Trailblazing:
New Pathways for New Mexico Museums

NMAM
NEW MEXICO ASSOCIATION OF MUSEUMS

2018 NEW MEXICO ASSOCIATION OF MUSEUMS CONFERENCE AND ANNUAL MEETING, OCTOBER 24-28

TAOS, NEW MEXICO
Welcome to the 2018 NMAM CONFERENCE AND ANNUAL MEETING

What happens to us as museum workers when we face funding challenges, controversies, or other roadblocks? We blaze new trails, which is what this conference is all about—gathering our creative energies, breaking down silos within our own organizations, collaborating with each other and community partners. We forge ahead.

Many thanks to the community of Taos, the local arrangements committee, the NMAM board, and to all of those presenting sessions this year. Congratulations to our award and scholarship recipients. The NMAM conference is an opportunity to meet new people, hear success stories, discover resources, and exchange information and ideas with colleagues from across the state and region. We hope you will also take advantage of our spectacular surroundings and array of post conference excursions to renew your spirit and find inspiration for the road ahead.

Mimi Roberts
NMAM President

Elizabeth Cunningham, 1951-2018
A MOST REMARKABLE WOMAN OF TAOS

Elizabeth Cunningham was not only a scholar and museum professional, but also a catalyst and organizer extraordinaire, getting folks to work with one another across generations, classes, genders, and ethnic and racial groups.

In 1981, Liz became curator of the Anschutz Collection at the American Museum of Western Art in Denver. Over the next 15 years, she took parts of the collection on tour throughout the US and Europe, China, and the Soviet Union. As an acknowledged scholar on the art of the American West, she specialized in the work of one of the founders of the Taos Society of Artists, co-authoring In Contemporary Rhythm: The Art of Ernest L. Blumenschein (2008).

She was the prime mover behind Taos’s 2012 cultural theme, “The Remarkable Women of Taos.” The initiative honored historical and contemporary women who have contributed to the greater Taos community by featuring them in public programs and eventually a book. This project showcased Liz’s lifelong passion for making connections—among people, ideas, and organizations. The New Mexico Association of Museums and the Conference Planning Committee are proud to dedicate the 2018 Annual Conference to Elizabeth Cunningham.

NMAM 2018 Conference Dedication

Elizabeth Cunningham, 1951-2018
A MOST REMARKABLE WOMAN OF TAOS

Elizabeth Cunningham was not only a scholar and museum professional, but also a catalyst and organizer extraordinaire, getting folks to work with one another across generations, classes, genders, and ethnic and racial groups.

In 1981, Liz became curator of the Anschutz Collection at the American Museum of Western Art in Denver. Over the next 15 years, she took parts of the collection on tour throughout the US and Europe, China, and the Soviet Union. As an acknowledged scholar on the art of the American West, she specialized in the work of one of the founders of the Taos Society of Artists, co-authoring In Contemporary Rhythm: The Art of Ernest L. Blumenschein (2008).

She was the prime mover behind Taos’s 2012 cultural theme, “The Remarkable Women of Taos.” The initiative honored historical and contemporary women who have contributed to the greater Taos community by featuring them in public programs and eventually a book. This project showcased Liz’s lifelong passion for making connections—among people, ideas, and organizations. The New Mexico Association of Museums and the Conference Planning Committee are proud to dedicate the 2018 Annual Conference to Elizabeth Cunningham.

Keep Taos at your fingertips!

get the mobile app

A destination guide highlighting the best places to eat, stay & recreate in Taos.

Download at:

iPhone: https://goo.gl/JEcakU
Android: https://goo.gl/m4VPCE

EXPLORE: outdoor adventure, guided & walking tours, arts & culture, shops & galleries, wellness & rejuvenation

DINE: farm to table, beer/wine/ cocktails, New Mexican & Mexican, family favorites, cafes & eateries, coffee shops & sweets, food trucks, fine dining

EVENTS: daily calendar of music, theater, arts & culture, community events, festivals, receptions, yoga & wellness

STAY: b&bs and inns, hotels, condominiums, vacation specialists, rv parks/hostels/cabins, last-minute deals

Trailblazing: New Pathways for New Mexico Museums

Welcome to the 2018 NMAM CONFERENCE AND ANNUAL MEETING

What happens to us as museum workers when we face funding challenges, controversies, or other roadblocks? We blaze new trails, which is what this conference is all about—gathering our creative energies, breaking down silos within our own organizations, collaborating with each other and community partners. We forge ahead.

Many thanks to the community of Taos, the local arrangements committee, the NMAM board, and to all of those presenting sessions this year. Congratulations to our award and scholarship recipients. The NMAM conference is an opportunity to meet new people, hear success stories, discover resources, and exchange information and ideas with colleagues from across the state and region. We hope you will also take advantage of our spectacular surroundings and array of post conference excursions to renew your spirit and find inspiration for the road ahead.

Mimi Roberts
NMAM President

Elizabeth Cunningham, 1951-2018
A MOST REMARKABLE WOMAN OF TAOS

Elizabeth Cunningham was not only a scholar and museum professional, but also a catalyst and organizer extraordinaire, getting folks to work with one another across generations, classes, genders, and ethnic and racial groups.

In 1981, Liz became curator of the Anschutz Collection at the American Museum of Western Art in Denver. Over the next 15 years, she took parts of the collection on tour throughout the US and Europe, China, and the Soviet Union. As an acknowledged scholar on the art of the American West, she specialized in the work of one of the founders of the Taos Society of Artists, co-authoring In Contemporary Rhythm: The Art of Ernest L. Blumenschein (2008).

She was the prime mover behind Taos’s 2012 cultural theme, “The Remarkable Women of Taos.” The initiative honored historical and contemporary women who have contributed to the greater Taos community by featuring them in public programs and eventually a book. This project showcased Liz’s lifelong passion for making connections—among people, ideas, and organizations. The New Mexico Association of Museums and the Conference Planning Committee are proud to dedicate the 2018 Annual Conference to Elizabeth Cunningham.
Sponsors
The New Mexico Association of Museums is tremendously grateful to the organizations that have generously supported the 2018 Conference in Taos.

Silent Auction
NMAM’s Scholarship Program relies solely on funds raised from the annual Silent Auction. The generous donation of objects and services from our members, their volunteers, and local businesses make it possible for emerging museum professionals to attend the conference without financial hardship. Auction items should be dropped off at the registration table at El Monte Sagrado from 5 – 7 pm Wednesday and in the Sandoval Room at El Monte Sagrado from 7:30 – 8:45 am on Thursday. The auction takes place in the Sandoval Room from 9:45 am – 5 pm Thursday, and 9:45 am until 2:15 pm on Friday! Preferred payment is by credit card and items must be picked up from the Sandoval Room between 2:15 pm and 4:30 pm on Friday. Please bid high, early, and often!

