Unexpected Treasures

NMAM 2015

18-21 November
Carlsbad, New Mexico

CAN YOU DIG IT?
When thinking of Carlsbad, the first thing that comes to mind is Carlsbad Caverns National Park. Carlsbad has many other unexpected treasures to share. Join us for the annual conference, network with fellow museum professionals, and explore this fascinating area of New Mexico.
Pre-conference offerings include a geological walk through Carlsbad’s human history, a workshop on developing interpretive tours at Carlsbad Caverns, and a tour of the historic city. Wednesday comes to a close with a stroll through the Living Desert Zoo and Gardens State Park followed by a welcoming reception at the Interpretive Center. The core of the conference begins on Thursday, November 19 as participants gather at the Pecos River Village Conference Center. There is literally something for everyone. Registrants end the day with a Fantastical Fiesta at the Carlsbad Museum & Art Center. On Friday, you will discover another jam-packed day of sessions, the Silent Auction, and a cruise down the Pecos River. The Friday evening event is at the historic Cavern Theatre. Enjoy a ‘50s blast complete with an auto show, poodle skirts, black leather jackets, and dinner and a concert by George Tosco of “The Fireballs” with Johnny Mulcair backup band! Post-conference activities include tours of the Guadalupe Mountains National Park and Eddy County wineries.

This unexpected treasure of a conference is not to be missed!

REGISTRATION INFORMATION

NOVEMBER 18, 1:00 - 5:30
(AT THE LIVING DESERT ZOO)

THURSDAY 19, AND FRIDAY 20,
8:00 - 5:00
(AT THE CONFERENCE CENTER)
Carlsbad is a small, friendly community in southeastern New Mexico founded in the late 1800s by ranchers from west Texas. The city lies along a branch of the Pecos River which is in part fed by karst springs in the river bed. The tranquil setting of the Pecos River Village Conference Center provides a great location for NMAM 2015. Located on the banks of the sparkling Pecos River, the Conference Center offers multiple meeting rooms, a Carousel House for banquets, plus courtyards and a covered dock area. The Village area of the Center is transformed into a Christmas Village during the annual Christmas on the Pecos river cruises from November 27th through December 31st (with the exception of Christmas Eve).

CAVERN CITY AIR TERMINAL

Flights from Albuquerque and Dallas/Ft. Worth are provided by Boutique Air. For reservations call 855-268-8478 or see https://www.boutiqueair.com/ for flight schedules and booking.

For questions about the terminal call 575-887-3060
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Workshops, Tours & Welcome Reception

At a Glance

Wednesday, November 18

• 8:00 - 4:00 Workshop #1
• 8:00 - 4:00 Workshop #2
• 1:00 - 5:30 Registration Open
• 1:00 - 5:30 Self-guided Tour of Living Desert Zoo & Gardens
• 1:30-4:15 Carlsbad History Tour
• 5:30-7:30 Reception
Workshop #1 – Visitor Experience: Building Experiences With Cave and Karst Resources

This mobile workshop explores techniques for building interpretive experiences that yield emotional and intellectual connections to cave and karst resources. Workshop coordinators will share how to organize, develop, plan, and conduct interpretive experiences focusing on surface and subsurface resources, for less active and more active audiences. Workshop participants will learn principals of developing interpretive tours.

Amazing advances in understanding how the human brain takes in and stores information have revealed that every stored memory has an emotional stamp. Cave and karst advocates already knew this! The best way to get someone to understand the importance of cave resources is to take them caving—in other words: give people the experiences and opportunities to connect with resources.

As the journey begins, you will gain insight into constructing surface interpretation to enhance overall experience. After a brief overview, you will be assigned to an appropriate exploration group and travel underground. While underground, you will come to understand how to develop visitor experience in relation to the physical environment. To conclude this workshop, exploration groups will convene on the surface for a wrap-up discussion.

COordinators

Mannie Bemis, Carlsbad Caverns National Park
Samuel Denman, Carlsbad Caverns National Park
Dianne Joop, National Cave and Karst Research Institute

IMPORTANT INFORMATION

Pre-Registration Required

Maximum Participants 54

Fees courtesy of City of Carlsbad Lodgers Tax

8:00 - 4:00

Departs from the National Cave and Karst Research Institute

400-1 Cascades Avenue
Workshop #1

Exploration Groups:

Participants will be divided into four exploration groups according to physical abilities: Kings Palace & Left Hand Tunnel, Lower Cave, Hall of the White Giant, and Spider Cave. Size of each is limited.

**Group 1: Kings Palace & Left Hand Tunnel.** You will get two different experiences by visiting two different sections of Carlsbad Cavern. The Cave temperature averages 56°F, so a light jacket is recommended as well as sturdy, comfortable shoes. Lanterns will be provided for Left Hand Tunnel. Kings Palace has electric lights.

**Group 2: Lower Cave.** This adventure tour is moderately difficult, requiring you to descend and ascend a series of ladders and a rope hand line. The unpaved trail will lead the group by an amazing nest of cave pearls, mummified bats, and artifacts from historic expeditions. Helmets and lights are provided. Good sneakers or hiking boots are required.

**Group 3: Hall of the White Giant.** This adventure tour is considered very difficult. The trail follows a tight canyon that must be ascended by a series of ladders and rope assisted climbs, giving an authentic caving experience. Helmets, lights, kneepads and caving gloves are provided. Hiking boots or sturdy shoes are required. Expect to get dirty on this trip!

