

Reinventing the **TRADITIONAL**



Join the conversation.

2014 Annual Conference

September 28-30

MACKINAC

Time and again, **we return to the places we know and love.**

To the familiar, the comfortable, the expected.

But as visitors change, competition grows or priorities shift, familiarity may not be sustainable.

Innovating experiences and **invigorating** organizations, **refreshing** perspectives while still reminding people what they loved in the first place - a willingness to **reinvent the traditional** is paramount to the continued success of Michigan's museums.

Welcome



WELCOME TO MACKINAC

On behalf of Mackinac State Historic Parks, I am pleased to welcome the Michigan Museums Association to Mackinac. As the crossroads of the Great Lakes, this area has always been a gathering place and your participation in the annual conference continues that tradition. Over the centuries, the shores of Mackinac have welcomed Native Americans and missionaries, fur traders and fishermen, soldiers and summer tourists. Their experiences weave together to create a fascinating fabric of history.

This conference provides you with a wonderful opportunity to immerse yourself in the rich history and spectacular natural beauty of this area. Through boat rides, site visits, bicycle and walking tours and more, you will experience the breathtaking scenery of the Straits of Mackinac, dramatic rock formations, magnificent summer cottages, and more. Not to mention your time at Grand Hotel, a national historic landmark known the world over for its fascinating history, sumptuous meals and “Somewhere in Time” Victorian ambiance.

Mackinac is a wonderful place to free our minds and think creatively and clearly about the work we do and how we can continually reinvent ourselves and our organizations. The conference sessions and activities provide outstanding and diverse learning opportunities. So, I encourage you to relax, enjoy, and learn. Throughout time, people have traveled great distances to come to Mackinac. Your time here adds another chapter to that storied tradition.

Phil Porter

Director, Mackinac State Historic Parks

Dear 2014 Michigan Museums Association Conference Participants,

Welcome to Mackinac! This day has been in the works for well over a year and it is exciting to finally be gathered together at this beautiful place. We have great conference experience in store for you, and I hope you get to explore all that Mackinac has to offer.

This conference would not be possible without the efforts of so many. I would especially like to thank Phil Porter, Katie Mallory and Mackinac State Historic Parks for hosting us, as well as Grand Hotel and Shepler’s Mackinac Island Ferry. Thanks also to Claire Johnston, Andrea Morgan, and the programs committee and the MMA Board of Directors who all contributed much to the substance of the conference. I am grateful to all the speakers and session presenters for your efforts and willingness to share your wisdom and experience with you colleagues. But I am especially appreciative to all of you for making the journey to Mackinac Island, and for joining the conversation about Michigan’s museums. That is the whole point!

Have a wonderful conference and thanks again for coming,

Lisa

Lisa Craig Brisson

Executive Director, Michigan Museums Association

Sponsors



Presenting Sponsors

Mackinac State Historic Parks

Grand Hotel

Shepler's Mackinac Island Ferry

Event Sponsors

Cottage Tour - Mackinac State Historic Parks

Monday Morning Break- Timothy J. Chester and Associates, LLC

Silent Auction- The Kane Group, Inc.