Schedule of Sessions & Events
- Sessions and events at El Monte Sagrado Resort except as noted
- Session room assignments posted at the Registration & Information Table

REGISTRATION & INFORMATION TABLE
(Rio Grande Ballroom foyer, El Monte Sagrado)
Noon - 1:30 pm and 5 - 7 pm Wednesday, Oct 24
8 am - 5 pm Thursday, Oct 25
8 am - 5 pm Friday, Oct 26

WEDNESDAY OCTOBER 24
1:30 - 4:30 pm | PRE-CONFERENCE WORKSHOPS

OBJECT CONSERVATION & HANDLING
Caroline Jean Fernald & Carmela Quinto | $20 (Millicent Rogers Museum)
Millicent Rogers Museum Executive Director Caroline Fernald, and Carmela Quinto, Curator of Collections, present a hands-on workshop that will demonstrate how to handle, store, catalogue, and conserve historic Southwest Native American and Hispanic artworks.

EXHIBITION GRANT-WRITING
Lili Rusing | $20
Lili Rusing, a development consultant in Taos specializing in grants for arts and culture, will explain how to apply for and obtain grants for museum exhibitions. Topics will include prospect research, donor cultivation, and proposal writing (from requesting information to structuring your narrative), as well as what to do after you get the grant. Also included: hot tips on grant writing and links to useful resources.

DOCENT TRAINING & PROGRAM COORDINATION
Sue Taylor | Free (The Harwood Museum of Art)
Sue Taylor, Chief Curator for the NM Museum of Space History, will cover a range of topics related to museum interpretation in a workshop geared towards docents, tour guides, educators, and curators. Issues to be addressed include communicating the value of your collections to the public; explaining why the real thing is more important than a digital image; igniting curiosity; using interpretative handles; relating your subject matter to your varied audiences; handling groups; and addressing children. Her co-presenter will be Dale Taylor, Photographer.

2 - 5 pm | TAOS ARTISTS & ARCHITECTURE WALKING TOUR
- self-guided

5 - 7 pm | DROP OFF SILENT AUCTION DONATIONS (Registration Table)

5 - 7 pm | WELCOME RECEPTION (Anaconda Bar, El Monte Sagrado)
Free admission, complimentary hors d’oeuvres, full cash bar
THURSDAY OCTOBER 25

7:30 – 8:45 am | DROP OFF SILENT AUCTION DONATIONS (Sandoval Room)

8 am – 5 pm | REGISTRATION, SIGN UP FOR NO-HOST DINNERS, CONTRIBUTE TO OPEN SPACE  See explanations for Open Space on page 8 and for No-Host Dinners on page 9

9 – 9:45 am | CONCURRENT SESSIONS A

SALT OF THE EARTH & BEYOND: Community Storytelling & Cultural Heritage

This session will highlight two projects that use storytelling to preserve cultural heritage. The University of NM Salt of the Earth Recovery Project is currently engaged in efforts to save the Local 890 Union Hall in Bayard by collecting stories from families involved in the 1950-1952 Empire Zinc Mine Strike. The Silver City Museum’s future Santa Rita/Chino mining exhibit will explore Grant County mining technologies and equipment, explain the social implications of unequal pay between Anglo and Mexican-American workers, and record the memories of individuals who lived in a town that was eaten up by strip mining. Chair: Joseph Bryce, Assistant Curator of History and Exhibitions, Silver City Museum. Co-presenters: Michelle Hall Kells, Associate Professor, Rhetoric & Writing, UNM Department of English; Carmen Vendelin, Museum Director, Silver City Museum; and Bart Roselli, Museum Education and Programs Coordinator, Silver City Museum.

ROCKET WOMAN: Exploring Esther Goddard

As museums confront the practical challenges of renovating exhibits to remain educationally and socially relevant and to reflect STEAM-based initiatives, Esther Goddard offers an especially apt case study for exploring our regional history and the significance of women in science. Whereas Robert H. Goddard is remembered as one of the first scientists to seriously experiment with liquid-fuel propulsion, his wife Esther’s contribution to his research and to securing his legacy is less well known. Esther documented Robert’s work through her photography and filmmaking, and was a pioneer in extracting still images from film. After her husband’s death, Esther compiled and published his notes, secured more than 200 patents based on his research, and established collections of his work at the Roswell Museum and Art Center, Clark University, and the Smithsonian. Presenter: Amberley Meli, Registrar, Roswell Museum & Art Center.

SNAPSHOTS FROM THE LLANO: New Ways of Interpreting the World

The Blackwater Draw Museum in Portales has begun to work with faculty, staff, and students in the Eastern NM University Anthropology Department on a variety of community-oriented projects. From 3D artifact scanning, to virtual reality sandboxes, to global community comparisons, we are making education and interpretation a priority. Presented here are our projects, our successes, and our challenges. Chair: Jenna Domeischel, Blackwater Draw Museum Curator, ENMU. Co-presenter: Kathy Roler Durand, ENMU Professor Emerita.

9:45 – 10:15 am | SNACK BREAK, OPENING OF SILENT AUCTION

Grab a snack at meeting breaks and place bids on fabulous silent auction items sourced from around New Mexico, to support the NMAM Scholarship Fund.

10:15 – 10:30 | OFFICIAL WELCOME & BLESSING

Mimi Roberts, President, NM Association of Museums

Davison Packard Koenig, Chair, Conference Planning Committee

Dan Barrone, Mayor, Town of Taos

Representative of Taos Pueblo

10:30 – 11:30 am | KEYNOTE ADDRESS

CIVIC TOURISM: THE POETRY & POLITICS OF PLACE

Dan Shilling

Civic Tourism helps communities reframe tourism’s purpose, from an "end" to a “means”—that is, from a market-driven growth goal to a tool that helps the public preserve and enhance the place they love, while also revitalizing the local economy. For communities that practice cultural tourism, heritage tourism, ecotourism, or other place-based approaches, Civic Tourism can help develop sustainable and responsible strategies, maintain healthy lifestyles and historical integrity, involve stakeholders and the general public, and protect natural and cultural resources. Dan Shilling’s keynote address will introduce Civic Tourism’s mission and three strategies: “Rethink Economics,” “Invest in the Story,” and “Connect to the Public.” A follow-up workshop will delve more deeply into these concepts, allowing attendees to walk away with concrete strategies for their communities.

A former high school teacher, Dan joined the Arizona Humanities Council in 1984 and was named director in 1989, a position he held until 2003. He has served on more than 40 boards and commissions, including the Arizona Tourism Alliance and Grand Canyon Association. Dan guided Arizona’s early research on cultural heritage tourism, editing three publications and earning several honors, including the Arizona Office of Tourism’s “Person of the Year Award” and the Museum Association of Arizona’s “Distinguished Service Award.” Starting in 2004, Dan directed a three-year, federally funded project on place-based tourism, which resulted in three national conferences and the book Civic Tourism: The Poetry and Politics of Place. He recently co-directed three NEH summer institutes for college professors on sustainability, which led to Traditional Ecological Knowledge, a new book on indigenous land practices. Dan holds a Ph.D. from Arizona State University, from which he received the “Distinguished Alumnus Award,” the school’s highest honor.