**Group 4: Spider Cave.** This tour is considered difficult and strenuous. After a half-mile hike down Garden Grove Canyon, you will begin the expedition through the maze of Spider Cave. This cave trail is filled with crawls and climbs. This trip is not recommended for anyone with a fear of enclosed spaces, heights, or getting cave dirt in your ears! Helmets, lights, kneepads, and caving gloves are provided. Hiking boots or other sturdy shoes and bottled water for the hike are required. Backpacks are allowed on the hike, but NOT allowed in the cave.
Workshop #2 – Rocks, Water, and People: A Geologic Walk Through Carlsbad’s Human History

Have you wondered why Carlsbad or any community is located where it is? The answer is almost always a combination of the area’s physical geology, water resources, and the cultural needs of the people.

Join this trip and learn about interpreting the intersection of environment and society. You will follow water from where it enters the earth to where it reemerges as the flowing heart of Carlsbad. You will also trace settlement of the region from prehistoric to modern times as people sought soil, salt, oil, and other natural resources. No specialized geologic knowledge is needed.

COORDINATORS

• Dr. George Veni, Executive Director, National Cave and Karst Research Institute
• Dr. Lewis Land, Hydrogeologist, National Cave and Karst Research Institute

IMPORTANT INFORMATION

Pre-Registration Required
Maximum Participants - 28
Fees courtesy of City of Carlsbad Lodgers Tax
8:00 - 4:00
Departs from the National Cave and Karst Research Institute
400-1 Cascades Avenue
IMPORTANT INFORMATION

Bus Tour
Pre-Registration Required
Maximum Participants - 36
This is a free tour
1:30 - 4:15
Departs from the Living Desert Zoo and Gardens State Park, 1504 Miehls Drive N parking lot

Self-Guided Tour
1:00 - 5:30
Free admission to conference attendees courtesy of New Mexico State Parks

Reception
5:30 - 7:30

Tours

Bus Tour - Carlsbad History Tour
Ride with us and we’ll show you the rich history of Carlsbad, NM and lead you to understand why Carlsbad was one of the most advanced cities in the southwest by the end of the 19th century. You will see the Flumes, the biggest concrete structure in the world at the time it was built and known as the only place where a river crosses itself. You will also visit the remains of a hydro power plant and Carlsbad’s downtown historic district, and see many historic homes.

https://en.m.wikipedia.org/wiki/Carlsbad,_New_Mexico

Tour leader Willi Jung is the volunteer project leader of the Little Old Carlsbad exhibit, an historically accurate scale model of historic Carlsbad and surrounding area industries that you must see when you visit the Carlsbad Museum & Art Center. Willi has sniffed out some very interesting historic sites, many off the beaten path.

Self-Guided Tour

Of Living Desert Zoo & Gardens State Park
This native wildlife zoo, accredited by the Association of Zoos and Aquariums, exhibits more than 40 species of animals and hundreds of species of plants native to the Chihuahuan Desert. The park provides an up-close experience for visitors, with a variety of fun interpretive programs for every season, geared for the entire family. http://www.emnrd.state.nm.us/SPD/livingdesertstatepark.html Last admission is at 4:30 and participants must leave the park by 5:30 PM.

Welcome Reception

Living Desert Zoo & Gardens State Park
Reception courtesy of NM State Parks and The Mosaic Company, the world’s leading producer and marketer of concentrated phosphate and potash. Browse the zoo store, meet Adrian Stiteler, Zoo Director, network with colleagues, visit exhibits, all while sampling delectables by Carlsbad’s own internationally award-winning chef, K & P Catering, Inc.
At a Glance

REGISTRATION INFORMATION

NOVEMBER 18, 1:00 - 5:30
(AT THE LIVING DESERT ZOO)

THURSDAY 19 AND FRIDAY 20
8:00 - 5:00
(AT THE CONFERENCE CENTER)

Thursday, November, 19

- 8:00 - 5:00 Registration Ongoing
- 8:00 - 9:00 Network coffee break
- 9:00 - 10:15 Session A
- 10:15 - 10:45 Break
- 10:15 - 5:00 Silent Auction
- 10:45 - 11:45 Plenary
- 12:00 - 1:30 Luncheon Keynote
- 1:30 - 2:45 Session B
- 2:45 - 3:15 Break
- 3:15 - 4:30 Session C
- 5:00 - 9:00 Tech Showcase & Fiesta (Carlsbad Museum & Art Center, 418 W. Fox Street)

Friday, November, 20

- 8:00 - 5:00 Registration Ongoing
- 8:00 - 4:30 Silent Auction
- 8:00 - 9:00 Network coffee break
- 9:00 - 10:15 Session D
- 10:15 - 10:45 Break
- 10:45 - 11:45 Plenary
- 12:00 - 1:30 NMAM Business Meeting Luncheon -Awards
- 1:30 - 2:45 Session E
- 2:45 - 3:15 Break
- 3:15 - 4:15 Session F
- 3:00 - 5:30 Pecos River Cruise
- 3:15 - 4:15 Session F
- 6:00 - 9:00 Rock Around the Clock with George Tosco of The Fireballs – Cavern Theatre, 210 N. Canyon Street
Thursday, November 19

At a Glance

Note the change in venue from Wednesday's activities to the Pecos River Village Conference Center, 711 Muscatel Ave. [http://www.carlsbadchamber.com/pages/PecosRiverVillageConferenceCenter/]

- 8:30 - 5:00 Registration Ongoing
- 8:00 - 9:00 Network coffee break
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- 3:15 - 4:30 Session C
- 5:00 - 9:00 Tech Showcase & Fiesta (Carlsbad Museum & Art Center, 418 W. Fox Street)

8:00-5:00 Registration Ongoing

8:00-9:00 Network coffee break – Breakfast on your own or you can snack at the conference break table while networking with conference participants.

