



Changing Expectations

2019 Joint Conference
October 2–5, 2019 — Grand Rapids, MI



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Welcome

letter from our Co-Chairs

Welcome to Grand Rapids, Michigan! We are thrilled to welcome you to the 2019 Joint Conference of the Association of Midwest Museums and the Michigan Museums Association.

Grand Rapids or “Beer City” will captivate your spirit as you join us to focus on **Changing Expectations**. As society evolves, museums continue to adapt to technology and visitor expectations. Museums are breaking the mold of what was once thought of as a traditional experience. From flash talks, sessions, and workshops to the exchange of ideas, discussions, and networking, this conference provides an opportunity for attendees to learn what changing expectations mean to their institution, their audiences and to them.

Routinely making the top lists of places to live, work and visit, Grand Rapids is a cool city complete with trend-setting craft beer culture, a dynamic food scene, along with world-class art and music. During your time in Grand Rapids, we look forward to seeing you among the evening events at the diverse museums that call this city home, and be sure to make time to see the installations throughout our great city as part of Project 1 by ArtPrize.

Thank you again for attending our conference and for supporting your museum associations!



2019 Joint Conference Co-Chairs



Caitlyn Perry Dial, Ph.D.

*Assistant Director of Development,
MSU College of Veterinary Medicine*

*Board Member,
Michigan Museums Association*

Kate Kocienski

*Vice President of Marketing and Communications,
Grand Rapids Public Museum*

*Board Member,
Association of Midwest Museums*



Schedule at-a-glance

speakers, sessions, & events

Wednesday, October 2, 2019

7:30 am – 4:00 pm / Registration Open
Center Concourse

12:30 pm – 4:30 pm / Pre-Conference Workshops
Materials and Techniques for Constructing Storage Mounts
Gerald R. Ford Presidential Museum, DeVos 1

Marketing to Changing Audience Expectations
Grand Rapids Children's Museum

1:00 pm – 4:30 pm / Pre-Conference Workshops
Designing Immersive Exhibit Experiences
Gerald R. Ford Presidential Museum, DeVos 2

2:30 pm – 4:30 pm / Behind the Scenes Tour
Community Archives and Research Center
Grand Rapids Public Museum

5:30 pm – 7:00 pm / Opening Reception
Richard M. DeVos Center, GVSU

Thursday, October 3, 2019

8:00 am – 4:00 pm / Registration Open
Center Concourse

7:45 am – 8:30 am / MMA Michigan Museums
Welcome Coffee (open to all)
Gerald R. Ford Ballroom

8:15 am – 8:45 am / Morning Coffee Service
Crown Foyer
Sponsor: Mackinac State Historic Parks

8:45 am – 9:45 am / Opening Plenary Session
Ambassador Ballroom
Speaker: Dr. David Pilgrim, Jim Crow Museum of Racist Memorabilia at Ferris State University
Sponsor: Historic Ford Estates

9:00 am – 4:00 pm / Center Concourse Activities

10:00 am – 11:15 am / Breakout Sessions
See session listings for locations

12:00 pm – 1:00 pm / AMM Annual Meeting & Awards Lunch
Ambassador Ballroom

1:15 pm – 2:30 pm / Breakout Sessions
See session listings for locations

2:45 pm – 4:00 pm / Breakout Sessions
See session listings for locations


4:00 pm – 6:00 pm / Exhibit Hall Cocktail Reception
West Concourse/Center Concourse/Crown Foyer
Sponsor: Encurate Mobile Technologies

4:00 pm – 6:00 pm /
Poster Session/Conversation Stations
Ambassador Ballroom

John Ball Zoo Strolling Animal Encounter
Ambassador Ballroom

6:00 pm – 7:00 pm / Emerging Museum Professional Meet-Up
Grand Rapids Art Museum
Sponsor: Detroit Institute of Arts

6:00 pm – 9:00 pm / Thursday Night at the GRAM
Grand Rapids Art Museum



**Animals at
the conference!**

Check out the Animal
Encounter during the 10/3
Cocktail Reception!

Friday, October 4, 2019

8:00 am – 4:00 pm / Registration Open
Center Concourse

7:30 am – 8:45 pm / Leadership Breakfast
Gerald R. Ford Presidential Museum

Speaker: Jori Bennett, ArtPrize
Sponsor: SAQA Global Exhibitions

8:30 am – 9:00 am / Morning Coffee Service
Crown Foyer

Sponsor: Timothy J. Chester & Associates

9:00 am – 12:15 pm / Center Concourse Activities

9:00 am – 9:45 am / Breakout Sessions
See session listings for locations

9:15 am – 10:30 am / Meet-n-Greet with Nina Simon
Crown Foyer

9:45 am – 10:45 am / Exhibit Hall Coffee break
West Concourse/Center Concourse/Crown Foyer

9:45 am – 10:15 pm / Museum Café
Ambassador Ballroom

11:00 am – 12:15 pm / Keynote Presentation
Ambassador Ballroom

Speaker: Nina K. Simon, OF/BY/FOR ALL
Sponsor: Solid Light, Inc.