11:30 am – 12:45 pm | GRAB N GO LUNCH

Pick up boxed lunch, complimentary for registered conference attendees, at El Monte Sagrado. Limited van transportation provided to and from Taos Plaza.

1 – 1:45 pm | CONCURRENT SESSIONS B

TRADITION & MODERNITY AT TAOS PUEBLO:

Three Generations of the Gomez/Mirabal Family

Lois Rudnick and Jonathan Warm Day Coming reflect on three generations of two Taos Pueblo families and their relationship to the arts in Taos. Jonathan’s grandparents, Pedro Mirabal and Geronimo Gomez, were models for Anglo artists who came to Taos in the early 20th century, including Ernest Blumenschein, Irving Couse, Joseph Imhoff, Maurice Sterne, and Nicolai Fechin. The central focus of the conversation, Warm Day’s mother, artist Eah-Ha-Wa (Eva Mirabal), was given her first paints by Imhoff and Fechin. She became an accomplished and nationally known artist at age 19, after studying at the Santa Fe Indian School. Co-presenters: Lois Rudnick, Professor Emerita of American Studies, and Jonathan Warm Day Coming, Taos Pueblo, artist, illustrator, and author.

Jonathan Warm Day

Coming, 2018
DOCENT TO DOCENTS
Rodney Linkous will gear this presentation towards docents and people who work with docents. He will provide helpful hints on some of the ways to make history come alive, including the use of humor, trivia, and research. Rod will present a brief description of his docent training and what he’s learned during five years as lead docent at the El Paso Museum of History and as a tour guide/docent of the most famous ghost town in New Mexico, Shakespeare Ghost Town. Presenter: Rodney Linkous, Former Lead Docent, El Paso Museum of History.

NM STEM READY! Standards & Museums
New Mexico adopted new science standards on July 1, 2018, that will have implications for any museum, nature center, or other informal science education organization that provides programming for K-12 students and teachers. Three Albuquerque science educators will use this highly interactive session to introduce the standards and offer practical advice regarding how to communicate standards alignment and develop cross-disciplinary programs. Participants will also have the opportunity to discuss the role that museums play in K-12 education. Co-presenters: Selena Conneally, Education and Outreach Manager, EPSCoR; Deb Novak, Chief of Education, NM Museum of Natural History & Science and District XIII Director, National Science Teachers Association; and Allison Brody, Director of Education, Explora.

1 – 4 pm | KEYNOTE WORKSHOP: CIVIC TOURISM
Following a presentation on Civic Tourism, attendees will break into groups to consider how to develop local projects that apply the different strategies to their communities. “Rethink Economics” urges communities to connect tourism planning to restorative market policies. “Connect to the Public” recommends engagement practices that foster understanding of and support for a responsible tourism ethic. For “Invest in the Story,” which encourages a robust commitment to place making, the group will consider what “place” means and design a strategy to help stakeholders identify conceptual and financial support for their work. After the groups come together and discuss their findings, the full assembly will prioritize the suggestions and consider how to overcome barriers to developing a responsible, place-based tourism program in their communities. Presenter: Dan Shilling.

2 – 3 pm | SNACK BREAK, OPEN SPACE sessions, visit SILENT AUCTION
Open Space sessions let participants create their own meeting, continue a session that needs more time, or find a group to address an issue that was not presented elsewhere. Post your proposed Open Space topics on the large grid in the break area. Signal with the sticky notes provided which sessions pique your interest, and during the 2 pm hour choose one to attend–or host!

3 – 4:30 pm | CONCURRENT DOUBLE SESSIONS C

INTERPRETING CONTROVERSY
Participants in this panel discussion will explore how museums can present culturally sensitive subjects to visitors, benefactors, and constituents. The discussion will address the inclusion of diverse voices and the presentation of alternative historical narratives, while also considering museums as public forums, and museum activism versus museum neutrality. This timely session will present interpretive models from four institutions. Moderator: Ryan S. Flahive, Archivist, Institute of American Indian Arts. Co-presenters: Stephen Fadden (Mohawk), Director of Programming, Poeh Cultural Center; Pojoaque Pueblo; Aaron Roth, Manager, Ft. Sumner Historic Site—Bosque Redondo Memorial with Manny Wheeler, Director, Navajo Nation Museum; C.J. Law, Director, Kit Carson Home and Museum; and Melanie LaBorwit, Museum Educator, NM History Museum.

RENEWING NEW DEAL PATHWAYS with Community Partners
New Mexico was one of the most active states in the nation to participate in programs funded by the New Deal. Eighty years later, the vast array of distinctive murals, paintings, sculptures, pottery, carvings, and southwest themed designs, including furniture and tinwork, created under New Deal art programs provide opportunities for museums to work with community partners to preserve these local legacies. This year, gallupARTS, a non-profit organization, will be working with humanities advisors, digital media professionals, and the community to design a virtual art exhibit featuring Gallup’s collection of 90-plus New Deal artworks. The project is supported by a Public “Discovery” Grant from the National Endowment for the Humanities (NEH). Chair: Kathy Flynn, Executive Director of the NM Chapter of National New Deal Preservation Association. Co-Presenters: Ellen Premack, Art Educator and NMNDPA Board Member; and Rose Eason, Member of the Gallup Arts Digital Projects for the Public Grant.

ASSESSING MUSEUM ACCESS: Are Language Barriers Keeping Linguistically Diverse Communities Away from Museums?
This session will explore to what extent New Mexico museums offer effective access to linguistically and culturally diverse visitors. Do our museums’ minimal efforts to provide publicity and client services in languages other than English marginalize participation by local and international communities whose proficiency in English may be limited? Are our museums’ English language services and events provided at a level of English language proficiency that limits comprehensible, meaningful participation by significant segments of New Mexico’s and the world’s linguistically diverse population? Moderator: Mimi Roberts, independent museum professional. Co-presenters: Arif Kahn, Director of the University of NM Art Museum; Lois M. Meyer, Professor, Department of Language, Literacy & Sociocultural Studies, UNM; and students TBD from the course Introduction to Translation Studies.

5 – 7 pm | EVENING SOCIAL (Taos Art Museum at Fechin House)
Van transportation provided from El Monte Sagrado, trolley transportation back | Free admission, complimentary beer, wine and hors d’oeuvres RSVP requested
Taos Art Museum at Fechin House invites conference attendees and their guests to a reception in the historic home and studio built by renowned Russian artist Nicolai Fechin. The buildings are beautiful examples of Mission and Pueblo Revival architecture. Fechin was a master woodworker and the home is filled with hand-carved doors, windows, columns and furniture in an elegant harmony of Russian, Hispanic and Pueblo styles. Gracing the home’s walls are the works of Taos master artists ranging from the Taos Society to the Taos Moderns.