Quest for Excellence Awards- The Ford Estates

Plenary Presentation- Anonymous

Tuesday Morning Break- University of Michigan Museum of Art

Mackinac Art Museum Reception- The American Museum of Magic

Charging Station- Musynergy

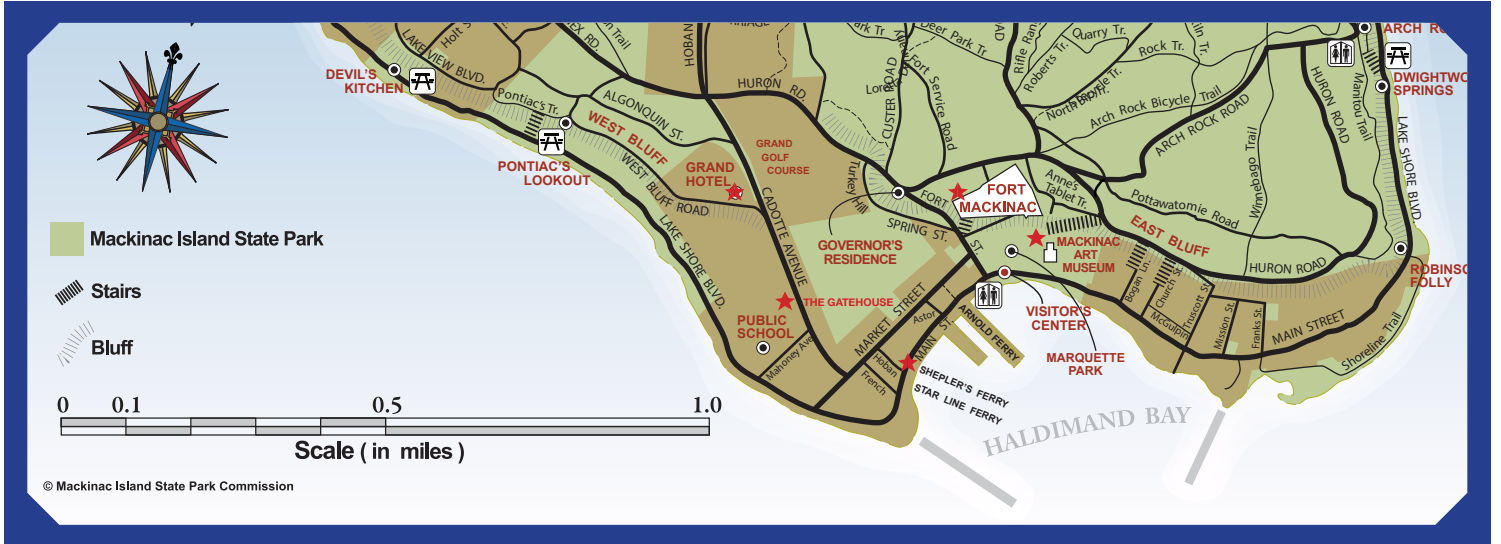
General Sponsor

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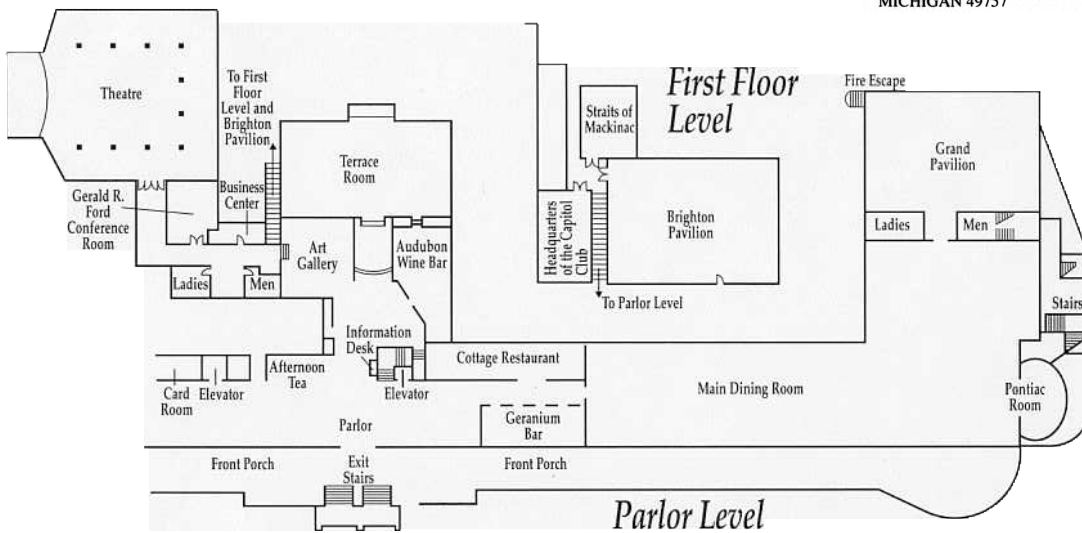


This activity is supported in part by an award from the
MICHIGAN COUNCIL FOR ARTS AND CULTURAL AFFAIRS
and the **NATIONAL ENDOWMENT FOR THE ARTS.**

Map - Mackinac Island




Grand Hotel
 MACKINAC ISLAND
 MICHIGAN 49757



Conference Central



Brighton Pavilion is the place to go for registration, breaks, charging station, silent auction and vendors—all your conference needs in one place.

Registration Desk

Need a map, schedule information, or pretty much anything in general? The registration desk is the place to visit.

- Sunday, 3:30-6
- Monday, 8-12
- Tuesday, 8-12

Charging Station

Leave your phone, laptop or electronic device in a secure location while you attend a session, participate in a break, or go hang out on the world's longest covered porch.

- Sunday, 3-6
- Monday, 8-12
- Tuesday, 8-12

Silent Auction

Bid on items donated by MMA members and conference participants to support the work of MMA.

- Monday, 8-12
- Tuesday, 8-10:30 (Items can be paid for and collected after lunch.)

Information Table

Brochures, extra hand-outs, and other miscellaneous materials for your benefit.

- Sunday, 3:30-6
- Monday, 8-12
- Tuesday, 8-12

Vendors

Visit with businesses that can meet some of your collections, programming, and operational needs on Tuesday between 8 am and 3:45 pm.

- Friesens History Books
- Gene Ullery-Smith Graphic Design
- Good Design Group, LLC
- Tyler Supply Company

With an emphasis on face-to-face collaboration, the Michigan Museums Association shares expertise and resources to promote standards and practices that make the Michigan museum community thrive. MMA has been supporting the work of Michigan museums for nearly 60 years. Our members include the institutions, professionals and volunteers of the Michigan museum community who believe that strong museums help us better understand ourselves and our world. Every type of museum is represented and welcomed, including art, history, science, military and maritime, and youth museums, as well as aquariums, zoos, botanical gardens, arboretums, historic sites, and science and technology centers.



Join the conversation.

