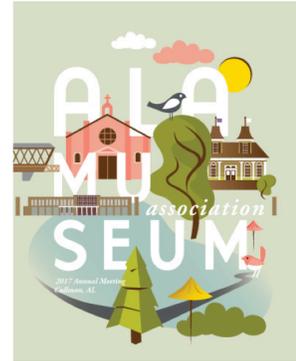




**Alabama Museums Association
Annual Conference
March 5-7, 2017 - Cullman, AL**

Creating a Sense of Place



CONFERENCE AGENDA

(Tentative)

Sunday, March 5, 2017

3:00-9:00 pm

Check in at St. Bernard Retreat Center

Accommodations are available in one of Cullman's most beautiful, tranquil settings on the campus of St. Bernard, where the Ave Maria Grotto is located. (\$60/night per room)

3:00-5:00 pm

Tour the Ava Maria Grotto at St. Bernard (on your own)

Known throughout the world as "Jerusalem in Miniature," is a beautifully landscaped, four-acre park designed to provide a natural setting for the 125 miniature reproductions of famous historic buildings and shrines around the world. The masterpieces of stone and concrete are the lifetime work of Brother Joseph Zoettl, a Benedictine monk of St. Bernard Abbey. Begun as a hobby, with various materials he could find, and infinite patience and a remarkable sense of symmetry and proportion, Brother Joseph re-created some of the greatest edifices of all time.

5:00-7:00 pm

Registration, Opening Reception and Auction – St. Bernard Abbey Byre

6:00 pm

Introduction to the City of Cullman and Discussion of Recent Historic Preservation and Revitalization Efforts

Guest Speaker: Garlan Gudger, Cullman City Council President and Owner of Southern Accents and Architectural Antiques

Learn about what makes Cullman unique, and how the city embraced its history and invested in revitalization as a way to recover from the devastating 2011 tornado, which struck the heart of downtown. A focus on historic preservation and revitalization, led in large part by Gudger, has resulted not only in the area rebounding but today experiencing an economic boom.

An art and wine silent auction will be held throughout the evening.

Monday, March 6, 2017

8:15 am **Depart St. Bernard for Wallace State's Ottis and Evelyn Burrow Center for Fine and Performing Arts** (bus available)

8:30 am **Registration and Visits with Vendors** – Wallace State Burrow Center

9:00 am **Welcome and Conference Overview** - Burrow Center Recital Hall

9:15-10:15 am **Between Intentionality and Reception: The Politics of Curatorial Intervention**

Keynote Speaker: Brett Levine, writer, editor, curator and content producer

This presentation, based on Levine's groundbreaking dissertation research, interrogates the position of the curator in contemporary museum discourse in relation to the commonly understood dialogues between audience and artist.

10:15-10:30 am **Coffee Break and Visits with Vendors**

10:30-11:30 am **Breakout Sessions** – Burrow Center Classrooms

Session A: **Social Media Boot Camp**

Presented by a panel of Digital and Social Media professionals working with the Alabama Community College System

For beginner and intermediate users, learn social media basics, as well as latest trends, the best uses of particular sites for the information you want to share, and ways to make managing your accounts more effective and efficient. Sites like Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube and more will be discussed.

Session B: **Museum Faux Pas and Restoration**

Speaker: Glenn Dasher, retired Dean of the UAH College of Liberal Arts

An intriguing presentation about modern and historical restorations done well and restorations gone terribly wrong--some high profile and some lesser known yet no less intriguing. Lessons learned from these cases, the latest developments in restoration techniques, what to look for when evaluating a work, as well as general rules and best practices for smaller museums will be shared.

Session C: **Gallery Talk at The Evelyn Burrow Museum**

Conducted by Donny Wilson, The Evelyn Burrow Museum, and guests

Guests will be introduced to The Evelyn Burrow Museum's collection, history and organization as well as receive a tour of the museum. Discussions about a visiting exhibition featuring photography of scenes from Beirut by Fadi BouKaram and artwork reflecting on the refugee crisis by Samford artist Joe Corey, put together by guest curator Cannon Matt Schneider of the Cathedral of the Advent in Birmingham, will also be included on the tour.

11:45 am-12:45 pm **Lunchtime update on Alabama 200, the Bicentennial Project** – Burrow Center Atrium

12:45-1:00 pm **Transitional Break and Visits with Vendors**

1:00-2:00 pm **Breakout Sessions** – Burrow Center Classrooms

Session A: **Controversy and Exhibitions**
Speaker: Ahmad Ward, Birmingham Civil Rights Institute

Museums as cultural institutions should be prepared to deal with controversy and controversial subject matter, both expected and unexpected. This presentation will provide insight on how to manage controversy and encourage meaningful dialogue so that controversy can be transformed into a learning experience that about the nature of diverse opinions and the need for both free expression and empathy.