9:00-10:15 SESSION A

1. THOUGHT LEADER SESSION
Dr. Arthur Harris – Prehistoric New Mexico

Dr. Arthur Harris, a native of Carlsbad, is Past Director of the Laboratory for Environmental Biology (now the UTEP Biodiversity Collections), Curator of Higher Vertebrates, and Curator of Vertebrate Paleobiology. He also is Professor Emeritus in the Department of Biological Sciences, University of Texas at El Paso. He received his Ph.D. degree from the University of New Mexico in 1965, majoring in vertebrate biology and minoring in geochronology. Although trained primarily as a mammalogist, research in recent years has primarily been in Pleistocene vertebrate paleontology. Current research projects include study of the Pleistocene fauna of Sierra Diablo Cave, Hudspeth County, TX.
The vertebrate faunas of the closing millennia of the last Ice Age in southern New Mexico were nothing like what we see today. Bones recovered from caves in southern New Mexico show snapshots of fauna from before the descent into the most extreme phase of the Ice Age to near the return of the modern climate and fauna. Much of the faunal differences were due to animals now extinct: ground sloths, dire wolves, giant cats, mountain deer, shrub oxen, and numerous others. Many of those not extinct currently range only to the north or in the cool, moist high mountain forestlands. We'll follow these climatic and faunalistic changes through time to modern-day conditions.

2. COLLECTIONS: Secrets from the Vaults: Little Known Finds in Santa Fe Collections

We all have objects in our collections that are unique, little-known, and unexpected. Our audiences know our most iconic artworks, but often do not realize that we are able to exhibit only a fraction of the objects we care for. As our colleagues know, we sometimes hold interesting and significant treasures that are wonderful and quirky, but seldom get their moment in the spotlight. Coming from perspectives ranging from curatorial to research to collections to conservation, each speaker will introduce you to an object you might never have guessed would be in her institution’s collections.

Session chair: Carmen Vendelin, Curator of Art, New Mexico Museum of Art
Session presenters: Eumie Imm Stroukoff, Emily Fisher Landau Director of the Research Center, Georgia O’Keeffe Museum
Meredith Davidson, Curator of 19th and 20th Century Southwest Collection, New Mexico History Museum and Palace of the Governors
Tatiana Lomahhaftewa-Singer, Curator of Collections, IAIA Museum of Contemporary Native Arts
Mina Thompson, Associate Conservator, Conservation, Museum Resources Division Downtown Laboratory
Erica Prater, Collections Manager, New Mexico Museum of Art

3. COMMUNITY ENGAGEMENT: Knowing your Community: To Be More Interesting, Be More Interested

Explora staff will share experiences using community conversations about aspirations, issues of concern, and desires for change to learn from and engage their community in new ways. Their experiences show how combining people’s aspirations and concerns with the usual audience data helps institutions become more relevant. Based
on the information learned from these conversations and engagement with new partners, Explora saw changes in both their center and the community. Sarah Baca will share examples of new projects co-developed by Explora and the New Mexico Autism Society as a result of the listening process.

Participants will do an exercise in the Harwood method of community conversations, so that they can understand it and reflect on how to apply it at their museums. Session participants will be invited to ask questions and share their stories throughout the session, and there will be an open debrief at the end.

Session Chair: Kristin Leigh, Deputy Director and Director of Community Engagement, Explora
Session Presenters: Joe Hastings, Executive Director, Explora
Sarah Baca, Executive Director, New Mexico Autism Society

10:15-10:45 Break

10:15-5:00 Silent Auction Ongoing - Pecos River Village Conference Center

10:45-11:45 PLENARY – THOUGHT LEADER SESSION with Dwight Pitcaithley – Snakes, Bats, and Georgia O’Keeffe: Reflections of a National Park Service Historian

Carlsbad native Dwight T. Pitcaithley is a Professor of History at New Mexico State University. He retired from the National Park Service in 2005 as its Chief Historian, a position he held for ten years. He is a coeditor of The Antiquities Act: A Century of American Archaeology, Historic Preservation and Nature Conservation (2006) and has contributed chapters to Becoming Historians (2009), Slavery and Public History: The Tough Stuff of American Memory (2006), Preserving Western History (2005), Public History and the Environment (2004), Myth, Memory, and the Making of the American Landscape (2001), and Seeing and Being Seen: Tourism in the American West (2001).

12:00-1:30 LUNCHEON – THOUGHT LEADER SESSION with John Andrews – Bringing Will Power to the Land of Enchantment

John F. Andrews is a Carlsbad native and has served as a member of the New Mexico Humanities Council and the
board of KSFR radio in Santa Fe. He has taught at several universities and spent ten years (1974-84) as Director of Academic Programs at the Folger Shakespeare Library on Capitol Hill, where he edited Shakespeare Quarterly and served as chairman of a national advisory committee to oversee educational outreach for The Shakespeare Plays (1979-85), a BBC and Time-Life Television series that brought the entire canon to American viewers. During his time at the Folger, Mr. Andrews also raised more than four million dollars in grant funds and helped organize and promote the library’s multifaceted eight-city touring exhibition, Shakespeare: The Globe And The World. Mr. Andrews has produced two 3-volume reference sets for Scribners and two editions of Shakespeare’s works, one for the Literary Guild, the other a paperback series for Orion Books in London. From 1984 to 1988 Mr. Andrews worked as Deputy Director of Education Programs at the National Endowment for the Humanities.