12:30 pm – 2:15 pm / MMA Business Meeting and Awards Lunch

Ambassador Ballroom
Sponsor: The Henry Ford

2:30 pm – 4:00 pm / Center Concourse Activities

2:30 pm – 3:45 pm / Breakout Sessions
See session listings for locations

4:00 pm – 5:15 pm / Breakout Sessions
See session listings for locations

6:00 pm – 9:00 pm / Closing Night at the GRPM
Grand Rapids Public Museum

Saturday, October 5, 2019

8:00 am – 9:00 am / Registration Open
Center Concourse

Note: Saturday morning sessions and tours take place at Frederik Meijer Gardens & Sculpture Park, 15 minutes away. Transportation provided. Free parking available.

8:00 am – 8:15 am / Buses Depart
Lyon Street Entrance

8:30 am – 9:00 am / Morning Coffee Service
Frederik Meijer Gardens & Sculpture Park,

Huizenga Grand Room
Sponsor: MSU Museum Studies

9:00 am – 10:15 am / Community Flash Talks
Frederik Meijer Gardens & Sculpture Park,


Huizenga Grand Room
Sponsor: PNC Bank

10:30 am – 12:30 pm / Focus! Mini-Workshop Sessions
Frederik Meijer Gardens & Sculpture Park,
See session listings for locations

10:30 am / Walking Tours
Frederik Meijer Gardens & Sculpture Park

11:30 am – 1:30 pm / Tram Tours

Go explore Grand Rapids Museums!



**Connect with
us online!**

Wifi: AMM-MMA
Password: ammma2019

Speakers

plenary & keynote



Opening Plenary Session / Sponsored by Historic Ford Estates

Thursday, October 3 / 8:45 am

Dr. David Pilgrim, Founder and Curator, Jim Crow Museum of Racist Memorabilia at Ferris State University, Big Rapids, MI

Dr. David Pilgrim is a public speaker and one of this country's leading experts on issues relating to multiculturalism, diversity, and race relations. He is best known as the founder and curator of the Jim Crow Museum: a 12,000-piece collection of racist artifacts located at Ferris State University (57 miles north of Grand Rapids). The museum uses objects of intolerance to teach tolerance and promote social justice.

Dr. Pilgrim is an applied sociologist with a doctorate from The Ohio State University. He is the author of *Understanding Jim Crow* (PM Press, 2015), and *Watermelons, Nooses, and Straight Razors* (PM Press, 2017). His other writings appear on the museum's web site (www.ferris.edu/jimcrow). He has delivered lectures at many institutions. Dr. Pilgrim has spent his adult life using objects of intolerance to teach about race, race relations, and racism. It works. His goal is to get people talking about diversity and race relations in meaningful ways—and, then, to go and do something positive.



Leadership Breakfast Keynote / Sponsored by SAQA Global Exhibitions **Friday, October 4 / 7:30 am**

Jori Bennett, Executive Director, ArtPrize, Grand Rapids, MI

Jori Bennett is the executive director of ArtPrize, leading the organization in creating contemporary art experiences in Grand Rapids, MI each fall. These events alternate between ArtPrize, the international art competition and festival recognized by The Art Newspaper as one of the most-attended public art events in the world, and the Project series, the next evolution of ArtPrize, which launched in September 2019.

Bennett took on the role of executive director in early 2018 after serving as the director of business development at ArtPrize since 2015. She has nearly two decades of experience in creative team leadership, marketing, strategic engagement, fundraising and program management. Her work at ArtPrize has forged strong relationships in the corporate and donor communities, and created long-term private and public partnerships locally and nationally. Bennett holds a Bachelor of Fine Arts in Graphic and Industrial Design from the Savannah College of Art and Design.

About Project 1: Project 1 is the next evolution of ArtPrize. With ArtPrize moving to a biennial schedule, it is the first in a series of multi-sited public art exhibitions in Grand Rapids, Michigan. Project 1 consists of five artists commissioned to create large-scale installations and urban interventions, which are activated by performances, educational activities and community gatherings. The exhibition is organized around a theme, and these multifaceted artworks explore intersecting ideas of public and private space, land use and ownership, the role of public art in civic design and the way lines are drawn—literally and figuratively—within the city today.

Keynote Session / Sponsored by Solid Light, Inc.

Friday, October 4 / 11:00 am

Nina K. Simon, Spacemaker/CEO and Founder of OF/BY/FOR ALL, Santa Cruz, CA

Nina Simon has been called a “museum visionary” by Smithsonian Magazine, a Silicon Valley Business Journal “40 under 40,” and Santa Cruz County Woman of the Year for her innovative community leadership. She recently served as the Executive Director of the Santa Cruz Museum of Art & History and is the founder of the OF/BY/FOR ALL movement. Nina is the best-selling author of *The Participatory Museum* (2010), *The Art of Relevance* (2016) and the popular Museum 2.0 blog. She lives off the grid in the Santa Cruz mountains with 20 people, 24 chickens, 5 dogs, and 1 zipline.

