Wednesday, November 6

PRE-CONFERENCE TOUR
TRACKWAYS NATIONAL MONUMENT
9:00 AM TO APPROX. 2:00 PM
Cost: $25 (includes transportation and a box lunch)
Limited to 12 Participants (An additional vehicle may be chartered if there is sufficient interest.)
Hidden in the Robledo Mountains of southern New Mexico, the Trackways Monument includes a major deposit of Paleozoic Era fossilized footprint megatrackways. The trackways contain footprints of numerous amphibians, reptiles, and insects plus fossilized plants and petrified wood dating back 280 million years.
The hike follows an uneven, sometimes rocky trail for a round trip of about two miles. Be prepared with water, closed-toed shoes, a hat, and plenty of sunscreen.
TOUR GUIDES:
McKinney Briske, Park Ranger, Bureau of Land Management
Michael Walczak, Director, Las Cruces Museum of Nature & Science

GENERAL INFORMATION:
All conference sessions take place at Hotel Encanto de Las Cruces. The locations of special events, tours, and workshops vary. Transportation to off-site events and activities is on your own. If you need assistance with transportation to an off-site activity or would like to car-pool, please contact a volunteer at the registration desk.
Hotel Encanto de Las Cruces
705 South Telshor Blvd • Las Cruces, NM 88011
575-522-4300 or 1-866-383-0443

REGISTRATION DESK HOURS – LOBBY
Wednesday, November 6  1:00 pm – 5:00 pm
Thursday, November 7  8:00 am – 5:00 pm
Friday, November 8  8:00 am – 11:45 am

Pre-conference Workshops
2:00 PM – 4:00 PM
1. NIGHTMARES IN CONSERVATION
New Mexico Farm & Ranch Heritage Museum
4100 Dripping Springs Road
Cost: $35 – Limited to 20 Participants
Silvia Marinas-Feliner and her students will be on hand to look over your worst conservation problems during this pre-conference workshop. Bring in the scariest object from your collection. Let these conservators assess your problems and offer practical and professional solutions to stabilize your treasures.
Silvia Marinas-Feliner, Director, New Mexico State University Conservation Program

2:30 PM – 4:30 PM
2. NATURE UNDER GLASS: PLANNING AND CREATING LIVING EXHIBITS
Museum of Nature & Science, 411 N. Main Street
Cost: $35 – Limited to 20 Participants
Creating effective living exhibits is a blend of science and art. It requires thorough research and planning to effectively convey something about an animal in its natural habitat. The environment has to work for the animals, the viewer, and the keeper who maintains the exhibits. Small or large, simple or elaborate, they are great fun and a challenge to create. Get inspired, learn the basics, and try your hand at creating your own living nature display.
Richard Quick, Naturalist, Las Cruces Museum of Nature & Science
Thursday, November 7

BUFFET BREAKFAST (GUADALUPE/SOLEADAD)
7:00 AM – 8:30 AM

Concurrent Sessions A
8:30 AM – 9:45 AM

1. STALKING THE WILD PATRON: AUDIENCE DEVELOPMENT (SAN AGUSTIN)
Chair - Kimberly Hanson, Museum of Nature & Science, Las Cruces
Andrew Albertson, Museum of Art, Las Cruces
Joanne Beer, Railroad Museum, Las Cruces
Join the City of Las Cruces Museums’ Education Curators for this audience-building panel focusing on the methods used to attract diverse groups to museum educational programs. Panelists will identify the ways they have worked across institutional boundaries to better develop and utilize their resources.

2. EXHIBIT DEVELOPMENT: TOOLS AND MODELS (SAN RAFAEL A)
Chair - Charlie Walter, Executive Director, NM Museum of Natural History and Science, Albuquerque
Joe Hastings, Executive Director, Explorit!, Albuquerque
Linda Deck, Director, Bradbury Science Museum, Los Alamos
Exhibition development is both an art and a science. It comes with built-in tensions, complexity, and resource challenges. Come to this panel prepared to talk about your exhibition development challenges. Learn from two museum leaders about the tools and strategies that have helped them develop successful projects.

MORNING BREAK (TULAROSA)
10:00 AM – 10:30 AM
Join Certified Health Coach Katie LeMone in the San Agustin Room and learn about wellness and stress relief herbs.