A Shakespeare scholar who spent a decade at the Folger Shakespeare Library as Director of Academic Programs, Mr. Andrews will talk about the Library's touring First Folio exhibition and the opportunity it provides for local museums and educational institutions in New Mexico.

http://www.folger.edu/sites/default/files/FirstFolioTour_HostSitesDates_PressRelease.pdf

1:30-2:45 SESSION B

1. THOUGHT LEADER SESSION with Dr. Jim Cheek – Cultural Perspectives on Community Health and Disease Prevention

Dr. Cheek graduated from the University of New Mexico School of Medicine before completing his internship in Internal Medicine at the University of Arizona, Tucson, and residency in Preventive Medicine at the Johns Hopkins University, Baltimore. He is board certified in General Preventive Medicine and Public Health. Following his residency training he served as an Epidemiology Service Officer and Medical Epidemiologist for the Centers for Disease Control and Prevention (CDC) and subsequently the Indian Health Service (IHS). Prior to joining UNM, he was the Director of the IHS national Division of Epidemiology and Disease Prevention, providing epidemic
assistance and disease control to American Indian and Alaska Native communities throughout the United States. An enrolled member of the Cherokee tribe of Oklahoma, Dr. Cheek was born and raised in Carlsbad, New Mexico. His interests include public health practice, racial and ethnic disparities in infectious diseases, emerging and zoonotic infectious diseases, and evolutionary medicine. In this discussion Dr. Cheek will recount some of his investigations.

2. COMMUNITY ENGAGEMENT: Creating Panoramic Web Tours With Your Smartphone*, Part 1

Imagine Google’s street view inside your museum. New tools freely available from Google allow non-technical users to create “spherical” panoramic images, link them together with hot-spots, upload them to Google maps, and embed them into websites—all without any programming or code-writing. The possibilities for cultural institutions are tremendous.

In this hands-on double session, participants will get instruction on creating panoramas, and then go in teams to a local site of interest to capture one or more images, upload them to Google Maps, and later premiere their work at the Tech Showcase.

Session chair: Eli Menchaca, AmeriCorps Intern, DCA
Session presenter: Doug Patinka, DCA Deputy CIO
*Participants must have an Apple or Android smartphone with camera and a Google Account in order to upload files.

3. CREATIVITY: IMPROVISATION SKILLS for Floor Staff, Volunteers, Docents, Museum Educators and You

Increase meaningful exchanges between your museum team and your visitors. With simple and approachable techniques of improvisation, help your team welcome and engage visitors, use a positive approach to class behavior, extend meaningful play or problem solving. Using improvisation skills does not mean “entertaining” but rather engaging your visitors. Improvisation is useful in large and small group settings, including one-on-one interactions. Improvisation can help increase confidence to speak to a group or simply participate in a committee by building self-trust and trust in each other. Having the tools of improvisation also helps handle tricky and uncomfortable situations. Help your team increase compassion and acceptance, think fast on their feet,
and creatively problem-solve and be prepared to react to most any situation.

Session Chair: Laurie Magovern, Curator of Education, Anderson Abruzzo Albuquerque International Balloon Museum—Laurie Magovern has taught improvisation workshops to teachers, students, volunteers, librarians and artists for 15 years, including at the Smithsonian, the National Portrait Gallery, The John F. Kennedy Center for the Performing Arts, and Arena Stage in Washington, DC. Laurie is also an award-winning storyteller for young people and loves using theater skills in museum and library settings.

2:45-3:15  Break

3:15-4:30  SESSION C

1. NATURAL SCIENCE/EDUCATION: Preserving New Mexico’s Biodiversity –

Steve West was born in Carlsbad and grew up in Loving where he learned to appreciate the outdoors. After graduating from New Mexico State University he spent 3 years in the Army and then taught in Presidio, TX, Santa Cruz, Bolivia, Loving and in Carlsbad. He taught public schools for 31 years and also college level courses at NMSU-C. He has worked extensively researching Cave Swallows and has banded over 25,000 individual swallows at Carlsbad Caverns National Park. He specialized in studying mollusks, plants and birds and has done field work across Arizona, New Mexico and west Texas. He published Northern Chihuahuan Desert Wildflowers and has over 70 publications in various journals.

An unexpected treasure, New Mexico may be biologically one of the richest states. Located along the Mexican border with peaks up to 13,000 feet, and with a wide variety of habitats, New Mexico ranks near the top in terms of biodiversity. Research of the rich geologic history has added to the totals. Today much of that diversity is threatened by urban sprawl, poor land practices, overtaxing water resources and other factors that imperil our biological richness. It is not too late to stop the threats to our plants and wildlife and protect the biological treasure that is New Mexico.

2. COMMUNITY ENGAGEMENT: Creating Panoramic Web Tours With Your Smartphone*, Part 2

Participants will continue work on panoramic web tours begun in Part 1.

*Participants must have an Apple or Android smartphone with camera and a Google Account in order to upload files.
3. COLLECTIONS: A Fresh Start: Moving a Museum Inspires New Ideas and Rediscovery

The Archaeological Research Collections at the Museum of Indian Arts & Culture represent one of the most comprehensive gatherings of archaeological collections in the Southwest. Built by numerous archaeologists since the early 1900s, with artifacts dating from 12,000 years ago to the early 20th century, the collections tell the story of the Southwest’s complex cultural heritage, as well as the history of Southwestern archaeology.