7 – 9 pm | NO-HOST DINNERS (Various restaurants)
Would you like the chance to meet new contacts and have dinner “off campus” with other conference-goers? Sign up at the Registration Table by 5 pm on Thursday—pick a restaurant and a group! Reservations will be made for each group to dine and discuss. Transportation on your own (limited transportation available through the hotel).

8 – 10 pm | DRINKING ABOUT MUSEUMS (Anaconda Bar, El Monte Sagrado)
Drinking About Museums is an after-hours alcohol-optional gathering for aspiring and veteran museum professionals who like to schmooze. Since the idea was hatched at the international Museums & the Web conference in 2011, Drinking About Museums has cropped up in cities all over the world. In New Mexico we sometimes gather in Santa Fe or Albuquerque to welcome a visiting dignitary from out of town, visit an exhibit, or just head straight for the bar.
FRIDAY OCTOBER 26

8 am – noon | REGISTRATION

8 am – 5 pm | INFORMATION TABLE OPEN

9 – 9:45 am | CONCURRENT SESSIONS D

WE ARE HISTORY – Creating Grassroots Public Programming
The NM History Museum’s exhibition “Voices of Counterculture in the Southwest” inspired 50 New Mexicans to bring their histories into the public light. Through workshops in Silver City, Las Vegas, Taos, Dixon, Placitas and Santa Fe, residents crafted, recorded, and celebrated personal experiences aligned with the ethos of the counterculture era. Session facilitators will analyze the impacts and ripple effects of this form of outreach. Chair Judy Goldberg, Co-coordinator/facilitator for NM History Museum and the Palace of the Governors’ “Turn On, Tune In” Community Storytelling Project. Co-presenters will be community participants TBD.

DE-SILOING THE MUSEUM: Collaborating to Design Richer Audience Experiences
The complex and quickly evolving cultural landscape in contemporary society has fueled changing expectations for museum audiences. The 2017 national Culture Track report noted the need for museums to re-examine their work, stating that “cultural organizations will have to develop nuanced solutions for audiences who are ‘experience omnivores,’ with different needs and wants at different times.” To better design these multifaceted solutions, the Georgia O’Keeffe Museum is radically changing the way it works, breaking down functional silos and designing content and programs through collaborative project teams. The session will address usable project management tools and ideas for developing and supporting teamwork and collaborative workflows in your institution. Chair Liz Neely, Curator of Digital Experience, Georgia O’Keeffe Museum, Santa Fe. Co-presenters: Cody Hartley, Senior Director of Collections and Interpretation; Katrina Stacey, Curator of Education and Interpretation; Ariel Plotek, Curator of Fine Arts; Liz Ehrenst, Head of Research Collections and Services; and Stephanie Becker, Curatorial Project Coordinator.

TAOS TRADE THROUGH TEXTILES – double session part 1
Textiles were virtually synonymous with the Taos trade fairs during the 18th and 19th centuries. This session will present examples of Navajo blankets that were traded to visiting Plains cultures, Sátillo serapes that made their way north from Mexico along the Camino Real to Taos, “Rio Grande” blankets produced by local Hispanic weavers, and more. The session will also include examples of “servant” or “slave blankets” to address the subject of human trafficking associated with the commonplace practice of using the labor of indigenous captives, usually Navajos, as weavers in Hispanic homes and obrayers (workshops). Co-presenters: Mark Winter, author, and operator, Toadlena Trading Post; and Chris Ferguson, partner/creative director, Tres Estrellas Design.

9:45 – 10 am | SNACK BREAK, visit SILENT AUCTION

10 – 10:45 am | CONCURRENT SESSIONS E

AND YET SHE PERSISTED: Documenting Women’s Lives in New Mexico
Curators Amy Winter and Mary Wise will discuss surprising research on how women dramatically shaped UNM while UNM, in turn, shaped their lives. And Yet She Persisted will offer museum professionals and librarians a model for transforming primary sources from archives and special collections into interactive and compelling low-cost digital exhibits using Omeka, an exhibit platform that is open source and free to use. And Yet She Persisted: Documenting Women’s Lives in New Mexico is a digital exhibit produced by UNM’s Digital Initiatives and Scholarly Communication (DiSC) that presents historical narratives of women’s persistence and resistance at UNM. Presenters: Amy Winter and Mary Wise, University of NM Libraries.

CO-CREATING TO INCREASE ACCESSIBILITY & INCLUSION
Explora in Albuquerque has embraced co-creation as a strategy to “create opportunities for inspirational discovery and the joy of lifelong learning through interactive experiences in science, technology, engineering, art, and math.” This new way of working has been successfully employed on the IMLS-funded project Experiential Science for Families Affected by Autism. Explora staff will facilitate a series of hands-on activities to practice co-creation and share ideas for how you can start co-creating at your institution. Chair: Sarah Pratt, Explora Project Manager. Co-presenters: Daniel Stromberg, Visitor Services Manager; and Tamara Grybko, Data and Evaluation Manager.

The PASEO: Transforming Community with Art
Since 2014 the Paseo Project has engaged the community of Taos through free art events that take place in the streets. Projections, installations, and free art events that take place in the streets. Projections, installations, and performance art have brought out thousands. In this roundtable, discussion organizers will share the process, successes, and challenges of creating and sustaining an inclusive and free arts organization that is multicultural and cross-generational within a rural community in New Mexico. Chair: Matt Thomas, Director of the Paseo Project. Co-presenters: Lili Rusing, Deputy Director; Liz Neely, Board Member; and guest Taos Community Collaborator.

10:45 – 11 am | BREAK, visit SILENT AUCTION

11 – 11:45 am | CONCURRENT SESSIONS F

EXHIBITING THE SACRED & THE ART OF HISPANIC DEVOTION
Part I: Gustavo Victor Goler will describe cultural and economic changes that directly affected the development, meaning, and diversity of New Mexico santos. He will address early santeros and the purpose of the santos; early production and materials; and changes brought about by the introduction of the railroad. Presenter: Gustavo Victor Goler, Santero Artist and Art Conservator.

Part II: Carmela Quinto will describe different methods of exhibiting santos, including arranging them by santero/artist, the age of the piece, the calendar of saints feast days, the places where they were installed or the importance of Holy Week images. Presenter: Carmela Quinto, Curator of Collections, Millicent Rogers Museum.
### FRIDAY OCTOBER 26, cont’d

**A CITY DIFFERENT: Educational Partnerships Across Diverse Organizations**

Educators in small organizations often have big aspirations when making their institutions accessible to diverse audiences, but they need partners to help make these goals a reality. Join three founding members of the Santa Fe Community Educators Network to learn how to create powerful cross-sector relationships that directly benefit the community. **Chair: Mollie Parsons, Education Director, Santa Fe Botanical Garden. Co-Presenters:** Shannon Bay, Education Program Manager, Georgia O’Keeffe Museum; and Joanne Lefrak, Director of Education and Curator of Public Practice, SITE Santa Fe, and Chair of the City of Santa Fe Children and Youth Commission.