Conference at a Glance



Sunday, September 28	3:30-6:00	Registration, <i>Brighton Pavilion</i> Silent Auction Set-up
	4:30-5:30	Cottage Tour, West Bluff - <i>The Pines</i>
	6:00-8:00	Reception, <i>Fort Mackinac</i>
Monday, September 29	7:30-9:00	Breakfast on your own (breakfast included in Grand Hotel accommodation)
	8:00	Conference Central opens, <i>Brighton Pavilion</i>
	9:00-10:30	Opening Remarks and Keynote, <i>Theater</i> Reinventing the Traditional: New Routes to Familiar Places
	10:30-11:00	Break, <i>Brighton Pavilion</i>
	11:00-12:00	Sessions <ul style="list-style-type: none">■ Stop, Collaborate, and Listen, <i>Theater</i>■ Digitizing the Past Forward: Helping to Innovate Today, <i>Capitol Club</i>■ Continuing the Conversation: Difficult Histories, Honest Discourse, <i>Straits of Mackinac</i>
	12:00-1:15	Lunch and Quest for Excellence Awards, <i>Grand Pavilion</i>
	1:50	Boat to Mainland, <i>Downtown-Shepler's Dock</i>
	2:30-5:00	Mainland Site Visits, Shuttle from Shepler's to <i>Mackinac State Historic Parks</i> Colonial Michilimackinac Old Mackinac Point Lighthouse Archaeology/Petersen Center
	5:00	Reception, <i>Colonial Michilimackinac</i>
	6:15	Boat to Island, Shuttle from <i>Colonial Michilimackinac</i> Dinner on your own
	9:00	Pub Crawl, Downtown-Start at the <i>Gatehouse</i>
Tuesday, September 30	7:30-9:00	Breakfast on your own (breakfast included in Grand Hotel accommodation)
	8:00	Conference Central open - <i>Brighton Pavilion</i> Vendors, silent auction, and registration
	9:00-10:00	Plenary Session, <i>Theater</i> What's the Big Idea? The Ownership of Public Art
	10:00-10:30	Break (Silent Auction ends at 10:30), <i>Brighton Pavilion</i>
	10:30-11:30	Sessions <ul style="list-style-type: none">■ Reinventing the Museum Field Trip, <i>Theater</i>■ Philanthropy, Favors and Finagling: Dealing with Difficult Donors, <i>Capitol Club</i>■ Student Papers, <i>Straits of Mackinac</i>
	11:30-1:00	Lunch, Business Meeting, <i>Grand Pavilion</i>
	1:00-1:45	Museum Cafe, <i>Theater</i>
	1:45-2:15	Break, Pick-up Silent Auction items, <i>Brighton Pavilion</i>
	2:15-3:15	Sessions <ul style="list-style-type: none">■ The Visitor Experience, <i>Theater</i>■ Within the Walls, Beyond the Walls: Detroit Museums and the Underground Railroad, <i>Capitol Club</i>■ Visitor Resuscitation, No AED Required, <i>Straits of Mackinac</i>
	3:15-3:45	Break, Pick-up Silent Auction items, <i>Brighton Pavilion</i>
	3:45-4:45	Sessions <ul style="list-style-type: none">■ Dos and Don'ts of Exhibiting and Interpreting Michigan's Native American Culture and History, <i>Theater</i>■ Bringing Collections to Life by Telling Stories about People, <i>Capitol Club</i>■ The Promises, Perils, and Opportunities of the Millage Funded Museum, <i>Straits of Mackinac</i> Vendor and Registration areas close
	5:30	Closing Reception, <i>Downtown - The Richard and Jane Manoogian Mackinac Art Museum</i>
	6:30	Fudge Tour, Leaves from <i>The Richard and Jane Manoogian Mackinac Art Museum</i>

Be sure to use #MiMuseums when sharing your experience via social media!

Tuesday, September 30

The annual meeting of the Michigan Museums Association will take place during lunch. The meeting will include reports on the status of the organization as well as renewing members of the Board of Directors. The location for the 2015 conference, will also be announced at this time.

MICHIGAN MUSEUMS ASSOCIATION
2014 Annual Business Meeting, Mackinac Island
Tuesday, September 30, 2013, 11:30 a.m.

AGENDA

CALL TO ORDER	Bloomfield
APPROVAL OF 2013 MINUTES	
REPORTS	
President	Bloomfield
Treasurer	Van Antwerp
VP for Membership	Fijol
VP for Programs	Johnston/Morgan
Strategic Plan	Heppner
Director	Brisson
ELECTIONS	
Report of the Nominating Committee	Kroupa
ANNOUNCEMENTS	
Appreciation to Outgoing Board Members	Bloomfield
INVITATION TO 2015 ANNUAL MEETING September 30- October 2	Brisson
ADJOURN	Bloomfield



Join the conversation.

Here's What's Happening with the Michigan Museums Association



MMA had a great 2013-14 fiscal year. Highlights include:

- Hosting Meet and Eat networking lunches in Lansing and Traverse City
- Leading ABCs of Collections Management workshops in North Berrien and Lansing.
- Hosted Working with Your Board workshop led by Matthew Downey of the Johnson Center for Philanthropy at Grand Valley State University.
- Coming together for a wonderful conference in Bay City.
- Participation in AAM's Museums Advocacy Day in Washington, D.C.
- Started the process of Strategic Planning including conducting a member survey and focus groups.