With the completion of construction of the Center for New Mexico Archaeology (CNMA) in Santa Fe in 2012, museum staff began the largest collections move in the history of the Museum—relocating an estimated 8.5 million artifacts from more than 20,000 archaeological sites to the new repository. When the move is complete, all archaeological materials in the Museum’s care, which were previously stored in ten rooms, three buildings, and two separate locations in Santa Fe, will be housed in three large rooms under one roof at the CNMA. The Archaeological Research Collections staff will describe how we’ve handled the collections move, and what kind of improvements we’ve been able to make to the way the collections are managed, as well as to how they are stored. In addition, the staff will talk about the pleasures of revisiting items boxed up for more than 30 years, and the inspiration triggered by new associations of objects created during collections reorganization.

Session Chair: Diana Sherman, Assistant Collections Manager for Archaeological Research Collections, Museum of Indian Arts & Culture
Session Participants are associated with the Archaeological Research Collections (ARC) program of the Museum of Indian Arts & Culture, Santa Fe: Amy Montoya, BIA Collections Specialist Lisa Mendoza, Collections Move Specialist Crystal Kieffer, Collections Manager Diana Sherman, Assistant Collections Manager Kathryn Ruiznavarro, ARC Archivist Julia Clifton, Curator

5:00-9:00 PM Fantastical Fiesta/Virtual Marionette Exhibit/Tech Showcase – Carlsbad Museum & Art Center

Enjoy a fantastical fiesta full of robotic ruckus, tasty Mexican food and...Mariachi music! After touring the Tech Showcase, visit the special exhibit The Baumann Marionette Project: Surfacing Museum Treasures Through Technology, and discover one of the unexpected treasures of Carlsbad - a world class collection of New Mexico Art!
The Baumann Marionette Project:
Surfacing Museum Treasures through Technology

418 W. Fox St. Carlsbad, NM 88220 575.887.0276

An Exhibit Developed by New Mexico Highlands University in collaboration with the New Mexico Department of Cultural Affairs, the AmeriCorps Cultural Technology Program, the New Mexico Museum of Art, and the New Mexico History Museum

November—January
Showing how technology can make fragile museum collections accessible, this exhibit invites you to experience Gustave Baumann’s wooden marionettes. Carved by the famous Santa Fe artist, the marionettes are now digitized and brought to life at the museum through new interactive technology. Integrated into this exhibit is Gustave Baumann and Friends: Artist Cards from Holidays Past, the popular exhibit from the New Mexico History Museum.

Supported by the City of Carlsbad & Carlsbad Lodgers Tax
1. COMMUNITY ENGAGEMENT/VOLUNTEERS: Hidden Treasures: Interns and Volunteers in Your Own Backyard

Museums have long depended on volunteers and interns, and will continue to depend on them for the foreseeable future. As the current generation ages and retires, how can museums respond to the changing roles of volunteers and attract the next generation? Is your museum using social media or other new strategies to recruit volunteers, or partnering with a local college or university to recruit interns? Do you have projects that volunteers can work on remotely, via the Internet? Are you tapping into the talents and skills of people in the local community to accomplish your mission-driven goals? What kinds of incentives do you offer? Bring your successes and challenges to this roundtable discussion, led by participants in the AmeriCorps Cultural Technology Program, a partnership between...
the Department of Media Arts & Technology at New Mexico Highlands University and the New Mexico Department of Cultural Affairs. Let’s share ideas about how your museum can cultivate a homegrown talent pool of volunteers and interns right in your own backyard.

Session Co-Chairs: Mimi Roberts, Director for Media Projects, New Mexico Department of Cultural Affairs and Lauren Addario, AmeriCorps Cultural Technology Director, New Mexico Highlands University, Las Vegas, NM
Session Presenters: Brandi Daw, Graduate Student Media Arts and Computer Science and AmeriCorps intern, New Mexico Highlands University
Joey Montoya, mentor and former AmeriCorps intern, Instructor, Santa Fe University of Art and Design
Eli Menchaca, Graduate Student Software Systems Design and AmeriCorps intern, New Mexico Highlands University
Doug Patinka, Deputy Chief Information Officer, New Mexico Department of Cultural Affairs
Andrea Gallegos, Graduate Student Media Arts and Computer Science and AmeriCorps intern, New Mexico Highlands University
Bresdin O’Malley, Undergraduate student, Software Systems Design and AmeriCorps intern, New Mexico Highlands University
Ethan Ortega, Historic Ranger, Coronado Historic Site, Bernalillo, NM
Martha McCaffrey, Mentor and community supporter Citizens’ Committee for Historic Preservation Las Vegas, NM

Dr. M. Susan Barger, Coordinator, Connecting to Collections Care Online Community

After the closure of Heritage Preservation, the Connecting to Collections (C2C) program was moved over to the Foundation of the American Institute for Conservation and it has become Connecting to Collections Care (C2C Care). This program continues to offer free collections care assistance for small and mid-sized cultural institutions through the Online Community http://www.connectingtocollections.org/webinars, an online resource library, a monitored discussion forum, social media on Facebook and Twitter, and the archives from both C2C and C2C Care. This conversation focuses on the listening tour for C2C Care and the opportunity to meet other participants in the Connecting to Collections Care Online Community as well a discussion of what materials and/or programs you would like to see in the Online Community in the future.

3. CREATIVITY: Biodiversity in Local Environments
Linda Wiener, Ph.D. St. John's College, Santa Fe, NM – With a Ph.D. in entomology from the University of Wiscon-
sin at Madison, Dr. Wiener worked as a post-doctoral fellow in the Linguistics Department at Harvard, and also curated insects at the Museum of Comparative Zoology at Harvard University. Since 1985, she has been a tutor at St. John's College in Santa Fe, New Mexico where she teaches "great books" throughout their liberal arts curriculum. She also runs a consulting business, The Bug Lady, which involves a variety of activities including survey work for the New Mexico state parks and conservation organizations and working with small scale organic farmers in Nicaragua, Thailand, Mexico, India, and Hopi.

