

*Please note: buses will be available for transportation throughout the conference. However, attendees are welcome to use their own vehicles at any time. Uber is also available in Montgomery.

The 2019 Alabama Museums Association (AMA) meeting will be held at several locations most prominently the Montgomery Museum of Fine Arts (MMFA) and the Alabama Department of Archives and History (ADAH). For simplicity, within the schedule you will see these two locations referred to as MMFA and ADAH.

Sunday, February 24					
4:00 PM-5:00 PM		Registration & Tour of the Sculpture Garden		MMFA	
5:00 PM-7:00 PM		Cocktails & Appetizers		MMFA	
Monday, February 25					
Breakfast				Hampton Inn OR on your own	
7:45 AM		Buses Depart		Hampton Inn	
8:00 AM-9:00 AM		Registration		ADAH	
8:30 AM		MMFA Buses Depart		ADAH	
9:00 AM-10:15 AM		Concurrent Sessions		ADAH or MMFA	
ADAH Track			MMFA Track		
9:00 AM-10:15 AM	Session 1: <i>Preserving a Legacy: The Cultural District of Alabama State University</i>	Jones Room		8:15AM-8:30 AM	Load buses Buses depart ADAH Adams Avenue entrance
	Session 2: <i>Alabama's Invisible History</i>	Farley Auditorium, 1 st Floor		9:00 AM-11:15 AM	Session: <i>Caring for our Past: Preservation in a Museum Environment</i> MMFA
10:15 AM-10:30 AM	Break				
10:30 AM-11:45 AM	Session 3: <i>Making the Past Virtual: 3-D technology for Cultural Institutions</i>	Farley Auditorium, 1 st floor			
	Session 4: <i>Core Documents for Museums</i>	Jones Room, 3 rd Floor			
11:45 AM-12:00 PM	Break			11:30 AM	Buses depart for ADAH MMFA front entrance
12:00 PM-1:15 PM		Lunch and Keynote Address Advocating for Your Museum, Allison Titman		ADAH Milo Howard Auditorium, 1 st Floor	
1:30 PM-2:45 PM		Session 5: Interpreting Difficult History Panel Discussion		ADAH Farley Auditorium, 1 st Floor	
2:45 PM-3:00 PM		Break/buses load		ADAH Adams Avenue entrance	

3:00PM-4:45PM	<p>During this time, you are encouraged to visit the following locations as your time permits. EJI Museum and the Memorial for Peace and Justice are on the same ticket. Buses will run between locations as needed.</p> <p>Locations are:</p> <ol style="list-style-type: none"> Old Alabama Town 301 Columbus Street Open until 4:00 PM Rosa Parks Museum 251 Montgomery Street Open until 5:00 PM Equal Justice Initiative National Memorial for Peace and Justice 417 Caroline St. Open until 5:00 PM, last entry at 4:30 PM Equal Justice Initiative Museum 115 Coosa Street Open until 7:30 PM Located directly across from Hampton Inn 	
4:45 PM	Buses depart from all locations and return to Hampton Inn	
5:15 PM	Buses depart for dinner	Hampton Inn
5:30 PM-6:15 PM	Cocktail Hour	Freedom Rides Museum
6:15 PM	Buses depart	Freedom Rides Museum
6:30 PM-7:45 PM	Dinner	Kress Building
8:00 PM	Buses depart	Kress Building
8:15 PM-9:00 PM	Desserts	Old Alabama Town Young House
9:15 PM	Buses depart and return to Hampton Inn	Young House
Tuesday, February 26		
Breakfast		Hampton Inn OR on your own
8:30 AM	Buses depart	Hampton Inn
8:00 AM-9:00 AM	Registration	ADAH Lobby, 1 st Floor
9:00 AM -10:15 AM	Concurrent Sessions	
	Session 6: <i>Alabama Emerging Museum Professionals: How our networking group can help you!</i>	Jones Room, 3 rd Floor
	Session 7: <i>Making the Most of Making Alabama</i>	Milo B. Howard Auditorium, 1 st Floor
	Session 8: <i>Theme My Social Media!</i>	Farley Auditorium, 1 st Floor
10:15 AM-10:30 AM	Break	