LUNCH AT THE NEW MEXICO FARM & RANCH HERITAGE MUSEUM
NOON – 1:30 PM (cost included in registration fee, transportation on your own)
Enjoy a boxed lunch and explore the NM Farm & Ranch Heritage Museum, a 47-acre facility packed with real stories about real people. The interactive museum has welcomed visitors from all over the world and brings to life the 3,000-year history of farming and ranching in New Mexico.

Thursday, November 7

Keynote Address (Guadalupe/Soledad)
10:45 AM – 11:45 AM
PRESERVING THE PAST, EXHIBITING MEMORY, AND UNDERSTANDING CULTURE
Delano Lewis
Former U.S. ambassador to South Africa and retired Chief Executive Officer of National Public Radio
Delano E. Lewis, Sr. received his Bachelor’s degree from the University of Kansas and a Juris Doctorate from Washburn University School of Law, Topeka. After ten years as a practicing attorney with the Federal Government, he was named Associate Director of the U.S. Peace Corps in Nigeria and later Country Director in Uganda. Upon his return from Africa, and after rising through the ranks of C&P Telephone Company in Washington, DC, he was an Officer of Bell Atlantic and retired as President and CEO of the District of Columbia operations. Later, Lewis was named President and CEO of National Public Radio in Washington, DC and served for four years. In 1999, President Bill Clinton nominated Lewis as the U.S. Ambassador to the Republic of South Africa. He assumed his Ambassadorship in Pretoria, South Africa and served until July 13, 2001. Mr. Lewis now serves on the boards of the Colgate Palmolive Company and the American Institutes for Research. He and his wife Gayle reside in Doña Ana County near Las Cruces, New Mexico. They have four adult sons and eleven grandchildren.

Thursday, November 7

2. CLIMBING ON THE TECHNOLOGY BANDWAGON (SAN RAFAEL A)
Chair - Mike Walczak, Exhibits Designer, NM Farm & Ranch Heritage Museum, Las Cruces
Henry Ludwig, Ava Luther, and Julie Wolsko, former students from the NMSU “Time Travel” course
Not only do cutting-edge technologies provide exciting enhancements for the museum visitor experience, visitors use these technologies routinely in their daily lives and have come to expect them to be a part of a museum visit. How do museums introduce new technologies that can be notoriously fickle? Panelists will report on their experiences getting on the bandwagon with new technologies and will offer advice for adapting these technologies to your institution.

Wednesday, November 6

Thursday, November 7 | Wednesday, November 6

Keynote Address (Guadalupe/Soledad)
8:30 AM – 9:45 AM
Concurrent Sessions A
Thursday, November 7
5:00 PM – 7:00 PM
NEW MEXICO STATE UNIVERSITY
WELCOME RECEPTION AT
7:00 AM – 8:30 AM
on your own)

Thursday, November 7

5:00 PM – 7:00 PM
NEW MEXICO STATE UNIVERSITY
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NEW MEXICO STATE UNIVERSITY
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on your own)
1. MUSEUMS AND PUBLIC MEDIA (SAN AGUSTIN)

Chair – Laurel Wyckoff, Director of Community & Cultural Services, City of Las Cruces

It's no secret that tourism is one of New Mexico’s largest industries, and that it creates jobs. Discover the critical role that museums and cultural institutions play in community and economic development. Learn about the planning process involved in major projects, and discover new resources by examining this project from the planner's perspective.

**Concurrent Sessions C**

**4:00 PM – 5:15 PM**

1. **STORIES FROM THE LAND: PLACE BASED LEARNING AND MUSEUM-LIBRARY COLLABORATIONS (SAN AGUSTIN)**
   
   Chair – Melanie Lavoritto, Educator, Collaborative Programs: NM History Museum, NM Historic Sites, and NM Museum of Art, Santa Fe

   Tamara Sandia, Librarian, Pueblo of Jemez
   
   Matt Barbour, Manager, Jemez Historical Site
   
   Richard Sims, Director, NM Historic Sites, Santa Fe

   The panel focuses on a recent project combining the efforts of several agencies to provide enhanced learning opportunities for area students. The program is focused on direct experience with the history, prehistory culture and natural history of the Jemez country and Jemez Pueblo. The project culminates in the exhibition of works produced by the participants, and will become a model for other integrated programs developed at other New Mexico Historic Sites in collaboration with area libraries.