Session B: **Architecture to Make the Spirit Soar**
Speaker: Walter Anderton, Architect, and Director and Curator of the Anderton Natural History Museum

Anderton, appointed by Gov. Bentley to the Board of Directors for the Tannehill Historical State Park and the Brierfield State Park, also notably worked on the designs for the original buildings of Our Lady of the Angels Monastery. He will share stories from his time traveling Europe on site visits for inspiration with Mother Angelica, along with heartwarming reminiscences of his time with her, and an intimate account of building the world renowned monastery, which has become a monument itself, filled with art work and precious icons from around the world.

Session C: **Secrets Worth Sharing – Trends in Genealogy and Archives**
Speaker: Robert Davis, Family and Regional History Program at Wallace State Community College

Davis, the author of more than 1,000 publications and recipient of many awards, including two National Awards of Excellence from the National Genealogical Society and the Award of Merit in History from the American Association for State and Local History, is a sought-after speaker who has been featured on History Channel and other television productions as far

away as Australia. He will discuss trends in genealogy, which has become America's number one pastime, and the role of archives and history museums in his work.

2:00 pm **Depart Wallace State for the Shrine** (bus available)

2:15-4:00pm **Introduction to the Shrine Museum / Tour of the Shrine and Grounds**

More than 80,000 tourists a year visit the Shrine of the Blessed Sacrament, a cathedral-like chapel on Our Lady of the Angels Monastery Farm, along with Castle San Miguel, a new Museum dedicated to the Eucharist, a grotto and other sites. Visitors to the Shrine are struck by its beauty and grandeur, often commenting on the atmosphere of peace that pervades the grounds and the ethos of reverence exuded by everything from the artwork to the architecture. Attendees will have the option to tour the Shrine's museum and learn about what went into establishing it. Tours of the Monastery will also be available, and the Castle, Grottos and Gift Shop can be visited at leisure.

4:00 pm **Depart Shrine for St. Bernard** (bus available)

5:30 pm **Depart St. Bernard for Southern Accents** (bus available)

5:30-6:30 pm **Pre-Dinner Reception at Southern Accents and Architectural Antiques**

Discover the South's largest collection of architectural antiques, where you will enjoy refreshments before dinner. Southern Accents inspires with its hidden gems, and diverse and unique collection. It has been the source for projects from home restorations across the country to top designer NYC runway shows. Shopping is an option for those who can't resist its charm.

6:45-7:45 pm **Dinner at The All Steak** (a short walk around the corner from Architectural Antiques, bus available)

Note The All Steak's orange rolls, a soft, delicious, Southern delicacy, are on the list of 100 Dishes to Eat in Alabama Before You Die!

8:00 pm **Dessert at the Cullman County Museum** (a four-block walk from The All Steak, bus available)

Enjoy dessert while meandering through the Cullman Museum, the historical home of Col. John G. Cullmann, for whom the city and county are named. The museum provides a history of the area from earliest American cultures to the pioneers to the German settlements and on to modern day.

9:00 pm **Return to St. Bernard** (bus available)

Tuesday, March 7, 2016

9:00 am **Light Breakfast at the Cullman Area Chamber of Commerce** (parking deck located at back of Chamber)

9:30-10:30 am **Breakout Sessions**

Session A: **Historical Walking Tour of Cullman** *(depending on weather a bus may be used)*
Conducted by Drew Green, The Cullman County Museum

Take a tour of Cullman's historic district, featuring beautifully restored homes, the first train depot, first chapel, and some of Cullman's earliest buildings and other sites led by a local expert.

Session B: **Building a Collection** - Cullman Area Chamber of Commerce
Speaker: Graham Boettcher, Birmingham Museum of Art

Drawing on his experience as Deputy Director and Curator of American Art at the Birmingham Museum of Art, Dr. Boettcher will discuss the ways in which BMA is building its American collection to align with its strategic plan. Learn best practices for donations and purchases, courting donors, and when to accept and decline donations by taking into consideration the permanence of the gift, parameters of the donation, and your museum's capacity -- all while gaining insight into the preeminent importance of strategic planning.

10:45-11:45 am **The Power of Tourism** - Cullman Area Chamber of Commerce
Speaker: Tami Reist, Alabama Mountain Lakes Tourist Association

Alabama Mountain Lakes Tourist Association was formed in 1964 with the express purpose of developing North Alabama's travel industry and marketing the region to the traveling public. Reist, director of Alabama Mountain Lakes and a member of the State of Alabama Tourism Board, will share statistics about the impact of tourism and museums on the state's economy, and discuss resources for grants and the ways in which tourism organizations can help to promote museums and events. An expert in marketing, she will share marketing tips for museums, and what works to attract visitors and support.

12:00 -1:00 pm **Lunchtime Business Meeting**
Presiding: AMA President Rebecca Duke
Join us for a pizza party featuring fare by Carlton's Italian and help make plans for the coming year.

1:00 pm **Adjourn**