Our 2014-15 fiscal year is well underway and we are excited about so much to come:

- The return of the Visitor Experiences Academy. After a brief hiatus last year, one workshop has already been held this year in Muskegon, with one on the calendar for October 25 in Marquette and another in the works at the Edsel and Eleanor Ford House next spring.
- Continued offerings of the ABCs of Collections Management workshop including one this fall in Traverse City and at least two more next year in locations throughout the state. Contact the MMA office if you are interested in hosting this or other workshops.
- More special topics workshops including the Non-Profit Board Certification workshop led by Matthew Downey as a pre-conference workshop and others to come.
- More Meet and Eat lunches throughout the state. Contact the MMA office if you are interested in hosting one of these fun and easy events.
- Continued participation in Museums Advocacy Day with a goal of representing Michigan's museums with all of Michigan's legislators in 2015. Want to help make this happen? Contact the MMA office to find out how.
- Several other exciting projects that we're not quite ready to announce!
- Watch the MMA Review, Michiganmuseums.org and our Facebook and Twitter accounts for dates and details for all of these great events and other opportunities to join the conversation.

Michigan Museums Association:
(313) 334-7643 or lcbrission@michiganmuseums.org
michiganmuseums.org

Detailed Schedule and Session Descriptions



Sunday, September 28

Cottage Tour

West Bluff-
The Pines (4:30-5:30)

Take a rare glimpse into a 19th century cottage on the West Bluff. Mackinac State Historic Parks staff will be available for questions and information about The Pines cottage, just three houses up from Grand Hotel.

Reception

**The taxi to Fort Mackinac leaves from the Grand Hotel front porch at 5:45. Pre-paid reservations required.*

Fort Mackinac (6:00-8:00)

Fort Mackinac was established in 1780 and looks like it did in the 1880s. Tour through 14 original buildings, built by soldiers at Fort Mackinac, with some of the newest exhibits in the Post Hospital, Quartermaster's Storehouse and East Blockhouse, and play Victorian games on the parade ground. Go on a general guided tour of the fort, or pick the special bicentennial tour about the War of 1812. Head to the heights to see a cannon fire over the Straits of Mackinac, which doubles for one of the best views of the island's harbor and downtown.

Heritage Center Tour:

(Meet at the *Avenue of the Flags* gate at 7:00.)

Most of Mackinac State Historic Parks material culture collections are used just behind Fort Mackinac- from military to domestic items, from cottage to industrial objects. Take a tour through the Heritage Center collections storage facility with registrar Brain Jaeschke and deputy director Steve Brisson. Reservation required.

Monday, September 29

Keynote

Grand Hotel-
Theater (9:00-10:30)

Reinventing the Traditional: New Routes to Familiar Places

Peter Olson, North Central Michigan College

Just as a particular destination has a number of paths leading to it, we can consciously choose to redirect our path. Reinventing the traditional is emphasizing another idea in a series of narrative threads that we use to interpret an event, a place, or an object. We can ask Google to “re-calculate” our route to take us through new territory and different landscapes as we return to a familiar destination. New routes to familiar destinations also reflect what we know and have learned about our audiences as we strive to direct our visitors along the “bluer” highways (in William Least Heat Moon's sense of the term) to get there.

Concurrent Sessions

(11:00-12:00)

Stop, Collaborate and Listen Theater

*Jason Dake, Dennon Museum Center
Andrea Morgan, Grand Rapids Art Museum
Shannon Pinkster, Historic Charlton Park
Rebecca Steiner, Holocaust Memorial Center*

Collaboration is a buzzword in the museum field; it is sometimes dismissed as trendy or clichéd. But what is collaboration? What makes it successful? This session will highlight actual collaborations between museums and non-museum organizations, offering the opportunity to explore the entire process from beginning conversations to program evaluation. The Dennon Museum Center partnered with Interlochen Arts Academy and Traverse City High School students to host a collaborative exhibition centered on the theme, “What is home?” Growing from a discussion about the region's homeless teen population, the exhibition focused on giving students the chance to build relationships with peers while discussing relevant social issues and creating art.

(continued on next page...)

In collaboration with MSU faculty and students, Grand Rapids Art Museum created a 7-week elective that places first and second year med students in a “non-medicine” environment as a way to explore and expand skills necessary to future medical professionals. The class discussed a variety of artwork in order to build observation skills, develop strong communication skills, become comfortable with ambiguity, and improve professional interactions.

Historic Charlton Park participates in a county-wide collaboration, No Family Left Indoors, which offers free summer programming among eleven organizations. With the goals of encouraging active exploration of the community and bringing new visitors to each organization, the program represents the power of collaborative marketing.

The Holocaust Memorial Center collaborated with the Macomb County Juvenile Justice Center using Anne Frank’s diary as the centerpiece of a curriculum. Through a journal writing project, participants discovered the parallels between Anne’s hiding and seclusion and their own situations; only able to experience the world through their small detention center windows.