**Join us before the Keynote for a special meet-n-greet opportunity with Nina!*



Speakers

community flash talks / Saturday, October 5, 9:00 am

Sponsored by PNC Bank



Kevin Buist

Artistic Director, Project 1 by ArtPrize, Grand Rapids, MI

Kevin Buist is a writer, curator, critic and Artistic Director of ArtPrize, where he oversees artists, operations, and design. He holds a MA in Visual and Critical Studies from Kendall College of Art and Design. He writes and speaks on behalf of ArtPrize to arts-focused audiences around the country, and co-hosts ArtPrize panel programming for live audiences, web video, and live TV. His independent writing has been featured in numerous print and online publications including the Art:21 Blog, where he was a Blogger in Residence, as well as MNartists.org, Michigan Quarterly Review, and kevinbuist.com/blog. He has presented academic papers at the Institute for the Study of Latin American Art at NYU and the College Art Association Annual Conference. He has delivered lectures at many conferences and events, including The International Council of Fine Arts Deans' Annual Conference, Museum Next, the University & College Designers Association Conference, and more.



Tracy Nichols Busch, Ph.D.

Associate Professor of History and Lead Faculty, Museum of Sexist Objects, Ferris State University, Big Rapids, MI

Tracy Nichols Busch, who earned a Ph.D. from Georgetown University in 2004, is an Associate Professor of History at Ferris State University. Since 2013, she has led the effort to create and curate the Ferris Museum of Sexist Objects (MoSO). As the Lead Faculty for the MoSO, she conducts community outreach, develops training programs for facilitators, and creates pedagogical tools for professors who use the museum in their classes. She oversees student research based on the museum objects and regularly makes presentations, both in the U.S. and abroad, about the MoSO.





Yolonda Lavender

Chief Creative Officer, Soul Artistry LLC, Kalamazoo, MI

Yolonda Lavender is a native of Kalamazoo, Michigan, a community activist and performing artist with the independent label Truth Tone Records. Lavender is a graduate of Kalamazoo Public Schools, holds a Bachelor of Arts in Sociology from Western Michigan University and is currently a Master's in Public Administration degree candidate at WMU. Yolonda is a Certified Nonprofit Professional receiving her certification through the national organization, the Nonprofit Leadership Alliance. Lavender is the founder and Chief Creative Officer of Soul Artistry LLC, an arts consulting company dedicated to artistic development, experience curating and compensation for creatives.



Dale A. Robertson

President and CEO, Grand Rapids Public Museum, Grand Rapids, MI

Dale A. Robertson currently serves as the President and CEO of the Grand Rapids Public Museum. In that capacity he is responsible for leading the strategic direction and implementation of institutional goals. Prior to his work at the Public Museum, Dale spent 19 years at Blue Cross/Blue Shield of Michigan (BCBSM) where he led the corporation's 53-county West Michigan and Upper Peninsula Operations as its Vice President. Prior to coming to West Michigan, Dale was Vice President of Government Affairs with responsibilities in Lansing, MI and Washington, D.C. Dale has served on numerous community boards, including his ongoing role on the Grand Rapids Public Museum Foundation Board of Trustees, and formerly on the executive committee and board of the Grand Rapids Economic Club and the Grand Rapids Area Chamber of Commerce. Dale received his Juris Doctor from the Thomas M. Cooley Law School while working full time. He received his Bachelor of Arts degree from James Madison College at Michigan State University.



Christopher Smit and Jill Vyn

Co-Founders and Co-Directors, DisArt, Grand Rapids, MI

Christopher Smit, PhD and Jill Vyn, MSW founded DisArt in 2015, an arts and culture organization that believes that expressions of a Disabled cultural identity can transform society from awareness to understanding to belonging, creating a society that enjoys the full and equitable participation of all people. Through groundbreaking exhibitions, impactful programming, and organizational coaching, Smit and Vyn have become influential voices in a global conversation about how to use art to amplify the voice, visibility, and value of all Disabled people.



Special Events

morning & night

Opening Reception

Wednesday, October 2 / 5:30 pm – 7:00 pm

SOLD OUT

**Hosted at the Richard M. DeVos Center,
Grand Valley State University**

Kick off the 2019 Joint Conference at the Grand Valley State University campus in the heart of Grand Rapids. Explore the GVSU Galleries and Collections and enjoy food, drink, and catching up with colleagues.

Richard M. DeVos Center is 0.6 miles SW from Amway Grand Plaza Hotel (12 min. walk).



Emerging Museum Professionals Meet-Up

Thursday, October 3 / 6:00 pm – 9:00 pm

SOLD OUT

Hosted by the Grand Rapids Art Museum

Relax on the Miller Veranda or take in the views from the Member Lounge as you chat with other emerging museum professionals at our EMP gathering. This event is totally free and there are appetizers, so make sure to join us!

Grand Rapids Art Museum is .1 miles SE from Amway Grand Plaza Hotel (5 min. walk).



Thursday Night at the GRAM

Thursday, October 3 / 6:00 pm – 7:00 pm

SOLD OUT

Hosted by the Grand Rapids Art Museum

Take a break after a long day of sessions and join us across the street at the Grand Rapids Art Museum. Sink into the diverse array of paintings, sculptures, drawings, and photographs in GRAM's exhibits and galleries or get hands-on with an activity in the GRAM Studio. Enjoy appetizers and a complimentary drink ticket for the cash bar.