10:30 AM-11:45 AM	Concurrent Sessions	
	Session 9: <i>Website Workshop: How to Create Beautiful Sites for Your Museums the Easy Way</i>	Jones Room, 3 rd Floor
	Session 10: <i>Cementing our Place in Alabama History through Stories: The A.L. Martin Historical Museum</i>	Farley Auditorium, 1 st Floor
	Session 11: <i>Archival Box Making for Three Dimensional Objects</i>	Education Classroom, 2 nd Floor
11:45 PM-12:00 PM	Break	
12:00 PM-1:15 PM	Lunch	Milo B. Howard Auditorium, 1 st Floor
After lunch tour option	<i>Behind the Scenes Tours of Archival and Textile Storage at ADAH</i>	ADAH

Monday, February 25 Sessions

Caring for our Past: Preservation in a Museum Environment

MMFA

Session Leaders: Margaret Lynn Ausfeld, Curator, MMFA; Pam Bransford, Registrar, MMFA; Sarah Elizabeth Kelly, Assistant Registrar, MMFA; Ryan Blocker, Museum Collections Coordinator, ADAH; Dorothy Davis, Archival Collections Coordinator, ADAH

Please note: This session is from 9:00 a.m. to 11:15 a.m. at the Montgomery Museum of Fine Arts (MMFA). Transportation to MMFA is provided, but attendees must board the bus at the Archives by 8:30 a.m.

Staff members of the Montgomery Museum of Fine Arts and the Alabama Department of Archives and History will present information on maintaining a conservation environment to preserve the various materials found in collections of historical objects and art. The session will be held in two parts: one focusing on physical materials and the conditions required for their maintenance and care; and the second on techniques for housing and handling for storage and exhibition of these materials. Part one will cover the current standards mandated by professional museums, conservation, and preservation groups. In the second session, participants will be introduced to both contemporary technologies and traditional methods used in installation and storage.

Session 1 - Preserving a Legacy: The Cultural District of Alabama State University

Jones Room (3rd Floor) ADAH

Session Leaders: Dr. Howard Robinson, University Archivist, Alabama State University (ASU); Cassandra Cavness, Humanities/Digital Archivist, ASU; Destiny Williams, Access Cultural Heritage Manager

This presentation will focus on how Alabama State University (ASU) has preserved its history and legacy through the formation of a cultural district on the University's campus. The speakers will discuss the different aspects of how the cultural district tells the story of ASU.

Session 2 - **Alabama's Invisible History**

Farley Auditorium (1st Floor) ADAH

Session Leader: Joshua Burford, Director of Outreach, IHP; Maigen Sullivan, Director of Development, IHP

This session will introduce the work of the Invisible Histories Project (IHP) and its mission to collect the Queer/Trans history of Alabama and the Deep South.

Session leaders will discuss process, accessibility, and how IHP is working to give this history back to the LGBTQ community.

Session 3 - **Making the Past Virtual: 3D Scanning for Cultural Institutions**

Farley Auditorium (1st Floor) ADAH

Session Leader: Bryan Carter, Carter Photography and Design

The presenter will discuss new, innovative 3-D technology currently available to museums. Topics will include creating virtual museum tours, 3-D room scanning, and 3-D scanning for individual artifacts.

Session 4 - **Core Documents for Museums**

Session Leader: Allison Titman, Accreditation Program Officer, American Alliance of Museums, Board President of the Small Museums Association

Jones Room (3rd Floor) ADAH

This session will provide attendees with training, tools, and resources to help their museums develop or improve their core documents. We will review the basics of all five core documents – mission, code of ethics, collections management policy, disaster preparedness/emergency response plan, and strategic institutional plan – together attendees will leave with resources they can take back to their museum to continue working on their documents with their team.

Keynote Address – **Advocating for Your Museum**

Keynote Speaker: Allison Titman, Accreditation Program Officer, American Alliance of Museums and Board President of the Small Museums Association

Milo Howard Auditorium (1st Floor) ADAH

The American Alliance of Museums (AAM) works to provide museums with the data they need to advocate for the field and their institutions and to continuously strengthen their governance and operations. Allison Titman will review the findings included in recent AAM reports – Museums as Economic Engines, Museum Board Leadership, and Museums and Public Opinion – and highlight how museum directors, board members, and staffs can put the information to use. While this information is applicable to museums of all types and sizes, Allison will highlight how small museums can use it to guide their work.

