enhance Public Outreach and Informal Education (round table discussion)
This roundtable session will be devoted to discussing and demonstrating unique uses of social media applications (Facebook, Twitter, Pinterest, Blogs) to enhance public outreach and augment informal education efforts. The purpose of the session will be to provide an informal “state of social media” within New Mexico museums and provide inspiration and partnership opportunities for institutions across the state. Session attendees are encouraged to provide a 2-5 minute demo of or presentation on their social media efforts.
Justin A. Spielmann, Geoscience Collections Manager and Head of Public Engagement Team, New Mexico Museum of Natural History and Science (chair).

In 2010, the directors of two museums in Los Alamos got together for coffee to discuss upcoming exhibits and activities. Soon, other cultural service providers and the Chamber of Commerce were involved with what grew into the “Cultural Coffee Klatch,” an informal group that creates community-wide events, advocates for increased cultural awareness among local politicians, promotes each other’s events, and forms partnerships for exhibit openings, concerts, and more. Two events, CU in September and Friday Night Los Alamos are bringing more people downtown and promoting local businesses. Learn how the Cultural Coffee Klatch came together, how cultural partnerships—rather than competition—have created increased visitation, higher community awareness, and better networking between cultural service providers.
Heather McClenahan, Executive Director, Los Alamos Historical Society (chair); Linda Deck, Director, Bradbury Science Museum; Carol Meine, Gallery Manager, Los Alamos County Library System: Mesa Public Library; and Katy Korkos, Member Service Coordinator, Los Alamos Chamber of Commerce.

Break
2:45-3:45 p.m. • Fireplace Room

Concurrent Sessions • 3:15-4:30 p.m.

8. History in 4D: Sharing Content and Community on Historypin
Historypin (http://www.historypin.com) is a public history project developed by the non-profit We Are What We Do in partnership with Google and hundreds of cultural heritage institutions worldwide. The project aims to bring millions of people together around location-based historical content and the stories and recollections behind it. This session will walk through the major features of the site and app, give a tutorial on pinning photos, and provide an overview of Historypin’s collaborative education and community outreach programs. Jon Voss will also discuss free tools designed especially for institutions of all sizes, and the underlying technology of the project such as social network integration, augmented reality, and Linked Open Data.
Jon Voss, Strategic Partnerships Director, Historypin (chair).

This session will be practical, pragmatic, and teach fundraising techniques that will inform the next donor visit. The session will be fast paced and quickly ground the attendees in the fundamentals of fundraising. Then, examples of events fundraising and individual cultivation of donors will be discussed. Finally, the presenters will focus on pulling all the fundraising areas together and will answer individual questions. The panel has extensive experience in all aspects of fundraising and jointly has raised millions of dollars for various institutions. The session attendees will take away high quality handouts, examples, and related reading.
Nina Johnson, Director of Development, University Libraries, University of New Mexico (chair); Win Ferrill, Director, Denver Firefighters Museum; and Charles Lowery, II, Director of Development, National Museum of Nuclear Science and History.
10. Art in the Schools and Neighborhood Arts: A Model of True Community Engagement

This session will address the nuts and bolts of the Art in the Schools and Neighborhood Arts programs including their inter-connections. The speakers will explore the steps it has taken to make these programs low-cost and feasible for a small rural museum with a tiny budget. Discussion points will include creative partnerships with local government, educational and service entities; the programmatic activities; methods to adapt, evaluate, improve, and fundraise for these programs; and success through strong vision, team work, and positive risk-taking.

**Lucy Perera Adams**, Curator of Education and Public Programs, Harwood Museum of Art (chair); **Jayne Schell**, Coordinator of Public Programs, Harwood Museum of Art; and **Siena Sanderson**, Contract Educator/Program Coordinator of Neighborhood Arts.

### Evening Events

**Technology and Vendor Showcase & Cocktail Hour**
5:00-7:00 p.m. • Hotel Albuquerque, North Atrium by the Q Bar

In its sixth year, the Tech Showcase features multimedia projects developed by students and interns from the Cultural Technology partnership between the Media Arts Department at New Mexico Highlands University and the New Mexico Department of Cultural Affairs. See the latest technologies developed for New Mexico’s museums, and visit with museum vendors offering a variety of services. [Cash bar.](#)

**Dinner & Music**
7:00-9:00 p.m. • Hotel Albuquerque, Alvarado Room

Enjoy Seared Salmon with Mango Relish, London Broil with Black Peppercorn Demi Glace, or Portobello Mushroom Tower (vegetarian), while listening to traditional folk songs of New Mexico and Mexico performed by Frank McCulloch y Sus Amigos (Melody Mock and Frank Campos). [Cash bar.](#)
Friday, November 9
All Friday sessions and events, except for the tour and evening event, will take place at the Hotel Albuquerque at Old Town, 800 Rio Grande Blvd NW.