Join Dr. Wiener in a fascinating discussion that will focus on the biodiversity of arthropods in local environments. Wiener has been studying the insects and arachnids on one-seed juniper trees in her backyard for six years, documenting 452 different species including some not yet described. In trying to connect with non-scientists about this subject, Wiener has created a giant book (32" x 40") that documents these finds with her drawings of each species, showing also information about relative abundance and frequency of occurrence. Her work focuses on teaching people how to experience nature, educating about the science and including art and spirit. To this end, she has done playful art pieces that explore the roles of ants and other insects.

9:00-10:15 SESSION D

1. COLLABORATION: Museums United and the Role of State Museum Associations

Leaders of state museum associations have been working collaboratively over the last five years to bolster the network of state museum associations and to understand the role these organizations play in the museum community. A snapshot of our nation’s state museum associations came into focus at Museums United, a convening of representatives from 46 state museum associations at the Crystal Bridges Museum of American Art in March 2014. Co-sponsored by the American Alliance of Museums (AAM) and the Institute of Museum and Library Services (IMLS), the meeting was the first time in 15 years that representatives from all state museum associations across the nation came together to share ideas, discuss challenges, and consider solutions to common problems. Museums United proved to
be a turning point in defining the purposes and exploring the potential for state museum associations.

In spring 2015, IMLS awarded a $498,319 grant to develop the second phase of Museums United, a nationwide project designed to strengthen the national network of state museum associations and enhance their capacity to serve museums and museum professionals. The project will include the development of an online association management system, a toolkit of resources to support administration and leadership, and a platform to support communication and collaboration. Project leaders will also explore options to create a sustainable model for ongoing collaboration.

What is the emerging role of state museum associations? How might these organizations address the barriers of limited capacity—not enough staff, not enough funding? How might the network strengthen? This session will provide an update on Museums United Phase 2

Session Chair: Ruth Ann Rugg, Executive Director, Texas Association of Museums
Session Presenters: Lisa Pugh, President, New Mexico Association of Museums
Brian Crockett, Advisor to the Museums United Phase 2 project.

2. COLLABORATIONS/COLLECTIONS: Uncovering Treasures Through Community Collaboration: Three Projects From The Palace Of The Governors Photo Archives

The Palace of the Governors Photo Archives has recently embarked on three collaborative projects with local and regional community groups: The Santa Fe New Mexican newspaper, the Raton Museum, and the Old Santa Fe Association. In each of these projects, the Photo Archives has developed a relationship with the partner institution in order to preserve and create access to collections of unique audiovisual history. Relationships between the Archives and participating groups are characterized by trusting in and by sharing each organization’s particular resources and expertise, with the ultimate goal of uncovering three very special “hidden” collections.

The Photo Archives and the Raton Museum will work together to survey, catalog and digitize the Museum’s collection of over 3,000 glass plate negatives; work flows in this project are intertwined, as Museum staff assists in providing item-level metadata and Archives staff digitizes and hosts public access to
images at New Mexico Digital Collections (http://econtent.unm.edu/cdm/phoarc). The Santa Fe New Mexican newspaper and the Photo Archives are working together on a similarly structured project, wherein the newspaper’s extensive photo archives (over 5,000 black and white press prints, circa 1965-2000) is appraised, described and digitized by staff from both institutions. Finally, the Archives has begun a novel project with the Old Santa Fe Association to transfer and digitize the Association’s 16 mm and 8 mm historical film collection. The partners hope this project results in significant fundraising opportunities and public events, such as film screenings.

Session Chair: Daniel Kosharek, Photo Curator, Palace of the Governors Photo Archives
Session presenters: Emily Brock, Photo Archivist
Daniel Kosharek, Photo Curator

3. EXHIBITS: Make It Work: Adventures in Museum Exhibits

Curating, like any museum field, has its fair share of practical challenges, from delayed schedules to modest budgets, even to supervising the construction of new gallery spaces. Yet these potential obstacles can also become enriching opportunities, from initiating successful collaborations to exploring one’s own collection from new perspectives. Join three museum professionals as they share their own experiences with creating quality exhibits. Come hear some great stories about exciting shows, and bring your own questions about putting together new exhibits.

Session Chair: Sara Woodbury, Curator of Collections and Exhibitions, Roswell Museum and Art Center
Session Presenters: Sara Woodbury, Curator of Collections and Exhibitions, Roswell Museum and Art Center
Erin Anderson, Curator, Western Heritage Museum and Lea County Cowboy Hall of Fame
Nancy Dunn, Museum Manager, Artesia Historical Museum and Art Center

10:15-10:45 Break

10:45-11:45 PLENARY - THOUGHT LEADER SESSION with Drew Gaffney – Lessons From A Career At The Cutting Edge Of Medical Research: Space Exploration

Francis Andrew "Drew" Gaffney was born in Carlsbad, New Mexico on June 9, 1946. He received a Bachelor of Arts degree from the University of California–Berkeley in 1968 and an M.D. from the University of New Mexico in 1972. In 1975, Dr. Gaffney earned a fellowship in cardiology at the
University of Texas Southwestern Medical Center in Dallas, and was a faculty associate and an assistant professor of medicine there until 1979. From 1979 to 1987, he served as assistant director of echocardiography at Parkland Memorial Hospital, Dallas. Dr. Gaffney next was a Visiting Senior Scientist with the Life Sciences Division at NASA Headquarters from January 1987 through June 1989. He worked with the Operational Medicine group and was Associate Manager of Biomedical Research as well as Program Scientist for the D-2 Spacelab mission and the Research Animal Holding Facility. He was a member of several working groups and implementation teams planning collaborative research with German, French, and Soviet government scientists. He also served on a number of Space Station Freedom and advanced mission planning groups, including the "Humans to Mars" study group. Dr. Gaffney's fifteen years of experience in cardiac research and operation of equipment such as echocardiographs and re-breathing devices led to his being selected as a payload specialist on SLS-1. He flew in June 1991 aboard STS-40 Columbia Spacelab Life Sciences (SLS 1), the first Spacelab mission dedicated to biomedical studies. Gaffney was a co-investigator on an experiment involving human cardiovascular adaptation to space flight.