**INSTITUTIONAL REALIGNMENT: Focusing on Permanent Collections**

The University of NM Art Museum in Albuquerque was founded in 1963, and its collections have grown exponentially over the years, reflecting the university’s unique location and the museum’s status as an educational resource. This presentation will feature UNMAM’s strategic decision to focus its exhibitions, education, public programs, marketing, and fundraising around its extensive permanent collection, making that its institutional “brand,” rather than maintaining a rotating exhibition schedule to draw audiences. **Chair:** Arif Khan, UNMAM Director. Co-presenters: Traci Quinn, Curator of Education & Public Programs; and Mary Statzer, Curator of Prints & Photographs.

**12 - 1 pm | ANNUAL NMAM BUSINESS MEETING & AWARDS LUNCH**

**1 - 4 pm | TECH SHOWCASE**

The Tech Showcase has been an NMAM conference tradition since 2009. It began as a showcase primarily for multimedia and technology projects produced over the previous year by museum interns from NM Highlands University Department of Media Arts & Technology. It is now open to all, including vendors. There will be computer interactives, websites, mobile apps, a video theater, ignite presentations, and more. **Co-organizers:** Doug Patinka, Deputy CIO; Mimi Roberts, independent museum professional; and Lauren Addario, NMHU.

**1:15 - 2 pm | CONCURRENT SESSIONS G**

**COLLECTIVE IMPACT: Museums as Catalysts for Economic & Social Change**

Collective Impact is an innovative and structured approach that uses collaboration to achieve significant and lasting social change. Our goal will be to demonstrate how the work of museums and heritage institutions, which is inherently collaborative and transformative, already employs collective impact tactics without even knowing it, and how museums and their partners can use available tools to do the work with more intentionality. **Chair:** Emily Stovel, Tourism and Event Center Coordinator, Sandoval County Office of Economic Development. Co-presenters: Laurel Wyckoff, Education and Outreach Manager, NM PBS; Rich Williams, Main Street Coordinator for State of NM.

**LEVERAGING TECHNOLOGY**

Here is an opportunity to see how leveraging technology and using strategic partnerships will help reach a wider audience. Learn about collaboration within and beyond your institution in terms of advertising and marketing an exhibit, fostering outreach and education, developing related events, and adding a digital component to the exhibit. This session will include information on how the National Hispanic Cultural Center collaborated with Google Arts and Culture to offer images from our archival collection to a national and global audience. **Chair:** Anna V. Uremovich, Archivist, National Hispanic Cultural Center. Co-presenter: Kinsey Cooper, Marketing and Public Relations Officer, National Hispanic Cultural Center.

**2 - 2:15 pm | SNACK BREAK in the Tech Showcase, SILENT AUCTION closes**

**2:15 - 4:30 pm | SILENT AUCTION Payment and Pickup**

**2:15 - 3:15 pm | ROUNDTABLE DISCUSSIONS**

**THE EVERYDAY ADVOCATE—YOU!**

This discussion will describe what advocacy is, why it is important, simple ways to incorporate advocacy into ongoing operations, and where to find advocacy resources online. Making advocacy a part of ongoing operations can inform political leaders, both local and national, about the importance of New Mexico’s cultural heritage and the significance of your organization’s collections. NMAM board members will share their experiences in participating in Museum Advocacy Day in Washington, DC. The session will also cover how easy it is to nominate your exhibits, programs, and publications for national awards—and win! **Andy Albertson, the American Association for State and Local History regional representative for NM, TX, and OK, will describe how New Mexico nominees won four out of 40 AASLH National History Leadership Awards for 2018. Chair: Gretchen Gürtler, NMAM representative to the AAM Advocacy Day. Co-Presenters:** Andrew E. Albertson, Programs Manager, Museum of Indian Arts and Culture; and Adrienne Boggs, Director of Education, Farmington Museum, and NMAM representative to the AAM Advocacy Day.

**CELEBRATING THE SANTA FE TRAIL BICENTENNIAL in 2021**

The Santa Fe Trail will turn 200 in 2021, and museums and cultural heritage centers that present Santa Fe Trail history will want to start planning their celebrations now. Ideas, resources, and suggestions for Santa Fe Trail themed exhibitions and programs will be highlighted, including a speakers bureau, theatrical presentations, history trunks, translations of historic journals and diaries, geo-caching on the trail, and DAR markers. **Chair:** Joy Poole, Deputy State Librarian and Interim State Librarian, NM State Library. Co-Presenters: Rene Harris, Deputy Director, NM History Museum; Lorenzo Vigil, Chief of Interpretation and Operations, Ft. Union National Monument; representatives from the National Park Service and others.

**4:30 - 7 pm | EVENING SOCIAL (Couse-Sharp Historic Site)**

Trolley transportation provided from El Monte Sagrado and back. **Free admission, complimentary wine, beer and hors d’oeuvres; RSVP requested**

The Couse Foundation invites you to the 1915 J. H. Sharp Studio on the beautiful grounds of the Couse-Sharp Historic Site. The studio was lovingly restored and opened to the public in 2017. The permanent rotating exhibition features dozens of his paintings, ephemera, and examples of his extensive collection of Native art. Between 4:30 and 6, you can enjoy an open house showcasing the exhibition **FULL CIRCLE: Taos Pueblo Contemporary**, the E.I. Couse studio, and the Kibbey Couse machine shop. From 5-6:30 check out the Taos Museums Silent Auction at CSHS, benefiting NMAM, Taos Art Museum at Fechin House, and CSHS.

**7 - 9 pm | AFTERPARTY WITH THE SWING DUSTERS (Anaconda Bar, El Monte Sagrado) No cover; cash bar and bar menu available**

Unwind with a danceable Western Swing band of local stalwarts.

**SATURDAY OCTOBER 27**

**10 am - 1 pm | POST-CONFERENCE WORKSHOP: Docent Training & Program Coordination**

(Taos Pueblo - open to tribal organizations) **Sue Taylor**
Special Post-conference Excursions

We invite you to stay in Taos after the conference to explore more amazing features that Taos and Northern New Mexico have to offer. Following are specially arranged excursion options. If an excursion required advance reservations, we cannot guarantee that you'll be able to add it to your itinerary, but you are welcome to add your name to the waiting list at the conference registration/information table in case a spot has opened up due to cancellation.