Breakfast Buffet
7:00-8:30 a.m. • Franciscan Room
Buffet is included in registration fee.

Registration
8:00 a.m.-12:00 p.m. • Hotel, Outside Session Rooms

Concurrent Sessions • 8:30-9:45 a.m.

11. Producing and Displaying Video Content for the Museum Environment
Video is everywhere in museums. This session will present some of the many ways New Mexico Highlands University students have successfully created 2D, 3D, and interactive videos for museums and cultural institutions. The panel will look at how videos are conceived, how they are produced, and finally, how can video be displayed in a museum for maximum impact.
Kerry Loewen, Chair and Associate Professor of Media Arts, New Mexico Highlands University; Lauren Addario, AmeriCorps/Internships Coordinator and Instructor, New Mexico Highlands University; and Arianna Andreatta, Faith Toledo, Tara Trudell, Angelo Mitchell, and Eli Gonzales, New Mexico Highlands University Media Arts students.

12. Ohkay Owingeh and the First Capital Heritage Center
Ohkay Owingeh, at the confluence of the Rio Grande and Chama rivers, has played an important role in New Mexico history as Oñate’s first capital of Nuevo Mexico, as the terminus of El Camino Real de la Tierra Adentro, as a home to leaders of the Pueblo Revolt, and as an important crossroads for many cultures. Over the past five years a team of community members, architects, and planners funded by the Institute of Museum and Library Services and the New Mexico Legislature has produced Preliminary, Master, and Sustainability plans for the First Capital Heritage Center/Ohkay Owingeh Museum. This long-held dream is now ready for its next step towards realization as a vehicle to preserve Ohkay Owingeh history for future generations and to share it with the general public.
Arthur H. Wolf, Principal, WOLF Consulting (chair); Dr. Matthew Martinez, Director and Assistant Professor of Pueblo Indian Studies, Northern New Mexico College; and Jamie Blosser, Associate, Atkin Olshin Schade Architects.

13. Integrating Creativity and Innovation into Your Workplace
A recent study from the Center for Creative Leadership argued that nurturing creativity and innovation is important for a successful and sustainable workplace. Similarly, valuing creativity is one of the components of becoming a learning organization. In museums, we focus on the results of others’ creativity in our exhibits and stories, but do not always facilitate it in our own work. This session will explore some tools to integrate creativity and innovation in our everyday workplaces. Come prepared to tap into your creative juices.
Candace Tangorra Matelic, Ph.D., President, CTM Professional Services (chair).

Break
9:45-10:15 a.m. • Fireplace Room
Concurrent Sessions • 10:15 a.m.-11:45 p.m.

14. 21st Century Museum Volunteers and Interns (round table discussion)
Our museums could not survive without volunteers. This roundtable discussion, presented by the AmeriCorps Cultural Technology internship program, will focus on new trends in technology-enabled volunteer and intern recruitment and interaction, onsite and online. What are your institution’s challenges? What is the difference between a volunteer and an intern? How are New Mexico museums tapping into the extraordinary talents and expertise in our communities? What are some of the new online recruitment strategies and volunteer opportunities through websites like sparked.com, idealist.org, and onceuponaschool.org? How can initiatives like GLAMWiki and Historypin expand your institution’s horizons? Do NMAM members need their own volunteer recruitment website?
Lauren Addario, AmeriCorps/Internship Coordinator and Instructor, New Mexico Highlands University (chair); Mimi Roberts, Director for Media Projects, Department of Cultural Affairs; Doug Patinka, Webmaster, Department of Cultural Affairs; Rianne Trujillo, AmeriCorps Cultural Technology Intern; and Angelo Mitchell, AmeriCorps Cultural Technology Intern.

15. The Digital Divide: On Which Side is Your Museum?
Explore New Mexico museum projects using 21st century technology that connects with audiences. Learn how the emerging trends in digital presentations and other technology can broaden the scope of your museum’s content. This panel discussion will present experiences using open source software for developing touch technology exhibits and managing and accessing online collections. Practical solutions as well as challenges for both small and large museums will be discussed.
Catherine Baudoin, Curator of Photographic and Digital Collections, Maxwell Museum of Anthropology (chair); Amy Grochowski, Curator of Education, Maxwell Museum of Anthropology; Daniel Kosharek, Photo Archivist, Palace of the Governors Photo Archive/New Mexico History Museum; and Mark Scharen, Imaging Specialist, Palace of the Governors Photo Archive/New Mexico History Museum.