Digitizing the Past Forward: Helping Innovate Today Capitol Club

Michael Butman, The Henry Ford

Several years ago, The Henry Ford set out to provide ubiquitous access to its deep 3 dimensional and 2 dimensional collections. Within two years they accomplished building out a new collections management system, a collections access website, a mobile collections site and multidimensional exhibit touchscreens all supported by a nimble set of APIs and a robust network and web delivery architecture. This architecture has manifested itself in a variety of forms of expressions throughout Henry Ford and Greenfield Village.

This past summer, The Henry Ford conducted its first Hackathon where multiple teams of developers were able to customize a variety of web and mobility applications within 1 day. Currently, the architecture allows for weekly scaling of hundreds of new virtual objects including video, audio, text, 3D spherons, metadata and narrative. The Henry Ford is now poised for the next iteration of access, digital storytelling.

In this session, the techniques and process employed to achieve the aggressive timeline will be explored through real time demonstration and use of a touchscreen kiosk. The goal of the session is to show how museums of various sizes might employ the same methods to scale to their collections and resources. The future of The Henry Ford’s digital storytelling initiatives will also be explored.

Continuing the Conversation: Difficult Histories, Honest Discourse Straits of Mackinac

Elsbeth Inglis, Kalamazoo Valley Museum

If museum professionals “...have the responsibility to commemorate difficult histories through ethical representations...” (AASLH Technical Leaflet #264), then what is our responsibility to engage our communities in conversations about today’s social justice issues? Following on the heels of the exhibit, RACE: Are We So Different? The Kalamazoo Valley Museum has partnered with the Southwest Michigan Black Heritage Society to keep the conversation going through public programs, oral histories and the resultant exhibit, Voices for Social Justice. The Southwest Michigan Black Heritage Society began the Racial Healing Initiative soon after the RACE exhibit opened in Kalamazoo. It is grounded in the model, Transforming Historical Harms, the premise of which is that effective work to confront and remedy the lingering legacy of historical injustices must be addressed through Facing History; Making Connections; Healing Wounds; and Taking Action. The Racial Healing Initiative partners with individuals and organizations in the region to offer public discourse, workshops, retreats and avenues for action.

The Kalamazoo Valley Museum has provided a venue for some of those activities and actively participates in creating programming and exhibit opportunities that will keep the community conversation going.

Inglis will discuss their collaboration and provide an opportunity for participants to engage in honest discussion about obstacles and opportunities they might or do encounter in developing similar projects.



Lunch and Quest for Excellence Awards

Grand Hotel- Grand Pavilion (12:00 - 1:15)

The Quest for Excellence Awards honors and recognizes outstanding service and work in museums.

2014 Awards include:

Peninsulas Prize
Unsung Hero
Best New Experience
President's Award

Museums as Change Makers

Paula Gangopadhyay, The Henry Ford

The 21st century with its rapidly evolving communication and technological transformation presents a tremendous opportunity for museums. How can we ride the perfect storm and become change makers, re-inventing our traditional roles and public perceptions. How can we create a culture within our organizations where innovative thinking is encouraged, practiced, awarded and allowed to bloom beyond our institutional parameters? How can we nurture 'Quest for Excellence' as a mindset?

Mainland Site Visits

**The taxi to the Shepler's Ferry dock leaves from the Grand Hotel Grand Pavilion at 1:15. Pre-paid reservations required.*

Shepler's Ferry to Mackinaw City (1:50)

Meet at dock downtown

Experience the new Straits of Mackinac Shipwreck Museum at the Old Mackinac Point Lighthouse. See first-hand accounts in the video, tour the lighthouse and climb the tower, 50 feet above the straits and overlooking the Mackinac Bridge. Then come together at Colonial Michilimackinac and meet the British soldiers, French voyageurs, Odawa/French Metis and merchants of the 1700s. See the newest reconstruction which houses a new video about the attack at Michilimackinac and the French culture. Curator of archaeology Dr. Lynn Evans will be speaking about the fabulous finds at the archaeology dig at Michilimackinac, which is the basis for all of the site's reconstruction, in its 55th year.

Petersen Center for Research and Archaeology Tour:

The Petersen Center research library and archaeological collections with registrar Brian Jaeschke and curator of archaeology Dr. Lynn Evans. See where old tomes and 1 million archaeological artifacts are housed in our mainland facilities. Reservation required.

Reception

Colonial Michilimackinac (5:00)