2. **COMPUTATIONAL PRESERVATION: FROM MARIONETTES AND MANAGEMENT CONSIDERATIONS (SAN RAFAEL B)**

Chair – Richard Quick, Naturalist, Las Cruces Museum of Nature & Science

Live animal exhibits are invaluable tools that can be used to captivate museum audience attention. This panel will evaluate how the goal of live animal exhibits can be influenced by habitat and exhibit design. It will emphasize three important considerations: the health and well-being of the animals, the keepers' ability to maintain the habitat, and the desired audience take-away message.

3. **LIVING EDUCATIONAL EXHIBITS: EFFECTIVE PLANNING AND MANAGEMENT CONSIDERATIONS (SAN RAFAEL B)**

**Co-chair – Erin Brown-Meeks, Education Co-Op, NM Highlands University, Las Vegas**

**Co-chair – Richard Quick, Naturalist, Las Cruces Museum of Nature & Science**

Live animal exhibits are invaluable tools that can be used to captivate museum audience attention. This panel will evaluate how the goal of live animal exhibits can be influenced by habitat and exhibit design. It will emphasize three important considerations: the health and well-being of the animals, the keepers' ability to maintain the habitat, and the desired audience take-away message.

**MUSEUMS AND PUBLIC MEDIA (SAN AGUSTIN)**

Chair – Fran Levine, Director, NM History Museum/

Palace of the Governors, Santa Fe

Laurel Wyckoff, Education and Outreach Manager, New Mexico PBS/KNME, Albuquerque

Rene Harris, Collections and Education Programs Manager, NM History Museum/Palace of the Governors, Santa Fe

Collaborative partnerships between media outlets and museums can prove to be advantageous. Educational and community outreach initiatives provide an ideal arena for building such alliances. An example of a successful public media/museum partnership will be described in this panel. Presenters will elaborate on the rewards of collaboration.

2. **COMPUTATIONAL PRESERVATION: FROM MARIONETTES TO DRONES (SAN RAFAEL A)**

Chair – Megan Jacobs, Assoc. Professor of Media Arts, NM Highlands University, Las Vegas

Jonathan Lee, Assistant Professor, NM Highlands University, Las Vegas

Greg Williamson, Multimedia Developer, Ideum, Corrales

Paige Hicks, Multimedia Developer, Ideum, Corrales

Billy Grassie, graduate of Media Arts Program, NM Highlands University, Las Vegas

Joey Montoya, graduate student, NM Highlands University, Las Vegas

Photogrammetry is a practical and affordable tool for measuring, mapping, and making 3D models of objects or structures. These models are used for monitoring changes in conditions over time and can be used to create innovative museum exhibits. A discussion of techniques, a hands-on demonstration, and an overview of applications are included in this presentation.
3. OSHA – WHAT MUSEUM PEOPLE NEED TO KNOW  
(SAN RAFAEL B)  
Harry Buysee, Consultation Program Manager, New Mexico Occupational Health and Safety Bureau

**MORNING BREAK (TULAROSA)**  
10:00 AM – 10:30 AM  
Join Sabette Pitcaithley, Certified Yoga Instructor, in the San Agustin Room for a mini-session of chair yoga. Sabette has been practicing and teaching yoga for twenty years. Come to chair yoga prepared to empty your cluttered mind, to breathe deeply, and to treat your body to a good stretch. Loose clothing and slip-on shoes are helpful but not obligatory.

**Concurrent Sessions B**  
10:45 AM – NOON  
1. USING TECHNOLOGY TO ATTRACT NEW AUDIENCES AND INCREASE COMMUNITY INVOLVEMENT; MUGGLES, CROWDSOURCING, AND GEOCACHING (SAN AGUSTIN)  
Co-Chair - Garland Courts, Director, Las Cruces Railroad Museum  
Co-Chair - Gurunath Kaur Khalsa, Yogi Bhajan Museum, Santa Cruz  
Technology and family activities can be used at museum sites to entice tech-savvy visitors to your museum. Learn how Crowdsourcing can open channels and provide opportunities to enhance museum programs. Geocaching draws visitors to museums that might not otherwise have come through the door. Placing a geocache at your museum is easy and nearly maintenance free.