16. Choosing Chocolate: A Case Study in How to Maximize PR and Marketing Dollars in Tough Times
NMAM members have undoubtedly experienced cutbacks in PR and marketing budgets, and DCA is no exception. Instead of spreading limited dollars thinly over all offerings, DCA has elected to place more dollars and effort behind exhibitions that they feel are most likely to resonate with the public and across multiple media outlets. Learn about the PR and marketing efforts associated with an exhibition that opens at Santa Fe’s Museum of International Folk Art on December 7, 2012: New World Cuisine: The Histories of Chocolate, Maté y Mas. This exhibition presents a spectacular collection of objects for harvesting, storing, preparing, preserving, and serving new world cuisines. To support it DCA prepared tantalizing press kits, photo imagery and a social media plan; put together an aggressive, but budget constrained, advertising plan; and has dedicated a special food issue of El Palacio and a special supplement for the Albuquerque Journal. The session will also provide time for brainstorming ideas about how to market, and will include a chocolate tasting.
Laura Lovejoy-May, Special Events Coordinator, Museum of International Folk Art (chair); Shelley Thompson, Director of Marketing and Outreach, Museum Resources Division, Department of Cultural Affairs; Steve Cantrell, Public Relations, Department of Marketing and Outreach, Museum Resources Division, Department of Cultural Affairs; and Cynthia Baughman, Managing Editor, El Palacio magazine, Department of Marketing and Outreach, Museum Resources Division, Department of Cultural Affairs.
**Annual Business Meeting and Luncheon**  
11:45-1:30 p.m. • Franciscan Room  
*This event is included in the registration fee.*

Choose from Red Chili Pork Tamale and Green Cheese Enchilada Plate, Brie and Almond Stuffed Chicken, or Roasted Vegetarian Strudel.

Enjoy a special presentation by Jon Voss, Strategic Partnerships Director, Historypin, on “Cultural Heritage in the Mashup Age.” Voss will talk about the World Wide Web culture and what mashups are — the radical mixing of ideas and cultures into something new. He will explore and summarize what this means for cultural heritage and museums, from the standpoint of copyright, digital access, and social networks. How are institutions using tools like Flickr, Pinterest, Facebook, Historypin, etc and what does it mean to provide meaningful content and makerspace in the age of the Mashup?

**Concurrent Sessions • 1:30-2:45 p.m.**

17. **The Suppressed Memoirs of Mabel Dodge Luhan: Sex, Syphilis, and Psychoanalysis in the Making of Modern American Culture**

Based on the suppressed portions of Mabel Dodge Luhan’s twenty volumes of memoirs, scholar and author Lois Rudnick introduces her newest book by the same title. Rudnick examines Luhan’s life as a mover and shaker of the modern world, whose struggles with identity, sexuality, and manic depression speak to the extraordinary impact of venereal disease on Western culture and its links to the formation of modern art and literature, the women’s rights movement, and psychoanalysis. Join this noted author of *Mabel Dodge Luhan: New Woman, New Worlds* and *Utopian Vistas: The Mabel Dodge Luhan House and the American Counterculture* for a reading, discussion, and book signing.

Lois Palken Rudnick, Professor Emerita, American Studies, University of Massachusetts, Boston (chair).

18. **Behind the Scenes Tour: New Mexico Museum of Natural History and Science**

Join Justin A. Spielmann, GeoScience Collections Manager, for a tour of the GeoScience Collection. The New Mexico Museum of Natural History and Science houses the largest collection of fossils in New Mexico. Learn about important fossils collected across the state. The tour will allow participants to see fossils actively being prepared for exhibits and research. Limit 16. Walk to the Museum.

19. **Crowd-Sourcing, Old-School Style**

Every new app, social media platform, or electronic gadget pulls us further from the goal of getting people to look up from their thumbs and get engaged with our museums. What can a museum do to inspire public participation? We’ll offer a few success stories of the past year—some done on a dime and others more costly and high-tech—from the New Mexico History Museum, National Hispanic Cultural Center, and Bradbury Science Museum. We’ll also brainstorm some other ideas you can take with you for going forward.