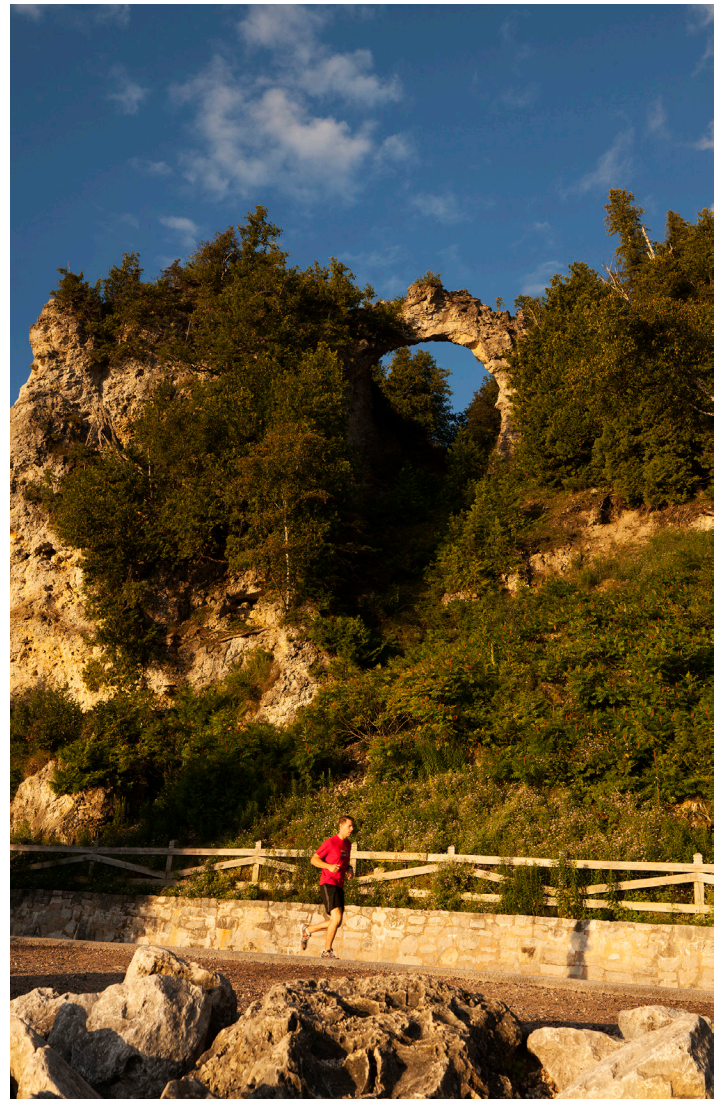
Enjoy beer, wine and appetizers in a beautiful setting.

Shuttle to Shepler's Ferry 6:15
Meet at Colonial Michilimackinac

Pub Crawl

Downtown (9:00)

Meet at the Gatchouse (just below Grand Hotel) and visit Mackinac Island's finest establishments.



Tuesday, September 30

Plenary Session

Grand Hotel- Theater (9:00-10:00)

What's the Big Idea? The Ownership of Public Art

Graham Beal, Director, Detroit Institute of Arts

Beal will discuss the strategy and tactics behind the innovative and popularly successful reinstallation of the DIA's permanent collection, as well as the impact it had in the museum's effort to seek tax support and in the city of Detroit bankruptcy.

Concurrent Sessions (10:30-11:30)

Reinventing the Museum Field Trip Theater

*Teri John, Director of Education Programs,
Detroit Institute of Arts*

As schools and curriculum standards change, museums must change their field trip experiences to remain relevant. The Common Core, Next Generation Science Standards, flipped classrooms, and technology -- it's tough to keep up with the new ways students learn. So what's at the heart of the museum field trip experience? How do we make sure we are using our institutions' best resources, matched most effectively with students' needs? We'll briefly look at the DIA's school program and the dramatic changes underway as the museum seeks to fulfill a new community service mandate. What did the museum hold on to, and what is it changing? In the second part of the session, we'll have a lively, interactive discussion about the core principles of a valuable field trip experience, regardless of the museum. We'll consider field trip models from other museums and compare them to the core principles in small group discussion. Participants will leave this session pondering the purpose and meaning of museum field trips. They'll have simple tools for assessing their own institution's school programs and will-perhaps-be inspired to shake up the school programs at their own institutions

Philanthropy, Favors and Finagling: Dealing with Difficult Donors Capitol Club

*Amy Reiman, Ella Sharp Museum
Judy Horn, Ella Sharp Museum
Rachel Veramay, Ella Sharp Museum
Timothy Chester, Director Emeritus, Grand Rapids Public
Museum and Board Chair; American Museum of Magic*

Donors are an important part of every museum's existence. We rely on them to provide us with the loan or the donation of their collections and for financial support. While most donors are easy to get along with, sometimes the relationships formed between the donor and the museum staff can be challenging to say the least.

During this session we will discuss the delicate balance of being true to our mission when accepting gifts and dealing with the donor's sometimes unrealistic expectations of the museum and its staff. Many donors misunderstand how their donation will be used or have unrealistic expectations for what their gift can achieve. In many cases, the institution fails to set clear limits for the donor and do not listen closely enough to what a donor wants and expects.

During the session the participants will review strategies for avoiding conflicts with donors and will be invited to share and discuss problems they are currently encountering with donors.

Student Papers Straits of Mackinac

Dan Kroupa, University of Detroit, Mercy

Graduate students will present their research on a wide range of museum-related topics. Student presenters are selected by a committee of museum/public history professionals. The serious commitment to excellence embodied in the scholarly work presented in this session provides encouragement and assurance to the museum community that the future of museums will be in good hands.

Cultural Analysis and Interpretation of the Springerle Rolling Pin: The Americanization of a German Tradition

Mallory Bower, Eastern Michigan University

Uncovering the Unusual Lives of Jessie Mann and Mary Ida Mann Cady

Allison Savoy, Eastern Michigan University

Condition Assessments: A Facilities Maintenance Tool for Museums and Non-Profits

Steven Stuckey, Eastern Michigan University

Lunch and MMA Business Meeting

Grand Hotel Grand Pavilion (11:30-1:00)

The annual meeting of the Michigan Museums Association will take place during lunch. The meeting will include reports on the status of the organization as well as the election of new and renewing members of the Board of Directors. The location for the 2015 conference will also be announced at this time.