SATURDAY, OCTOBER 27

**SUNDAY EXCURSION 1 | 10 am – noon**

**ARCHAEOLOGICAL TOUR OF PICURIS PUEBLO**

Transportation on your own (travel time about one hour); Free admission; $10/person suggested donation; Reservations required by Oct 1 (maximum 20 people). Southern Methodist University-in-Taos is home to the Taos Collaborative Archaeological Program. We have been invited to a private tour of Picuris Pueblo by Gov. Quanchello, his tribal council, and Michael Adler, Associate Professor of Anthropology and Executive Director of SMU-in-Taos. This is truly a special opportunity.

**SUNDAY EXCURSION 2 | 10 am - 1 pm**

**GUIDED TAOS ARTISTS WALKING TOUR**

$25/person for conference badge holders (discounted from regular $100/person); Reservations required by Oct 1; Check reservations/openings directly with Heritage Inspirations. Join Heritage Inspirations in partnership with Couse-Sharp Historic Site for an immersive Taos Artists Walking Tour starting at CSHS. We have crafted this inspiring travel model to cultivate and illustrate synergy between tourism and museum visitation. Our storytelling invites our guests to learn about the Taos Society of Artists through a historical lens while integrating the local and contemporary artists and galleries of Taos within the downtown historic district. As we strive to increase membership and visitation to our museums, we see value in partnering with local travel companies that endorse our cities and our state in cultural, historic and adventurous opportunities. This three-hour walking tour will allow you to see our efforts at work unveiling this dynamic story to those who visit Taos.

**SUNDAY EXCURSION 3 | 11:30 am – 1:30 pm**

**VISIT TO TAOS SKI VALLEY**

Transportation provided from El Monte Sagrado & back; Free excursion; optional lunch at 10% off menu cost; Reservations required by Oct 1. Enjoy the beauty of Taos Ski Valley, where Anee Ward, Preview Center Ambassador/Cultural Liaison, will be your host. Anee will greet you at the new Preview Center near the Rio Hondo, and chat briefly about all that is happening in the Taos Ski Valley and all there is to do. Lunch will be available at The Blake at Taos Ski Valley. You can also tour the new hotel's collection of the Taos Society of Artists, shop at local boutiques, and take a short hike in the alpine scenery. Background info at Skitaos.com

**SUNDAY EXCURSION 4 | 1:30 – 3:30 pm**

**TAOS PUEBLO IN-DEPTH TOUR**

Transportation provided from El Monte Sagrado and back; $25/person (discounted from regular $100/person); Reservations required by Oct 1; Check reservations/openings directly with Heritage Inspirations: 575.779.5516, heritageinspirations.com. An in-depth guided cultural tour of Taos Pueblo, a UNESCO World Heritage Site, by Ilona Spruce, Director of Tourism, assisted by Heritage Inspirations. This is an intimate look at the Pueblo including access to several areas not normally open to the public, specially arranged for NMAM conference attendees and companions. Background info at Taospueblo.com

**SUNDAY EXCURSION 5 | 2 - 2 pm**

**GEORGIA O’KEEFFE HOME AND STUDIO TOUR**

Transportation on your own (Abiquiu is about 1.5 hours southwest of Taos); $30/person (discounted from regular $45/person); Reservations required by Sept 15 (maximum 12 people). We have reserved a private tour for up to 12 NMAM conference badge holders. The tour offers an experience of the environment in which Georgia lived and worked. Her home and surrounding area were the inspiration of many of O’Keeffe’s paintings. Background info at Okeeffemuseum.org

SUNDAY, OCTOBER 28

**SUNDAY EXCURSION 1 | 10 am – noon**

**D.H. LAWRENCE RANCH TOUR**

Transportation on your own (the ranch is about 30 minutes north of Taos); Free admission, donations encouraged; Reservations required by Oct 1. English literary trailblazer D.H. Lawrence came to New Mexico in 1921 at the invitation of Taos art patron Mabel Dodge Luhan. With dreams of developing a utopian arts community, Lawrence and his wife, Frieda, settled on an old ranch in the mountains and carved out a pastoral and peaceful life. After Lawrence’s early death, Frieda remained in Taos and donated the ranch to the University of New Mexico. On the National Register of Historic Places, ranch structures include the Lawrence Cabin, a cabin used by English painter Dorothy Brett, a chapel, barns and other outbuildings, set against a backdrop of meadowland and mountain views. UNM Architecture Curator Audra Bellmore and Conservator Jennifer Eggleston will be your guides. Shawn Evans of Atkin Olshin Schade Architects will talk about the creation of a new historic preservation plan for the site. Background info at dhlawrenceranch.unm.edu

**SUNDAY EXCURSION 2 | 9:00 – 11:30 am**

**SLIDE TRAIL GUIDED HIKE, RIO GRANDE DEL NORTE NATIONAL MONUMENT**

Transportation on your own (trailhead is about 10 miles southwest of Taos); Free. Meet at the trailhead at the end of County Road 110 for this moderate three-mile round-trip hike with wonderful views of the Rio Pueblo de Taos canyon, Rio Grande Gorge, petroglyphs, and wildlife sighting opportunities. Many of the Monument staff think this is the perfect introduction to the Gorge’s geology and scenic quality. Led by a park ranger. See more info on page 19 under Outdoor Adventures.
Area Attractions On Your Own

MUSEUMS, HISTORIC SITES & ARTS GROUPS
All Taos museums offer free admission Oct. 24-28 to those with a conference attendee, volunteer, or guest badge. Check websites for directions and hours of operation.

BLUMENSCHEIN HOME & MUSEUM
Original home of E.L. Blumenschein, containing a superb collection of art and antiques. taoshistoricmuseums.org

COUSE-SHARP HISTORIC SITE
Home and studio of E.I. Couse and the two studios of J.H. Sharp, two founding members of the Taos Society of Artists, along with the lab and machine shop of Kibbey Couse, the Virginia Couse gardens, and art exhibitions. couse-sharp.org

LA HACIENDA DE LOS MARTINEZ
One of the few northern New Mexico style, late Spanish Colonial period “Great Houses” remaining in the American Southwest. Taoshistoricmuseums.org

THE HARWOOD MUSEUM OF ART
From the Taos Society of Artists to the Taos Moderns, from traditional Hispanic to Native American, experience the story of art in Taos. harwoodmuseum.org

KIT CARSON HOME & MUSEUM
Purchased by Kit Carson in 1843 as a wedding present for his bride, Josefa, this four-room adobe home was occupied by the family until 1867. kitcarsonmuseum.org

MILLICENT ROGERS MUSEUM
Host to a wide range of exhibitions that focus on celebrating the arts and cultures of the American Southwest. millicentrogers.org

TAOS ART MUSEUM AT FECHIN HOUSE
Original home and studio of artist Nicolai Fechin, featuring his hand-carved furnishings and a wide array of Taos art. taosartmuseum.org

TAOS ARTS COUNCIL
A non-profit organization working to ensure that Taos County has a vibrant, vital and active arts environment, promoting awareness, understanding, appreciation and development of all the Creative Arts. taosarts council.org

OUTDOOR ADVENTURES
If an adventure required advance reservations, we cannot guarantee that you’ll be able to add it to your itinerary, but you are welcome to check with the contact in case a spot has opened up due to cancellation.