Kate Nelson, Marketing and PR Manager, New Mexico History Museum (chair); Frances Levine, Director, New Mexico History Museum; Shelle Sanchez, Director of Education, National Hispanic Cultural Center; and Linda Deck, Director, Bradbury Science Museum.

**Break and Closing of Silent Auction**  
2:45-3:15 p.m. (auction ends at 3:00 p.m.) • Fireplace Room
Concurrent Sessions • 3:15-4:30 p.m.

20. The Search is On: Museum-Library Collaborations

New Mexico, a state with a rich literary and artistic heritage, has some of the poorest literacy and educational statistics in the nation. What can museums and libraries do collectively to improve the situation? Three examples in New Mexico will be discussed: SITE Santa Fe’s exhibit lounge and time travel library collaboration with Collected Works bookstore; Community Science Connections, an IMLS-funded partnership between the New Mexico Museum of Natural History & Science and the Bernalillo County Libraries; and thoughts on the evolving roles of museums and libraries from Carol Meine of the Los Alamos County Library System.

Mimi Roberts, Director for Media Projects, Department of Cultural Affairs (chair); Joanne Lefrak, Director of Education, SITE Santa Fe; Carol Meine, Gallery Manager, Los Alamos County Library System: Mesa Public Library; Carolyn Gregory, Family Programs Educator, New Mexico Museum of Natural History and Science; and Linda Morgan Davis, Assistant Director, Albuquerque/Bernalillo County Libraries.

21. Dragging the Mule: Attaining Momentum in Mega-Event Planning

Planning a mega-event is not a dog and pony show. No single person or institution can do it all. Many voices must come together. Learn how two cities, indeed two counties, orchestrated harmony from chaos to present the cattle drive of the century.

Patsy Jackson-Christopher, Director, Carlsbad Museum and Art Center (chair) and Mary Lyle, Education and Events Coordinator, Western Heritage Museum.

22. Creating and Leading Dedicated Volunteers

Gain valuable information about building a productive and engaged corps of volunteers. This session is designed for volunteer coordinators and volunteer staff including interpreters and board members, among others.

Mike King, Assistant Director, El Rancho De Las Golondrinas (chair) and Joe Maes, Curator of Historical Interpretation, El Rancho de Las Golondrinas.

Evening Event

Dinner at the Albuquerque Aquarium: A Moveable Feast
7:00-9:00 p.m.

Take in the beautiful living exhibits of New Mexico cutthroat trout, sharks, jellies, rays, sea turtles, a ship wreck, coral reef, and more. Explore the aquarium and sample a variety of delicious fare at food stations provided by the Taste of the Wild. This event is not included in the registration fee and is priced at $30 per person. Cash bar.

Saturday, November 10

Post-conference Tour: Open Space Visitor Center
9:00-11:00 a.m. • Cost: $10
Participants may carpool or provide their own transportation.

The Open Space Visitor Center, nestled at the west edge of the Rio Grande bosque, overlooks a wetland and 18 acres of agricultural fields dedicated to wildlife. A tour of this special facility, which connects visitors to Albuquerque’s unique, protected public landscapes, will include an exclusive guided interpretative walk through the bosque to the Rio Grande. Comfortable walking shoes, a hat, and water are recommended.
Hotel Information
A block of rooms has been reserved at Hotel Albuquerque, 800 Rio Grande Blvd NW, Albuquerque, NM. The conference rate for a single or a double room is $81 plus tax per night. Deadline for the block rate is October 17, however you can still book at the conference rate if there is availability. Call the hotel at 505-843-6300 or toll free at 800-237-2133. Mention the NMAM Annual Conference for the special rate.

Driving Directions

From the North: Head south on I-25. Take exit 226B to merge onto I-40 W toward Gallup, and continue for 2.3 miles. Take exit 157A for Rio Grande Blvd. After .3 miles, turn left at Rio Grande Blvd NW. Continue for .25 miles. The Hotel Albuquerque will be on the left.

From the South: Head north on I-25. Take exit 226AB to merge onto I-40 West toward Gallup, and continue for another 2.5 miles. Take Exit 157A for Rio Grande Blvd, turn left onto Rio Grande Blvd NW. Continue for .25 miles. The Hotel Albuquerque will be on the left.

From the East: Head west on I-40. Take Exit 157A to Rio Grande Blvd NW. Turn left on Rio Grande Blvd NW. Continue for .25 miles. The Hotel Albuquerque will be on the left.