Grand Rapids Art Museum is .1 miles SE from Amway Grand Plaza Hotel (5 min. walk).

Sponsored by Detroit Institute of Arts





Leadership Breakfast

Friday, October 4 / 7:30 am – 8:45 am

Hosted by the Gerald R. Ford Presidential Museum

SOLD OUT

Start your day off right with a delicious breakfast and views of the Grand River at the Gerald R. Ford Museum. You will get a chance to mingle with other museum leaders and hear Jori Bennett, Executive Director of ArtPrize, speak about Project 1.

Gerald R. Ford Presidential Museum is 0.4 miles NW from Amway (10 min. walk).

Sponsored by SAQA Global Exhibitions

Transportation Note:

Bus transportation will not be provided to evening events and the Leadership Breakfast. The Amway Grand Plaza Hotel is within a short walk to our host museums, and we've seized this opportunity to keep ticket costs down and our impact on the environment as low as possible. Attendees will need to walk, catch a ride, or carpool. (P.S. Don't forget your conference badge!) Transportation options will be available for attendees who identified specific mobility needs during registration.

Closing Night at GRPM

Friday, October 4 / 6:00 am – 9:00 am

Hosted by the Grand Rapids Public Museum

Join us across Pearl Street Bridge at the Grand Rapids Public Museum for a closing night celebration! Meet GRPM's resident sturgeons, take a spin on the 1928 Spillman Carousel, walk the Grand Rapids streets of old, and relax at the Roger B. Chaffee Planetarium. Mingle with colleagues and discuss the week's activities while you enjoy delicious appetizers as well as beer, wine and a range of non-alcoholic beverages at the cash bar.

Grand Rapids Public Museum is 0.3 miles SW from Amway (5 min. walk).



Exhibitors

schedule & directory

Schedule

Set-Up:

Thursday, October 3
8:00 am – 12:00 pm

General Hall Hours:

Thursday, October 3
12:00 pm – 6:00 pm

Friday, October 4
8:30 am – 2:00 pm

Exhibit Tear-Down:

Friday, October 4
2:00 pm – 8:00 pm

Exhibit & Resource Hall Events:

Opening Cocktail Reception
Thursday, October 3
4:00 pm – 6:00 pm

Nina Simon Meet-N-Greet
Friday, October 4
9:15 am – 10:30 am

Exhibit Hall Coffee Break
Friday, October 4
9:45 am – 10:45 am


Directory

Wild Rooms, LLC
Randy Mitchell
wildroomsmi.com
Booth: 100

Fasetto, Inc.
Tim Bischof
fasetto.com
Booth: 102

OnCell
Julia Schonrock
Oncell.com
Booth: 103

Art Recovery Technologies (ART)
Bob Schultz
Art-us.com
Booth: 105

SuperMonster  City
Stephen Yogi Rueff
supermonstercity.com
Booth: 106

American Alliance of Museums
Brianna Roth
aam-us.org
Booth: 107

Bluewater Studio
Erich Zuern
bluewater.studio
Booth: 108

SAQA Global Exhibitions
William Reker
Saqa.com
Booth: 200

Guardian Fine Art Services
John Shannon
guardianfineart.com
Booth: 201

Xibitz, Inc.
Susan Fisher
xibitz.com
Booth: 202

**Center for Collections Care
at Beloit College**
Nicolette Meister
beloit.edu/cc
Booth: 203

Antiquities Company, LLC
Tom Hendershot
antiquitiescompany.com
Booth: 204

CorpColor
Drew Veach
corpcolor.com
Booth: 205

Solid Light, Inc.
Beth Geiser
solidlight-inc.com
Booth: 206/207

Good Design Group, LLC
John Metcalf
gooddesigngroup.com
Booth: 208

RGI Creative
Sarah Shuster-Tucker
rgicreative.com
Booth: 209

TimeLooper
Andrew Feinberg
TimeLooper.com
Booth: 210

Powernet
Oscar Bross
powernetco.com
Booth: 211

Angle Park, Inc.