Museum Cafe

Grand Hotel Theater (1:00-1:45)

This participatory session allows participants to have a informal conversations on a variety of topics.

Concurrent Sessions

(2:15-3:15)

The Visitor Experience: Where Customer Service Meets Programming Theater

Megan Wood, Historic Ford Estates
Phil Porter, Mackinac State Historic Parks

Join this discussion about different approaches to managing front line staff and operations. Presenters will discuss combining customer service and programming as a mission-based activity and will solicit feedback from the audience. Topics covered will include staff recruitment, staff retention, training, communication, and forging collaborative relationships between Programs and Visitor Services to achieve the mutual goal of visitor satisfaction and educational enrichment. Presenters will also examine how to take a holistic look at the visitor experience through many managerial tools and will examine how to stay forward-looking in order to focus on changes that can be made within limited resources. The audience is asked to discuss whether or not to have these two functions under one umbrella and how to make customer service within museums a mission driven activity.

Within the Walls, Beyond the Walls: Detroit Museums and the Underground Railroad Capitol Club

Dr. Roy Finkenbine, University of Detroit Mercy
Tracy Irwin, Detroit Historical Society
Dan Kroupa, University of Detroit Mercy

Detroit museums are working “within the walls, beyond the walls” to tell the story of the Underground Railroad.

Dr. Roy Finkenbine will describe his involvement as an academic historian in the process of developing museum exhibitions and

public history programs. The presenters from the Detroit Historical Society and the Charles H. Wright Museum respectively will describe the recent Underground Railroad projects developed by their museums.

Dr. Finkenbine is a specialist on slavery and the Underground Railroad. He is director of the Black Abolitionist Archives at the University of Detroit Mercy and was recently reappointed by Governor Rick Snyder to the Michigan Freedom Trail Commission.

In 2012, the Detroit Historical Museum opened the exhibition Doorway to Freedom: Detroit and the Underground Railroad as part of the museum’s major renovation project. In 2013, the Charles H. Wright Museum of African American History launched an online portal entitled The Underground Railroad: The Struggle Against Slavery.

Visitor Resuscitation, No AED Required Straits of Mackinac

Melissa Horton, Lakeshore Museum Center
John McGarry, Lakeshore Museum Center

The Lakeshore Museum Center, like many museums, was experiencing a drastic drop in visitation at all of its sites, especially at its historic houses. This discussion will focus on what we did to bring increase visitation and our plans to continue to grow our audience at little or no cost to the institution. We will also talk about our plans to take this further when we open a new historic park in 2015. Some topics we will explore are listed below:

Changing our tours and programs to focus on a new audience
Increasing the number of experiences visitors can partake in at our sites:

- Developing more hands-on experiences
- Customized tours to meet visitors’ needs
- New training initiatives for current staff and volunteers
- Using other museums’ success stories to help us increase visitation (Connor Prairie)



Concurrent Sessions

(3:45-4:45)

The Dos and Don'ts of Exhibiting and Interpreting Michigan's Native American Culture *Theater*

Eric Hemenway, Little Traverse Bay Bands of Odawa Indians
Jennifer O'Hare, Birmingham Historical Museum & Park
Leslie Pielack, Birmingham Historical Museum & Park
Mary Cummings, Harbor Springs Area Historical Society

Most museum staff have little experience or background in handling, exhibiting, and interpreting collections objects of Native American origin. Staff can also overlook or have limited resources regarding their community's own Native American history. This can result in inaccurate or insensitive interpretation—or worse—neglect of the issue and objects altogether. The complex and rich cultural narrative of Michigan's history suffers, and so does the public.

This panel presentation will discuss the “Dos and Don'ts” of interpreting Native American cultural material from the tribal perspective (Eric Hemenway) give examples of interpretive problems encountered by one local history museum in dealing with Native American artifacts (Birmingham Historical Museum & Park) and present a successful exhibit developed by another local history museum in partnership with tribal representatives (Harbor Springs Area Historical Society).

A special effort will be made to provide resources to participants who want to find out more about their Native American collections objects and how to develop culturally meaningful interpretation by working with local tribes. Ample time will be provided for audience questions.

Bringing Collections to Life by Telling Stories About People *Capitol Club*

Jeanine Head Miller, The Henry Ford

Humans have been telling stories since the beginning of time. Stories are powerful. Stories are memorable. Using this traditional means of communication—and inspired by tools like social psychology, theater, and visitor studies—curators are developing immersive exhibits grounded in stories. These exhibits put collections into a meaningful new light by finding and presenting the humanity in objects.

For an exhibition of 20th century quilts made by an African American quilt maker from Alabama, curators at The Henry Ford reinvented the traditional, using the very personal story of the quilt maker to provide engaging entrée to people, places and ideas. Adding a richness and texture to the objects the quilt maker made and used, the exhibit narrative successfully connected 21st century museum audiences to people and stories from our past. This session will include a look at the process of gathering the stories, the visitor studies that informed the presentation, and the development of a training manual for the presenter staff who welcomed visitors to this exhibit experience.