From the West: Head east on I-40. Take Exit 157A to Rio Grande Blvd NW. Turn right on Rio Grande Blvd. Continue for .25 miles. The Hotel Albuquerque will be on the left.
Registration
You may register online (credit or check payments) or through the mail (check payments).

To register online, visit the New Mexico Association of Museums website at www.nmmuseums.org and complete the online form. During registration you may sign up for events and workshops, as well as renew or begin your membership. A credit card or receipt of a check payment will complete your transaction.

To register by mail, use the registration form in this brochure or print it from the website. Send your check along with your completed registration form to:

NMAM c/o Roswell Museum and Art Center
100 West 11th Street
Roswell, NM 88201

For registration questions, please contact Adrienne Boggs at abogg@fmtn.org or (505) 326-7572

Membership
Membership is for a twelve-month period beginning with the Annual Conference in the fall. Benefits include a reduced conference registration rate, the NMAM newsletter Links, access to the NMAM listserv, and the satisfaction that you are a part of a growing network of museum professionals in New Mexico. If you are attending the Annual Conference and wish to begin or renew your membership for the 2012-2013 term, please include your dues with your registration form.

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<th>Individual Member</th>
<th>Institutional Member* (based on institutional budget)</th>
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*Institutional and Business Members are allotted a number of designated members (as indicated in parentheses). Please identify these members with name, title, email, and phone number on a separate sheet and include with your registration materials. For a full listing of benefits visit the website at www.nmmuseums.org.

Scholarship Program
The NMAM Scholarship Program provides up to three $400 scholarships to students and emerging professionals to attend the 2012 Annual Conference, promoting future involvement in the museum profession. Scholarships will be awarded on a demonstrated need basis to qualified applicants, providing funding to cover travel, lodging, and per diem. NMAM will also waive registration fees and provide a one-year membership to all scholarship recipients. Deadline: September 1 by 5:00 p.m. To apply, send a cover letter explaining need and benefits to Patsy Jackson-Christopher at pkjackson@cityofcarlsbadnm.com. An electronic version of the application can be found online at www.nmmuseums.org.

Silent Auction
Your generous donations of objects for the annual Silent Auction provide funding for the NMAM Scholarship Program for emerging museum professionals. Auction items can be dropped off at the Hotel Albuquerque at the registration table on Wednesday, November 7 from 3-4:30 p.m. and Thursday, November 8 from 8-9 a.m. The auction will open at 9:45 a.m. on Thursday and closes on Friday at 3 p.m. Payments, including cash, check, and credit card will be accepted at the close of the auction. Plan to bid high and often.
New Mexico Association of Museums Annual Conference
November 7-10, 2012 • Albuquerque, New Mexico

Contact Information:

FIRST NAME                             MI       LAST NAME
POSITION TITLE
MUSEUM/ORGANIZATION
MAILING ADDRESS
CITY    STATE   ZIP
DAYTIME TELEPHONE    FAX

EMAIL ADDRESS

Fees:

Full Meeting Registration
Early Bird (by September 30) Advance (by October 26) On-Site (after October 26)
Member* $165 $175 $185
Non-member $175 $185 $195

Single Day Registration
Thursday $95 Friday $95

Registrant Meal Selections (included in registration fee)
Thursday Dinner Seared Salmon ____ London Broil ____ Portobello Tower ___
Tamale/Enchilada ____ Brie/Almond Stuffed Chicken ____ Vegetarian Strudel ___

Friday Luncheon

Guest Tickets
Guest, Wednesday Reception** # Tickets ____ x $10 = ______
Guest, Thursday Dinner** # Tickets ____ x $35 = ______
Meal Selection Seared Salmon ____ London Broil ____ Portobello Tower ___
Guest, Friday Luncheon** # Tickets ____ x $25 = ______
Meal Selection Tamale/Enchilada ____ Brie/Almond Stuffed Chicken ____ Vegetarian Strudel ___

Special Event
Friday Aquarium Event # Tickets ____ x $30 = ______

Workshops and Tours (space is limited, early registration is recommended)
Pre-conference Workshop: Preserving Cultural Assets in the Event of a Natural Disaster $25
Pre-conference Workshop: Hands-on Design and Fabrication $60
Behind the Scenes Tours, Free: Maxwell Museum of Anthropology UNM Art Museum
NM Museum of Natural History and Science
Post-conference Tour Open Space Visitor Center # Tickets ____ x $10 = ______

Membership (see details on opposite page)
Individual Member Institutional Member Business Member
Level ______________________ Fee $______________ New Renewing

* Must be new or renewing member to receive member rate. Institutional Members may register all designated members at member rate.
** Guests only, event is included with registration.