Martin Baumgaertner
anglepark.com
Booth: 212

**Northeast Document
Conservation Center**
Tahe Zalal
nedcc.org
Booth: 213

Wipiak Consulting & Appraisals

Andrew Richmond
wipiak.com
Booth: 214

Bowen Technovation

Jeff Bowen
bowentechnovation.com
Booth: 215

HUB International

Eric Dougal
hubinternational.com
Booth: 216

Cortina Productions

Amy Maddox
cortinaproductions.com
Booth: 217

Dorfman Museum Figures

Joe Bezold
museumfigures.com
Booth: 218

Tyler Supply Company

Kevin Rush
tylersupply.com
Booth: 219

Edwards Creative

Tim Wren
edwardsideas.com
Booth: 300

The Seward Johnson Atelier

Anna Healy
sewardjohnsonatelier.org
Booth: 301

Spaces to Experiences

Jerry Knapp
spacestoexperiences.com
Booth: 302

Mid-Atlantic Association of Museums

Averie Shaughnessy-Comfort
midatlanticmuseums.org/building-museums
Booth: 304

Piggyback App

Pete Brown
piggyback-app.com
Booth: 305

Association of Midwest Museums

Charity Counts
midwestmuseums.org
Booth: 306

Roto

Dana Russell
roto.com
Booth: 307

MRA mobile experiential

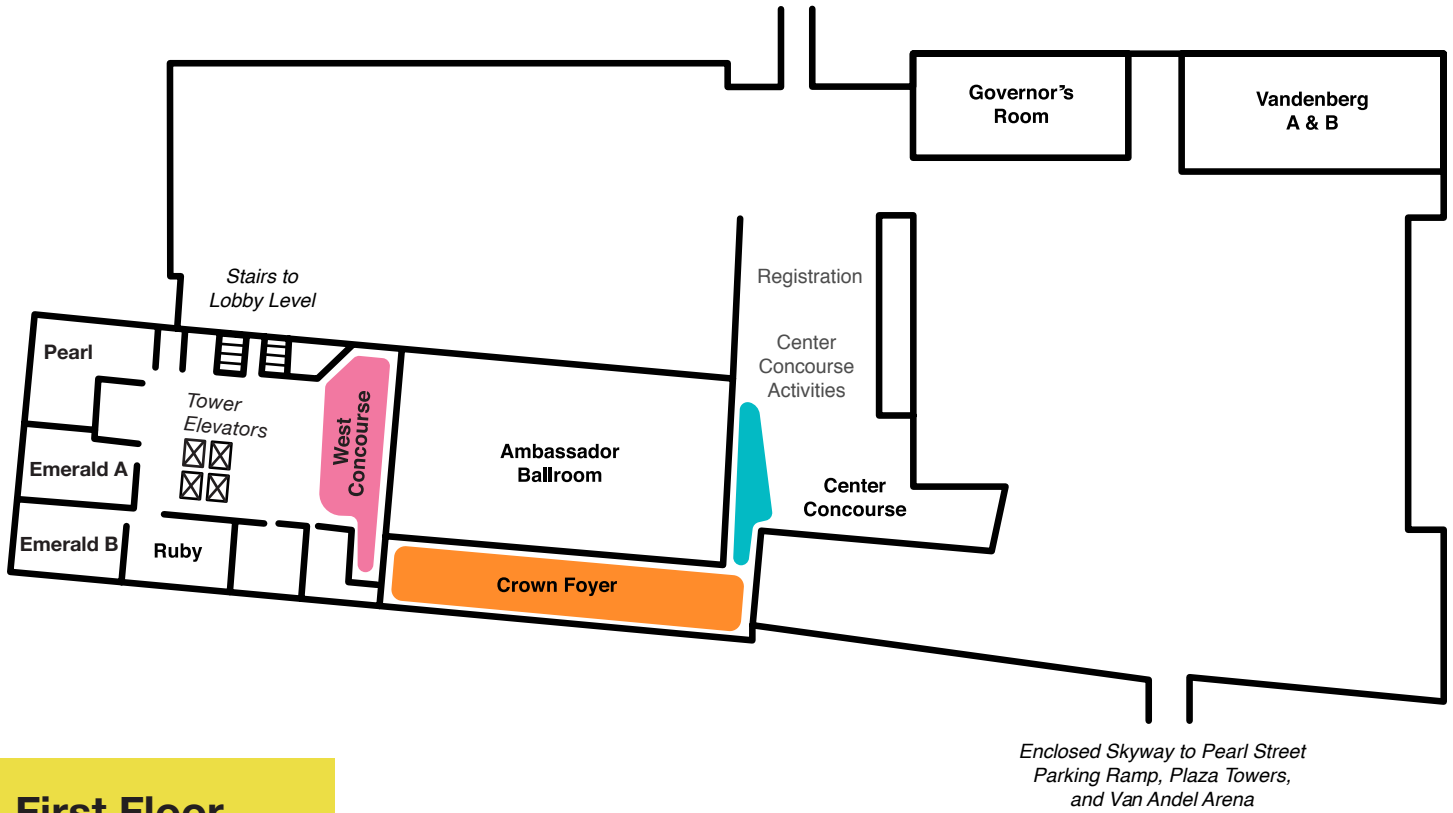
Jim Notarianni
gomra.com
Booth: 308



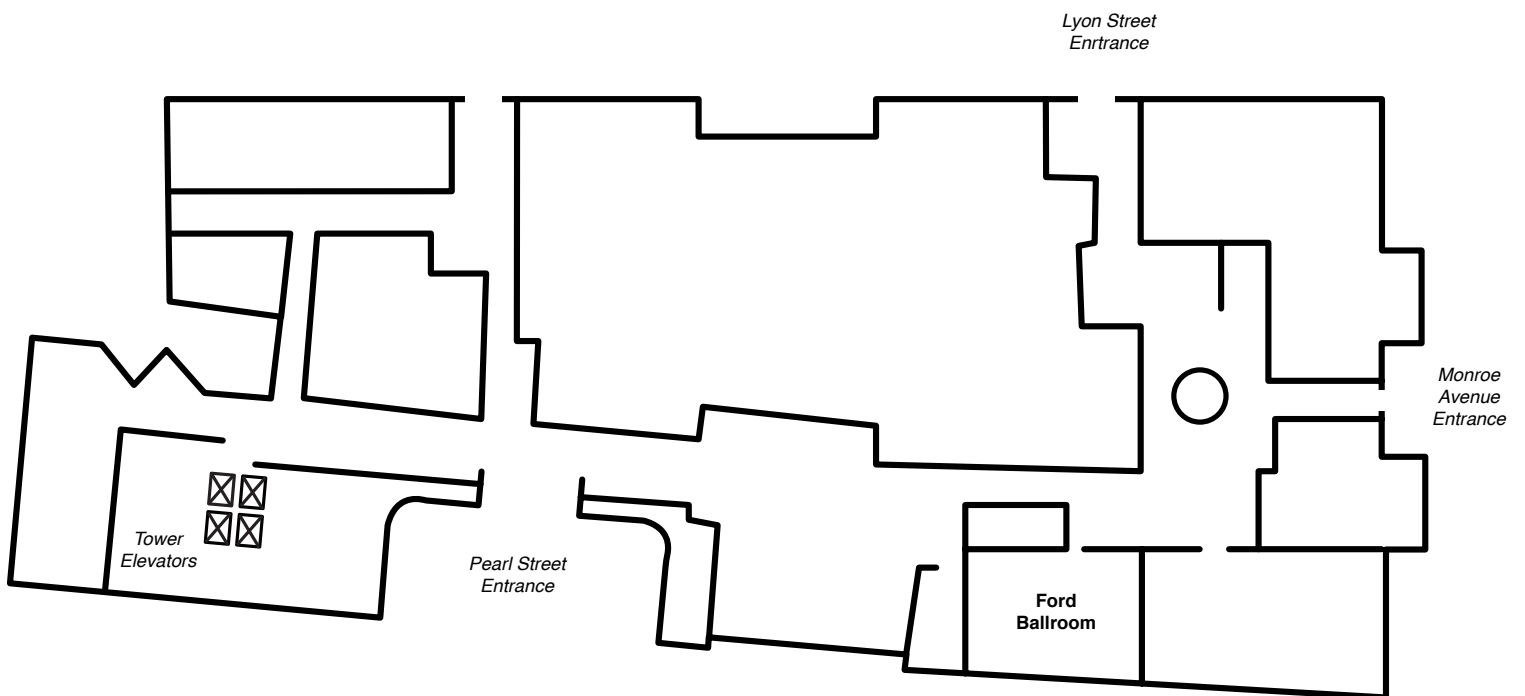
Map

conference space & exhibitors

Second Floor

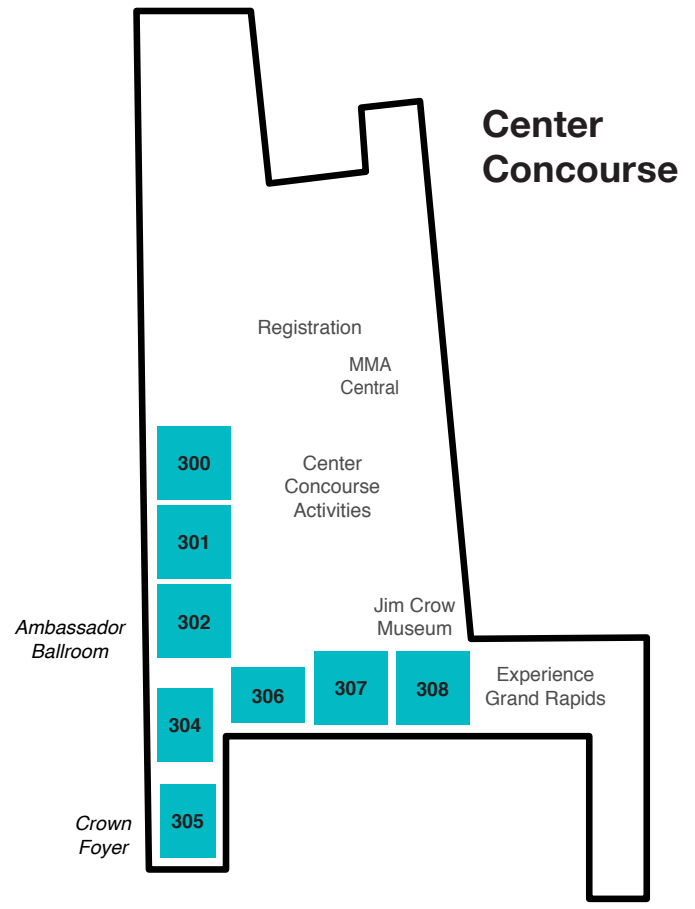
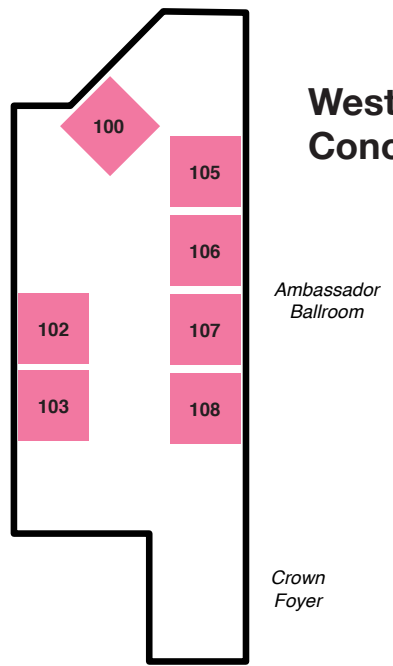
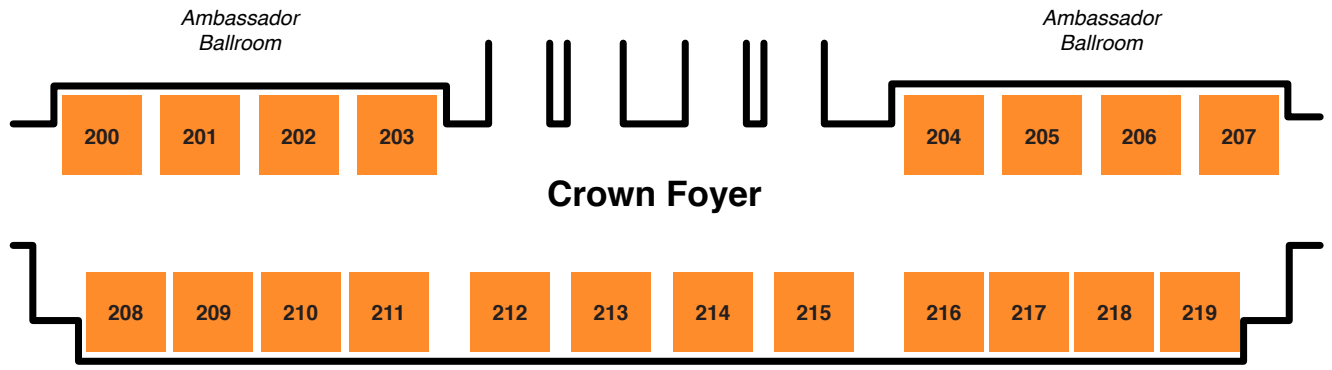