12:00-1:30 NMAM BUSINESS MEETING LUNCHEON – AWARDS CEREMONY

Annual Hewett Awards - Edgar Lee Hewett was the first director of the Museum of New Mexico from 1909 until his death in 1946. He taught anthropology at UNM and was instrumental in encouraging the development of small museums throughout New Mexico. NMAM bestows these awards in his honor. The award is made to a person or organization whose actions exemplify leadership or service to the New Mexico Museum community. Recipients do not have to be members of NMAM or work in the museum industry to be considered.

Annual Volunteer Award - The American Association for Museum Volunteers (AAMV) has been an affiliated committee of the American Alliance of Museums since 1981. In 2010, the AAMV created a national award recognizing the key role volunteers play in museums and cultural institutions and showcasing outstanding achievement in volunteer service. They seek candidates who show exceptional commitment to
their organization, a commitment to civic engagement and giving back to their community, and who serve as a leader and role model for others. In like manner, NMAM established in 2012 a Volunteer of the Year award for museums in New Mexico. The award is given to a person whose volunteer service exemplifies leadership or service to the New Mexico Museum community. Recipients do not have to be members of NMAM to be considered.

1:30-2:45 SESSION E

1. THOUGHT LEADER SESSION with Gregory Most – Capturing Light and Form: Roderick Mead in New Mexico

Gregory P.J. Most is the chief of the Department of Image Collections at the National Gallery of Art in Washington, DC, one of the world’s largest art and architecture photographic archives in the world. He has been at the Gallery since 1992. Prior appointments were at the Museum of Fine Arts, Houston and the Cleveland Museum of Art. He is a specialist in the development of art historical image archives and text databases and information management and served as President of the Art Libraries Society of North America in 2013-14. His research topics include the New Mexican artist Roderick Fletcher Mead and the artists of the printmaking collaborative Atelier 17 I Paris.

The painter-printmaker Roderick Fletcher Mead (1900-1971) is not among the artists listed in the pantheon of New Mexico artists. Born in New Jersey, trained at Yale and the Art Students League, and with the prerequisite European ex-pat experience, when he came to New Mexico in 1941 he settled in Carlsbad rather than the more established art colonies in the north. This presentation will explore Mead, his life and work, and will attempt to explain why he is an unexpected treasure of New Mexico.

2. CREATIVITY: Reflecting on Practice, Part 1

Teaching in informal learning settings requires a unique set of skills that include activating prior knowledge, facilitating learning conversations, and teaching with objects. This highly interactive double session will engage participants in discussion about talk and conversation in learning, role-plays and reflection on the ways they communicate with learners. This session is based on the Reflecting on Practice professional development program from the Lawrence Hall of Science.

Session Chair: Selena Connealy, Education and Outreach Coordinator, UNM, Albuquerque
Session Presenters: Felicia Savage, National Museum of Nuclear Science and History
Tish Morris, NM ISE Net
Mollie Parsons, Santa Fe Botanical Garden
Gretchen Gürtler, Mesalands Community College’s Dinosaur Museum & Natural Sciences Laboratory
Laurie Magovern, Anderson Abruzzo Albuquerque International Balloon Museum

2:45-3:15  Break

3:00-5:30  PECOS RIVER CRUISE (leaves dock at 3:00, 3:50, 4:40 - 45 min tours) — Kick back and enjoy a ride on the Bella Sera pontoon boat down the beautiful Pecos River courtesy of the City of Carlsbad Lodgers Tax. Be sure to dress appropriately for the autumn chill!

3:15-4:15 SESSION F

1. CREATIVITY: Reflecting on Practice, Part 2

This is a continuation of the previous session based on the Reflecting on Practice professional development program from the Lawrence Hall of Science.

2. COLLECTIONS/EDUCATION: Exploring Treasures of a Foregone World: Research as a Teaching Tool for Science

Specimens held at Mesalands Community College’s Dinosaur Museum and Natural Sciences Laboratory are used as teaching tools to provide undergraduate research opportunities and give college students a deeper understanding of the scientific process. Our students not only gain knowledge of New Mexico’s rich geological history, but also learn how to care for a paleontological collection. Our students present research posters at professional venues, where they have the opportunity to interact with peers and professionals in both the fields of natural sciences and museum science. We will present case studies involving collaborative research efforts with governmental agencies, and other academic research institutions. We will also display genuine specimens collected from our New Mexico research dig sites.