GUIDED FLY FISHING
10% discount to conference attendees and companions; Reservations required by Oct 1. Enjoy a half-day or full day of fly-fishing in Northern New Mexico and Southern Colorado with Tom Harper from The Solitary Angler. Tom is a Certified Fly Casting (FFI) instructor. Options include experiencing private water on the Conejos, Culebra or Cimarron rivers or public water. Whole day trips include lunch. Equipment is available to rent upon request. Come experience the pleasures of fly-fishing!
Contact: Tom Harper, 602.206.0296, tharper@thomasharper.com

HOT AIR BALLOON RIDES
10% discount to conference attendees and companions; Reservations required by Oct 1. NMAM Conference weekend is concurrent with the 2018 Taos Balloon Fiesta. Pueblo Balloon will take up to 12 passengers during the Fiesta.
Contact: Leslie, 575.751.9877, leslie@puebloballoon.com

MESA PRIETA
$35/person; Tours Wednesdays and Saturdays, reservations required. Mesa Prieta (“dark mesa”), a 36-square-mile mesa about 45 minutes south of Taos, has an estimated 100,000 examples of rock images, in addition to other archaeological features. Many can be visited as part of docent tours of the Wells Petroglyph Preserve, associated with the Archaeological Conservancy. Contact: Katherine Wells, mesaprietapetroglyphs.org

RIO GRANDE DEL NORTE NATIONAL MONUMENT
Many uses free, other uses variable fees; Wild Rivers Visitor Center near Cerro, Orilla Verde Visitor Center near Pilar. Popular day use sites within 40 miles of Taos include the Rio Grande Gorge Bridge, 565 feet above the river; Taos Junction Bridge and Orilla Verde; Taos Valley Overlook; John Dunn Bridge recreation site, including Black Rock Hot Spring; and the Wild Rivers Area.
taos.org/what-to-do/landmark-sites/rio-grande-del-norte-national-monument

TAOS TROLLEY TOURS
$43/adult, children’s fares available; Each tour type runs twice daily. These fully narrated tours will enlighten you to the richness of our cultures, the magic of Taos Mountain and the reasons Taoseños love Taos! Choose from the History and Culture Tour or the Taos Pueblo Excursion.
Taostrolleytours.com Contact: Atira, 505.550.5612, TaosTrolleyTours@aol.com

SO MUCH MORE!
To plan your next Taos journey, consider the above destinations and explore more via Taos.org. Seasonal attractions such as hiking, camping, skiing and snowboarding, whitewater rafting, art exhibitions, music festivals, and dozens more special events await.
The settlers interacted and traded extensively with Taos Pueblo and other indigenous neighbors. Hispanos introduced livestock, new crops, and modern irrigation systems called acequias. The Natives taught the Hispanos about local agriculture, hunting, and gathering, and how to build with mud and timber, while adopting brickmolds and hornos (ovens) brought from Spain. The Spanish land grant system blended with the Pueblo tradition to evolve into the style of a central plaza with surrounding buildings and churches for which Taos Valley is still known.

The area was claimed by the United States in 1846 after the Mexican-American War. Taos became a county in 1852 and both town and Pueblo were significant centers for trade and cultural exchange.

In 1893, young artist J. H. Sharp first visited Taos, and later regaled fellow painters E. L. Blumenschein and Bert Phillips with tales of the enchanting subjects he found. In 1915, these and three more Anglo-American artists formed the Taos Society of Artists, now recognized as one of the most important art colonies and movements of the 20th century. Soon other intellectuals such as Mabel Dodge Luhan and D.H. Lawrence joined the Taos scene, adding to the social and intellectual richness of the community.

The “Summer of Love” ushered in a new influx of settlers who explored alternative lifestyles as depicted in the cinema classic Easy Rider, fueling the mystique of Taos. Easy Rider star Dennis Hopper moved into the Mabel Dodge Luhan house, dubbing it the “mud palace.”

Hundreds of years of cultural interaction among Spanish settlers, Native peoples, and diverse immigrants have created a climate of understanding among Taoseños. The pace is slow, the air is clean, the water is clear, and small-town hospitality enhances attractions such as skiing, hiking, rafting, shopping, fine dining, live music, multiple museums and historic sites, and a dynamic art scene. Taos offers newcomers and visitors a warm and friendly community.
Acknowledgements

2018 CONFERENCE PLANNING COMMITTEE
Davison Packard Koenig, chair
subcommittee chairs: Regina McAskil Schweflius, Holly Azzari, Paul Figueroa, Ellen Harper, Jim Davis, Ashley Rolshoven Loveless, Sharon Seay
special thanks to Cindy Atkins, Becky Calvert, Marissa M. Hendriks, Olivia Hill

NMAM BOARD CONFERENCE CHAIR
Sue Taylor

PROGRAM COMMITTEE
Marissa M. Hendriks, chair
Katie Bruell, Paul Figueroa, Davison Koenig, Mimi Roberts, Sue Taylor

© 2018 The Couse Foundation and NM Association of Museums
Design & layout by 3 Bean Studios, Taos

For a tiny hinterland community that has never heard the whistle of a train, Taos’ impact has been exceeded by few metropolitan communities.

- Author Frank Waters

NMAM 2018 Governing Board

MIMI ROBERTS
President
Independent museum professional

ADRIENNE BOGGS
First Vice President
Education Coordinator, Farmington Museum

SUE TAYLOR
Second Vice President
Museum Curator, NM Museum of Space History

ANDREW ALBERTSON
Treasurer
Adult Education Manager/Marketing Specialist, Museum of Indian Arts & Culture

ASHLEIGH OLQUIN
Secretary
Independent museum professional

EMILY STOVEL
Membership Officer
Tourism & Event Center Coordinator, Sandoval County Business Development, El Zócalo Event Center

SARA WOODBURY
Newsletter Editor
Independent museum professional

MOLLIE PARSONS
MPMA Representative
Education Director, Santa Fe Botanical Garden

JEFFREY RICHARDSON
Northwest Regional Representative
Curator of Exhibits, Farmington Museum

GRETCHEN GÜRTLER
NM Informal Science Education Network

ALYSSA ASHBACHER
Central Regional Representative
Independent museum professional

RYAN FLAHIVE
North Central Representative
Archivist, Institute of American Indian Arts

CARMEN VENDELIN
Southwest Regional Representative
Museum Director, Silver City Museum

EDWARD VANSICOTTER
Southeast Regional Representative
Assistant Director, Carlsbad Museum and Art Center