First Floor



Amway Grand Plaza

Exhibitors



Day 1: Schedule

wednesday, october 2, 2019

Session Tracks

The conference has curated tracks to help you plan your conference experience. The tracks for this year include:

Leadership and Organizational Development
Sponsor: Schlossberg Legal

Development and Finance
Sponsor: HUB International

Audience Development and Community Engagement
Sponsor: University of Michigan Museum Studies Program

Exhibit Planning and Innovation
Sponsor: Universal Services Associates, Inc.

Interpretation and Programs

Collections Care and Management
Sponsor: Mason County Historical Society

7:30 am – 4:00 pm / Registration Open

Center Concourse

12:30 pm – 4:30 pm / Workshops

Materials and Techniques for Constructing Storage Mounts
(Collections Care and Management)
Gerald R. Ford Presidential Museum, DeVos 1

Need to expand your mount making repertoire? Attend this workshop and you'll learn how to make four types of storage mounts, plus create a reference board of archival samples. Participants will learn how to construct two types of boxes, recessed mats for fragile objects, and encapsulate objects.

Facilitated by Nicolette Meister, Logan Museum of Anthropology, Beloit College & Sharon Welton, Stevenson County Historical Museum.

Marketing to Changing Audience Expectations
(Audience Development & Community Engagement)
Grand Rapids Children's Museum

Audience attention spans are getting shorter as they are constantly bombarded with marketing messages. How do we as museums compete and engage audiences in this ever changing climate? Attendees will learn to present better visual images, videos and how to use the latest tools for marketing and engaging audiences.

Facilitated by Kelly Klobucher, A Muse Nonprofit and Museum Consulting & Elizabeth Bazan, Illinois State Museum.

1:00 pm – 4:30 pm / Workshops

Designing Immersive Exhibit Experiences
(Exhibit Planning & Innovation)
Gerald R. Ford Presidential Museum, DeVos 2

This workshop explores the inclusion of panoramic video, moving head projectors, lighting instruments, smell devices, fog machines, the use of real and faux surfaces and the new Haptic technologies that add the feel of various surfaces to touchscreen interactives via the use of programmable static.

Facilitated by Jeff Bowen, Bowen Technovation.

2:30 pm – 4:30 pm / Tour

Behind the Scenes Tour: Community Archives and Research Center of the Grand Rapids Public Museum
Community Archives and Research Center (223 Washington Street SE, Grand Rapids, MI)

The Community Archives and Research Center is a collaborative support facility which houses the historical document and artifact collections of the Grand Rapids Public Museum as well as the Grand Rapids City Archives and Record Center, and many Kent County records.

Facilitated by Alex Forist, Chief Curator, Grand Rapids Public Museum.

5:30 pm – 7:00 pm / Opening Reception

*Tickets required. **SOLD OUT** / See page 10 for details.*

Hosted at the Richard M. DeVos Center, GVSU

Day 2: Schedule

thursday, october 3, 2019

8:00 am – 4:00 pm / Registration Open

Center Concourse

7:45 am – 8:30 pm / MMA Michigan Museums Welcome Coffee (Open to All)

Gerald R. Ford Ballroom

8:15 am – 8:45 am / Morning Coffee Service

Crown Foyer

Sponsored by Mackinac State Historic Parks

8:45 am – 9:45 am / Opening Plenary Session

Ambassador Ballroom

Dr. David Pilgrim

Founder and Curator, Jim Crow Museum of Racist Memorabilia at Ferris State University, Big Rapids, MI

See page 6 for more information about our speaker.