The Promises, Perils, and Opportunities of the Millage Funded Museum *Straits of Mackinac*

Andrew Clark, Monroe County Historical Museum
Ron Bloomfield, Bay County Historical Society
Ken Santa, Castle Museum of Saginaw County History
Chris Shires, Holland Historical Trust

Once supported by the general fund of their local government, some Michigan museums are seeking millages to maintain operations as scarce tax dollars are diverted to support basic governmental functions. While not focusing on the mechanics of millages or campaigns, attendees to this session will have an opportunity to hear from various museum directors about the promises, the perils, and the opportunities for the millage supported museum.

Closing Reception

**The taxi to the Art Museum leaves from the Grand Hotel front porch at 5:00. Pre-paid reservations required.*

Downtown - The Richard and Jane Manoogian Mackinac Art Museum (5:30)

Enjoy a wine and cheese reception at the Richard and Jane Manoogian Mackinac Art Museum, the newest site at Mackinac State Historic Parks. See how Mackinac has inspired art throughout its human history, from pottery, quillwork, glass etching, painting, maps, photographs and more. Visit the 2014 exhibition “Places of Mackinac” and take a different view of Marquette Park and the island's marina from the second floor.

Fudge Tour:

(Leaves from Manoogian Art Museum 6:30)

Come on a tour about Mackinac's favorite treat—fudge! Have it made right before your eyes, get the book, and even do some taste testing. Director Phil Porter will also offer insight to how this sweet souvenir became world famous on Mackinac Island. Reservations required.



Special Thanks



This conference would not be possible without the generosity of the sponsors, the dedication and creativity of the committees, and the involvement of the board of directors and staff.

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- Historic Village ○ Education Programs ○ Special Events ○
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UPCOMING SPECIAL EVENTS:

All Hallows Eve – October 25, 2014

This family-oriented event includes hay rides, a costume contest, trick-or-treating through the Historic Village and other delicious treats.

Of Christmas Past – December 13-14, 2014

Come out and enjoy the sights, sounds, tastes, and activities of Christmastime in the late 1800's.



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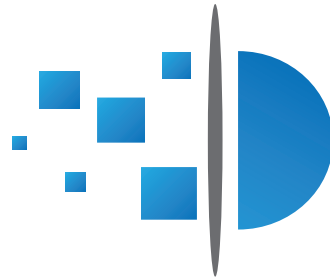
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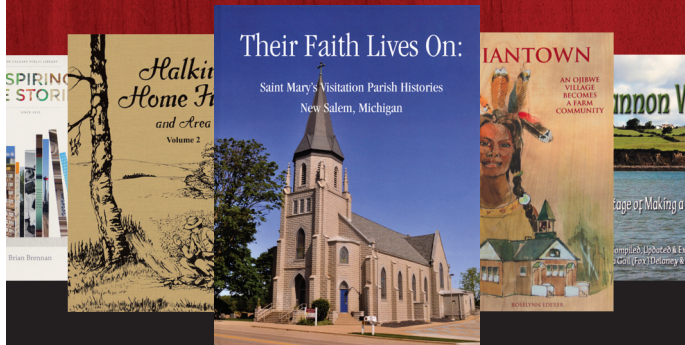
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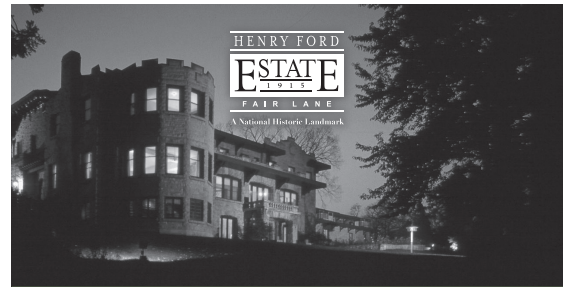
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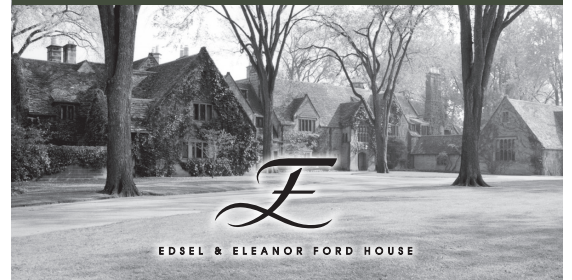
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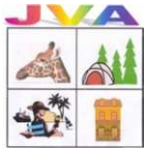
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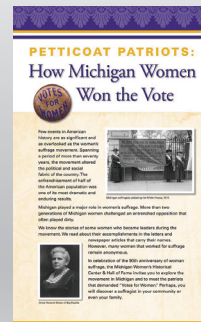
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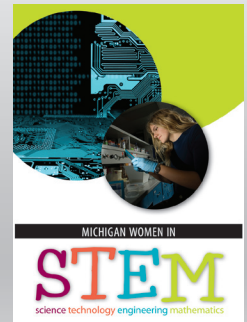
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