2. BUILDING TOMORROW TOGETHER  
(SAN RAFAEL A)  
Sean McGlynn, Interim Deputy City Manager for Development and Tourism, City of El Paso  
Dr. Julia Bussinger, Director, El Paso Museum of History  
Patricia Dallin, Public Art Program Manager, City of El Paso  
On November 6, 2012, voters in the City of El Paso approved all three propositions included in the 2012 Quality of Life Bond, making it the largest bond passed in the City’s history at $473,250,000. The propositions passed with one of the largest voting margins for similar bonds across the nation. This session will examine how arts, culture and the promise of economic development are coming together to help shape and define the city. Two case studies will be closely examined: The El Paso History Museum’s Touch City Wall Project and Percent for Art Program.

**3. EXHIBITING NEW MEXICO SCIENCE: FROM THE ORIGIN OF LIFE TO THE SCIENCE OF CITIES**  
(SAN RAFAEL B)  
Chair - Mimi Roberts, Director for Media Projects, NM Department of Cultural Affairs, Santa Fe  
Deb Novak, Director of Education, NM Museum of Natural History and Science, Albuquerque  
Rianne Trujillo, Graduate Student MSSD, NM Highlands University, Las Vegas  
Megan Jacob, Associate Professor of Media Arts, NM Highlands University, Las Vegas

This session will present two exhibit projects that provide public audiences with a peek behind the scenes at cutting-edge science that is happening right here in New Mexico. Both projects were realized by the Program in Interactive Cultural Technology (PIT), an immersive class where media arts students worked on museum exhibitions in collaboration with the Santa Fe Institute, an international center for complexity science research.

**BUSINESS LUNCH**  
Hotel Encanto (Guadalupe/Soledad)  
(Cost included in registration fee)  
12:15 PM – 2:00 PM  
**DESSERT/CLOSE SILENT AUCTION (TULAROSA)**  
2:00 PM – 3:00 PM  
**ARCHITECTURAL TOURS:**  
**THE ALAMEDA DEPOT DISTRICT AND MESILLA**  
(Tours are included in the registration fee. Transportation on your own.)  
3:30 PM – 5:30 PM  
Alameda Depot District – Step back in time and explore one of the historic districts in the Mesilla Valley. The Alameda Depot District is in the middle of Las Cruces. Imagine traveling by train and arriving in Las Cruces. You step off the train and into a beautiful neighborhood with tree lined streets and magnificent homes. The Walking Tour begins at the Las Cruces Railroad Museum, 351 N. Mesilla Street.  
Tour Guide – Garland Courts, Director, Las Cruces Railroad Museum  
The Town of Mesilla has a rich history filled with ancient peoples, Spanish explorers, Apache raids, the Civil War, and the Wild West. Pancho Villa and Billy the Kid walked the streets. Walking tour begins in the plaza at the gazebo. Costumed interpreters will be available.  
Interpreters – Scott Green, NM Farm & Ranch Heritage Museum

The Taylor-Barela-Reynolds-Mesilla State Historic Site will be open for tours from 3:30-5:30. In 2003, the J. Paul Taylor family donated its historic adobe home and two adjoining properties to the Museum of New Mexico for use as a State Historic Site where visitors can discover and appreciate the history, culture, and architecture of Mesilla. (Entry in groups of 10 please.)  
Hosted by the Friends of the Taylor Family Monument

**DINNER AND A MARGARITA AT LA POSTA DE MESILLA**  
5:45 PM – 7:30 PM  
After the tours, rest and relax at La Posta De Mesilla. located on the historic Mesilla Plaza, La Posta offers many fine traditional “New Mexico” Mexican dishes made from century-old recipes handed down from the Fountain, Chavez and Griggs families. Cost $35.
POST-CONFERENCE TOUR
SPACEPORT AMERICA
1:00 PM TO APPROX. 4:30 PM
Cost: $49 includes transportation from Elephant Butte departure site. Limited to 30 participants.
Spaceport America, located about an hour from Las Cruces, defines the new age in space travel. In addition to serving as a launch pad for commercial and private companies, Spaceport America offers tours to the public. The $209 million project has attracted worldwide attention because of its bold premise, stunning architecture, and the fact that it is home to the world’s first commercial passenger spaceline company, Virgin Galactic.
The tour departs from and returns to the Space Place Store, 710 Hwy 195, Elephant Butte, NM. Vehicles may be left in the parking lot during the tour.
***Spaceport tour participants are responsible for transportation to and from Elephant Butte.***