Please make checks payable to NMAM.

Wish to pay by credit card? NMAM uses Paypal to process all credit card transactions. Please visit nmmuseums.org to register and pay by credit card.

Payment:
Registration Fee: $________
Event, Workshop, Tour, & Guest Fees: $________
Membership: $________
TOTAL: $________
### NMAM Governing Board

- **Laurie Rufe**, President
  - Director, Roswell Museum and Art Center
  - rufe@roswellmuseum.org
- **Patsy Jackson-Christopher**, First Vice President
  - Director, Carlsbad Museum and Art Center
  - pjackson@cityofcarlsbadnm.com
- **Caroline Brooks**, Second Vice President
  - Assistant Director, Roswell Museum and Art Center
  - brooks@roswellmuseum.org
- **Linda Beck**, Treasurer
  - Director, Bradbury Science Museum
  - lbeck@afs.gov

### Regional Representatives:

- **Nancy Sweet Espinosa**, Northeast Region
  - Curator and Education Coordinator, Salmon Ruins Museum and Research Library
  - nespino@nmms.org
- **Lauren Addario**, Northwest Region
  - AmeriCorps Cultural Technology Coordinator, New Mexico Highlands University
  - laurenail@gmail.com
- **Michael Walczak**, Southwest Region
  - Museum Manager, Las Cruces Museum of Natural History
  - mwalczak@lcm.org
- **Nancy Dunn**, Southeast Region
  - Museum Manager, Artesia Historical Museum and Art Center
  - ndunn@artesianm.gov

### NMAM Governing Board

- **Melanie Lubell**, Secretary
  - Museum Enrichment Coordinator, National Museum of Nuclear Science and History
  - mlubell@nuclearmuseum.org
- **Adrienne Baggs**, Membership Officer
  - Education Coordinator, Farmington Museum
  - abaggs@farmingtonmuseum.org
- **Cynthia Baughman**, Newsletter Editor
  - Managing Editor, El Palacio, New Mexico Department of Cultural Affairs
  - baughman@state.nm.us
- **Daniel Goodman**, MPMA Representative
  - Curator of Collections, El Rancho de Las Golondrinas
  - dgoodman@state.nm.us

### New Mexico Association of Museums

**New Mexico Association of Museums Annual Conference**

**November 7-10, 2012 • Albuquerque, NM**

**2011 Conference Committee**

- **Mary Beth Hermans**, Conference Chair and
  - MCC Representative
- **Public Programs Manager, Maxwell Museum of Anthropology**, mhermans@unm.edu
- **Nancy Woodworth**, Conference Committee Treasurer, Museum Cooperative Council

**NMAM|2012**

**SCHEDULE AT A GLANCE**

**Wednesday, November 7**

- 1:00-5:00 p.m.  Preconference Workshops*
- 3:00-4:30 p.m.  Registration Opens
- 5:00-7:00 p.m.  Opening Reception & Registration

**Thursday, November 8**

- 7:00-8:30 a.m.  Breakfast Buffet
- 8:00 a.m.-5:00 p.m.  Registration
- 8:00-9:30 a.m.  Silent Auction Drop-Off
- 8:30-9:45 a.m.  Sessions
- 9:45-10:15 a.m.  Break & Opening of Silent Auction
- 10:15-11:45 a.m.  Annual Business Meeting & Luncheon
- 11:45 a.m.-1:30 p.m.  Lunch On Your Own
- 1:30-2:45 p.m.  Break & Closing of Silent Auction
- 2:45-3:15 p.m.  Sessions
- 3:15-4:30 p.m.  Sessions
- 5:00-7:00 p.m.  Technology & Vendor Showcase
- 7:00-9:00 p.m.  Evening Event*

**Friday, November 9**

- 7:00-8:30 a.m.  Breakfast Buffet
- 8:00 a.m.-12:00 p.m.  Registration
- 8:30-9:45 a.m.  Sessions
- 9:45-10:15 a.m.  Break
- 10:15-11:45 a.m.  Sessions
- 11:45 a.m.-1:30 p.m.  Annual Business Meeting & Luncheon
- 1:30-2:45 p.m.  Sessions
- 2:45-3:15 p.m.  Break & Closing of Silent Auction
- 3:15-4:30 p.m.  Sessions
- 7:00-9:00 p.m.  Evening Event*

**Saturday, November 10**

- 9:00-11:00 a.m.  Post-conference Tour*

**Online registration is available at**

www.nmmuseums.org

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