Session chair: Dr. Axel Hungerbuehler, Curator, Mesalands Community College’s Dinosaur Museum and Natural Sciences Laboratory and Natural Sciences Faculty Mesalands Community College
Session presenters: Dr. Axel Hungerbuehler, Curator, Mesalands Community College’s Dinosaur Museum and Natural Sciences Laboratory
Gretchen Gürtler, Director, Mesalands Community College’s Dinosaur Museum and Natural Sciences Laboratory
Student Researcher, TBA

4:30 Silent Auction Closes - Cashier closes at 5:15
Carlsbad historic preservation enthusiasts will join NMAM for this trip down memory lane back to the 1950’s, when the Cavern Theatre opened for business in downtown Carlsbad and The Fireballs recorded their first hit record. Attendees will get to see the theatre in its pre-renovation state and preview the designers’ plans for the new performing arts center. *Poodle skirts are optional.*

Join our conference Thought Leaders for insights into historic preservation while Carlsbad natives share memories of the historic Cavern Theatre. The City of Carlsbad Mayor’s Ad Hoc Committee on Historic Cavern Theatre Rehabilitation will provide opportunities for fundraising for the rehabilitation.

**The Fireballs** [http://fireballs-original.com/](http://fireballs-original.com/) – NM Treasures hailing from Raton, The Fireballs were popular at the end of the 1950s and in the 1960s. In early 1958, the group of youngsters received a standing ovation following their performance of *Great Balls of Fire* at the Raton High School PTA talent contest and they were christened The Fireballs. The original line-up was George Tomsco (lead guitar), Chuck Tharp (vocals), Stan Lark (bass), Eric Budd (drums), and Dan Trammell (rhythm guitar). Jimmy Gilmer was later added on vocals. They recorded at Norman Petty Studio in Clovis where...

Billed as Jimmy Gilmer and the Fireballs, the group reached number 1 on the Billboard chart with Sugar Shack, which remained at that position for five weeks in 1963. The single also reached number 1 on Billboard’s R&B chart for one week in November of that year. Sugar Shack earned the group a Gold Record Award for Top Song Of 1963. Jimmy Gilmer and the Fireballs then had another pop hit in 1964 with a similar sounding Daisy Petal Pickin’, which reached number 15 on the Hot 100. The Fireballs reached the Top 40 again in 1968 with Bottle of Wine taking it to number 9 on the Hot 100.

The Fireballs were inducted into the Norman Petty Studio Walk of Fame by Vi Petty in 1989. In 2001 they were inducted into the West Texas Rock & Roll Walk of Fame in Lubbock, TX.

Bill Brooks has had an illustrious career in radio, theater, production, music, recording and announcing that spans 40 years and even holds a doctorate in Theology. During a span of six consecutive years Bill was voted Entertainer of the Year in Texas by the Country Music Revue Association.

From 1990 through 1994, Brooks was Director of Marketing for Kingdom Development Company for The Promise, a spectacular musical performed in the Texas Amphitheatre in Glen Rose, Texas, in Branson, Missouri and in the Olympic Stadium in Seoul, South Korea in 2004. Since that time he has served as producer of a musical on the life of Jesus called His Life—The Musical, an award-winning musical that has recently played before capacity international audiences.

Brooks provides voice-over services to clients world-wide from his recording studio located in the Dallas Communications Complex in Irving, Texas. He spends much of his time narrating/producing audiobooks that are available on Audible.com, Amazon.com and ITunes.com. He now serves as President of the Executive Board at Artisan Center Theater in Hurst, Texas. He has a long history as a recording artist

Master of Ceremonies, Dr. Bill Brooks—yet another Unexpected Treasure of Carlsbad!
with his brother Randy (The Brooks Brothers) and recently released his first solo CD, You Can Come Home, featuring ten songs of hope, forgiveness, restoration, and gratefulness.
Post-Conference Tours

Saturday,
November, 21

8:00 - 11:30 McKittrick Canyon
1:00 - 6:00 Winery & Microbrewery
Hidden within the 2,000-foot limestone recesses of Guadalupe Mountains National Park is “the Most Beautiful Spot in Texas,” McKittrick Canyon. Nature will be showing off her amazing colors as you hike the 4.8 mile round trip moderate trail into the heart of the canyon ending at famed geologist Wallace Pratt’s historically unique Stone Cabin. Join the tour given by local author Donna Blake Birchell, for tales and little-known insights on the geology and rich history of the canyon as featured in her latest work, McKittrick Canyon: a Beautiful History (The History Press). As a native of Carlsbad, Birchell has toured the canyon many times and considers it her favorite place on earth. Bring plenty of water, light snacks, good walking shoes (the trail follows a dry creek bed and will be rocky in spots), a light jacket, sunscreen, walking stick (optional), and a hat for your safety.

As McKittrick Canyon is part of Guadalupe Mountains National Park, everything you bring in, you will bring out.

Tour leader: Donna Blake Birchell, a Carlsbad native, is the author of six books which feature the history of Carlsbad, Texas and New Mexico (Carlsbad and Carlsbad Caverns, Eddy County, New Mexico Wine: an Enchanting History, Wicked Women of New Mexico, McKittrick Canyon: a Beautiful History, Legendary Locals of Carlsbad). A former Library Tech, Birchell has a great love of literature. Her love for history was acquired through osmosis during many road trips with her history-buff father. Birchell is currently a Security Officer at Mosaic Potash and is in the process of penning two more books on the tasty history of New Mexico for the History Press.
Wind down from our busy conference with a guided tour providing a sample of Eddy County’s wine and beer! First we’ll visit Balzano Vineyards, to taste some great local [http://www.balzanovineyard.com](http://www.balzanovineyard.com)

Next, we’ll head up to Artesia’s Wellhead Restaurant–Brew Pub to sample some great microbrews. There will be time to wander Artesia’s downtown Arts & Cultural District as well.

Transportation will be provided, starting and ending at the Pecos River Village Conference Center in Carlsbad, and appetizers and non-alcoholic options will be available at both sites.

There will be goodie bags for all!

https://www.zomato.com/artesia-nm/wellhead-restaurant-brewpub-artesia