Session 5 - Interpreting Difficult History

Panel Moderator: Felicia Bell, Ph.D., Director, Rosa Parks Museum

Panel Experts: Kendall Chew, The Holocaust Museum; Kiara Boon, Equal Justice Initiative; Calvin Chappelle, Confederate Memorial Park; Carole King, Old Alabama Town; Kelly Hallberg, Old Alabama Town

Farley Auditorium (1st Floor) ADAH

The triumphs and tragedies of Alabama can make interpreting the state's history quite challenging for some museum professionals. With a focus on historical accuracy, proper training and continuous education is key to making the visitor experience both informative and meaningful. This panel discussion will investigate such issues as slavery, Confederate memorials, religious tolerance, civil rights, and racial terror. Panelists will discuss how they engage visitors in learning "difficult history," the challenges they have encountered, and the successes they have had with getting visitors to gain perspective and think critically about the history of our state.

Tuesday, February 26 Sessions

Session 6 - Alabama Emerging Museum Professionals: How Our Networking Group Can Help You!

Jones Room (3rd Floor) ADAH

Session Leaders: Cassandra Cavness, Humanities/Digital Archivist, Alabama State University; Courtney Little, Museum Teacher, Burritt on the Mountain

This presentation will introduce the National Emerging Museum Professional (EMP) network and the Alabama EMP network. Session leaders will focus on the roles and benefits of each group as well as ways in which conference participants can become involved. Topics will include activities currently offered by the Alabama EMP group and their projected activities for the year.

Session 7 - Making the Most of Making Alabama

Milo Howard Auditorium (1st Floor) ADAH

Session Leader: Laura Caldwell Anderson, Director of Operations, Alabama Humanities Foundation

This round-table discussion will focus on the state's Bicentennial Traveling Exhibition, *Making Alabama*, and how your museum/group can plug in to plans underway in each of the 27 counties remaining in the tour. The session leader will give an overview of the project, how different counties/organizations have handled hosting the exhibit, and lessons learned. We will also discuss post-Bicentennial plans for *Making Alabama*.

Session 8 - Theme My Social Media!

Farley Auditorium (1st floor) ADAH

Session Leader: Brian Mast, Public Historian and Educator, Black Belt Museum, University of West Alabama

Themes are some of the most critical components in any sort of outreach. Without them, our work can lack continuity. This is not only true for educational programs and exhibits, but social media as well. In this session, we will explore how to write proper themes and then switch gears to demonstrate why museums should have a presence on social media (focusing on Facebook and Instagram), and how themes can make posts stronger when appropriate.

Session 9 – Website Workshop: How to Create Beautiful Sites for Your Museum the Easy Way

Farley Auditorium (1st floor) ADAH

Session Leaders: Georgia Ann Hudson, Communications Coordinator, ADAH, Maiben Beard, Outreach Associate, Caroline Marshall Draughon Center for the Arts & Humanities

During this session, participants will learn how to use Wix.com to create low-cost, visually appealing, and functional websites for their museum. This session is ideal for those with little to no website design experience. Participants will leave with a toolkit of resources for building their own sites.

Session 10 – Cementing Our Place in History through Stories: The A. L. Martin Historical Museum

Farley Auditorium (1st floor) ADAH

Session Leaders: Deborah W. Rankins, Assistant Director of Library Services, Katherine Tucker Windham Museum and Library; G. B. Quinney, Director, A. L. Martin Historical Museum

A community of Thomasville Blacks noticed their history, especially of education and early life prior to desegregation, had not been documented. As a result, they decided to collect their stories, photographs, and other items from this period. Thus, the A. L. Martin Historical Museum was born.

Session 11 - Archival Box-Making for Three-Dimensional Objects

Education Classroom (2nd Floor) ADAH

Session Leaders: Samantha Forsko, Preservation Specialist, Conservation Center for Art and Historic Artifacts

In this workshop, participants will learn how to properly support three-dimensional objects in boxes intended for archival storage. The presenter will discuss materials object sensitivities, and provide hands-on guidance for archival box construction.