STEPHEN LOCKWOOD
Listserv Manager
Collections Manager, University of NM Art Museum

LISA PUGH
Immediate Past-President
Deputy Director - Museum Programs, Farm & Ranch Heritage Museum

© 2018 The Couse Foundation and NM Association of Museums
Design & layout by 3 Bean Studios, Taos

Image credits (when not otherwise noted):
p1, cover / Pick up truck at Taos Farmer’s Market, by G. Azzari; Artesemia Tridentata, stock; Russian Sage in window frame, Annette Kratka; Red Cat Melissiana rooftop, G. Azzari; Rio Grande Gorge, stock; Taos Pueblo, stock; Red Cat Melissiana door, G. Azzari; Taos Plaza in early 20th century, Couse-Sharp archives; Taos Mountain Balloon Rally, G. Azzari; Couse-Sharp Gardens, Couse-Sharp archives; J.H. Sharp Studio exterior, Tony Donaldson; Couse-Sharp Historic Site, Couse-Sharp archives; Taos Society of Artists, Couse-Sharp archives; Wagon wheel at Kit Carson Historic Museum, Gissy McCrary; Hollyhocks, Couse-Sharp archives; p3 / J.H. Sharp Studio exterior, Tony Donaldson; p7 / Jonathan Warm Day Coming, Davison Koenig; p11 / Space Cloud images courtesy of J. Matthew Thomas & Paseo Project; pp16 & 27 / San Lorenzo de Picuris Mission Church, stock; J.H. Sharp Studio Interior, Davison Koenig; J.H. Sharp exterior, Tony Donaldson; Taos Pueblo, stock; Ghost Ranch, stock; Rio Grande Gorge, stock; p18 / Blumenschein Home & Museum, Mel James & LiveTaos; E.I. Couse Studio, Couse-Sharp archives; La Hacienda de los Martinez, Margo Beutler Ginz & Taos Historic Museums; Kit Carson Home & Museum courtyard, Davison Koenig; Millicent Rogers Museum interior, Caroline Jean Fernald; Interior of Fechin House, courtesy of Taos Art Museum; p19 / Taos Mountain Balloon Rally, Wil Fox; pp20, 21 / All courtesy of the Town of Taos except: Couple mountain biking with overlook, Skiers climbing the ridge at TSV, Ski Jumper, and Gondolas courtesy of Taos Ski Valley; p22 / Taos Plaza in early 20th century, Couse-Sharp archives.

NMAM Membership

Membership covers a 12-month period beginning each fall with the annual meeting. Benefits include a reduced rate at the annual conference; the electronic 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. Membership forms are available at the registration table or through our website at nmmuseums.org. For questions regarding membership, please contact Emily Stovel at estovel@sandovalcountynm.gov or 505.867.7599
## Conference Schedule at a Glance

### Wednesday October 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon - 1:30 pm</td>
<td>Registration &amp; Information Table Open</td>
</tr>
<tr>
<td>1:30 – 4:30 pm</td>
<td><strong>WORKSHOPS</strong></td>
</tr>
<tr>
<td>2 – 5 pm</td>
<td>Self-Guided Walking Tour</td>
</tr>
<tr>
<td>5 – 7 pm</td>
<td>Registration &amp; Information Table Open</td>
</tr>
<tr>
<td></td>
<td>Drop off Silent Auction items</td>
</tr>
<tr>
<td></td>
<td>Welcome Reception</td>
</tr>
</tbody>
</table>

### Thursday October 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 8:45 am</td>
<td>Drop off Silent Auction items</td>
</tr>
<tr>
<td>8 am – 5 pm</td>
<td>Registration &amp; Information Table Open</td>
</tr>
<tr>
<td>9 – 9:45 am</td>
<td><strong>SESSIONS</strong></td>
</tr>
<tr>
<td>9:45 – 10:15 am</td>
<td>Snack Break, Opening of Silent Auction</td>
</tr>
<tr>
<td>10:15 – 10:30 am</td>
<td><strong>OFFICIAL WELCOME &amp; BLESSING</strong></td>
</tr>
<tr>
<td>10:30 – 11:30 am</td>
<td><strong>KEYNOTE ADDRESS</strong></td>
</tr>
<tr>
<td>11:30 am – 12:45 pm</td>
<td>Grab n Go Lunch</td>
</tr>
<tr>
<td>1 – 1:45 pm</td>
<td><strong>SESSIONS</strong></td>
</tr>
<tr>
<td>1 – 4 pm</td>
<td><strong>KEYNOTE WORKSHOP</strong></td>
</tr>
<tr>
<td>2 – 3 pm</td>
<td>Snack Break, Open Space</td>
</tr>
<tr>
<td>3 – 4:30 pm</td>
<td><strong>DOUBLE SESSIONS</strong></td>
</tr>
<tr>
<td>5 – 7 pm</td>
<td>Evening Social</td>
</tr>
<tr>
<td>7 – 9 pm</td>
<td>No-host Dinners</td>
</tr>
<tr>
<td>8 – 10 pm</td>
<td>Drinking About Museums</td>
</tr>
</tbody>
</table>

### Friday October 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 am – 5 pm</td>
<td>Registration &amp; Information Table Open</td>
</tr>
<tr>
<td>9 – 9:45 am</td>
<td><strong>SESSIONS</strong></td>
</tr>
<tr>
<td>9:45 – 10 am</td>
<td>Snack Break</td>
</tr>
<tr>
<td>10 – 10:45 am</td>
<td><strong>SESSIONS</strong></td>
</tr>
<tr>
<td>10:45 – 11 am</td>
<td>Break</td>
</tr>
<tr>
<td>11 – 11:45 am</td>
<td><strong>SESSIONS</strong></td>
</tr>
<tr>
<td>12 – 1 pm</td>
<td>Business Meeting &amp; Awards Lunch</td>
</tr>
<tr>
<td>1 – 4 pm</td>
<td><strong>TECH SHOWCASE</strong></td>
</tr>
<tr>
<td>1:15 – 2 pm</td>
<td><strong>SESSIONS</strong></td>
</tr>
<tr>
<td>2 – 2:15 pm</td>
<td>Snack Break, Close of Silent Auction</td>
</tr>
<tr>
<td>2:15 – 4:30 pm</td>
<td>Silent Auction Payment and Pickup</td>
</tr>
<tr>
<td>2:15 – 3:15</td>
<td><strong>ROUNDTABLE DISCUSSIONS</strong></td>
</tr>
<tr>
<td>4:30 – 7 pm</td>
<td>Evening Social</td>
</tr>
<tr>
<td>7 – 9 pm</td>
<td>Afterparty</td>
</tr>
</tbody>
</table>

### Saturday October 27 / Sunday October 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various</td>
<td>Post-Conference Excursions and Activities</td>
</tr>
</tbody>
</table>