Sponsored by Historic Ford Estates

9:00 am – 4:00 pm / Center Concourse Activities

Center Concourse

Looking for ways to connect with other conference attendees? Participate in activities in the Center Concourse that will help you see where conference participants are from, let you leave a business card to find others with like interests, ask a question and get crowd-sourced answers and more. You can also find the MMA “office” there. Stop by and connect!

10:00 am – 11:15 am / Breakout Sessions

Tapping Cultural Equity and Engagement: Fostering and Sustaining Cultural Accessibility, Inclusion, and Wellness through Beer and Drinking Culture

(Audience Development & Community Engagement)

Vandenberg A

How are three Chicago museums empowering the community through the socially unifying force of beer and drinking culture? The Art Institute of Chicago, Field Museum

Center Concourse Activities

Make time for fun with networking activities available in the Center Concourse!

October 3

9:00am – 4:00 pm

October 4

9:00 am – 12:15 pm

2:30 pm – 4:00 pm

of Natural History, and Chicago Brewseum leverage our consuming passions, foster sensory inclusion, and confront pressing social concerns with new, underrepresented, and marginalized audiences.

Presented by Lucas Livingston, Art Institute of Chicago; Megan Williams, Field Museum of Natural History; Liz Garibay, Chicago Brewseum.

Finding Our Voice: Exhibiting Trauma and Healing (Exhibit Planning & Innovation)

Vandenberg B

21st century museums have an obligation to be responsive to the world around them. Museums can be places where community co-curation helps exhibitions become a mode of healing trauma. MSU Museum staff, Survivors, and Allies share challenges, stresses, and victories of co-curating *Finding Our Voice: Sister Survivors Speak*.

Presented by Teresa Goforth, Michigan State University; Mary Worrall, Michigan State University; Kelly Hansen, Michigan State University; Rebecca Campbell, Michigan State University; Amanda Smith, Sister Survivor.

Ask the Registrar: An Open Forum to Discuss the Unexpected, Conundrums, and Changing Expectations in Your Collection (Collections Care & Management)

Pearl

Ask the Registrar will be an open forum to address the growing demand for creative solutions to today’s collections conundrums. From couriering to moving monumental objects and “using” collections items in programming –

Day 2: Schedule

thursday, october 3, 2019

(Continued from page 17.)

nothing is off the table! Bring questions or scenarios to discuss with the panel and fellow attendees.

Presented by Christa Barleben, Eiteljorg Museum of American Indians & Western Art; Linda Endersby, Museum of Art & Archaeology, University of Missouri; Liz Fuhrman Bragg, Evansville Museum; Rachel Vargas, Eli and Edythe Broad Art Museum, Michigan State University.

Engineering in Unexpected Places: Developing Student-Driven Design Challenges

(Interpretation & Programs)

Emerald A

Every institution has the capacity to develop learning experiences that ask students to apply the engineering design process to a variety of content areas. This session will explore the components of the engineering cycle in depth, and provide opportunities to think about applications of iterative design principles within your context.

Presented by Andy Hershberger, Kyla Cook and Wendy Quinlan, The Field Museum.

Don't be a stranger – communicate with donors all year long

(Development & Finance)

Governor's

Join development staff from the Holland Museum and Kennari Consulting to discuss best practices for year-long donor communications and build a year-end appeal timeline around best practices. Attendees will learn what the critical elements are for successful appeals and will hear first-hand experience from someone who has recently implemented them.

Presented by Katie Baker, Holland Museum; Laura Kruisenga, Kennari Consulting.

Oh Baby! Looking at Museums as Leaders for Working Families: Creating Infant-At-Work Programs to Augment Federal Family Leave

(Leadership & Development)

Ford Ballroom

As your museum family grows, retaining talented staff can be challenging as the weight of daycare costs and parental responsibilities overtake the functionality of working outside

the home for many parents. Museums can lead the way in the United States by implementing family friendly policies that benefit parents and organizations.

Presented by Veronica Campbell, Port Huron Museum; Christy Kincaid, Air Zoo; Maria Newhouse, Air Zoo.

War & Art – Using Art to Connect the Military and Artistic Communities

(Audience Development & Community Engagement)

Emerald B

The EVAC Project uses storytelling and art to bridge the gap between civilians and veterans. The panel, including the EVAC Co-Curator, Center for Military History's Field Museums Division Chief, a military museum director, and one of the project artists will share ways this project engages local communities at museums.

Presented by Lee Fearnside, EVAC Project; Joseph Van Kerkhove, EVAC Project; Claire Samuelson, Center of Military History; Joseph Scanlin, 10th Mountain Division and Fort Drum Museum.

Advocating for Social Justice Issues in Your Museum: Three Case Studies Exploring Environmental Justice, Immigration, and Workplace Culture

(Leadership & Development)

Ruby

This presentation provides new perspectives from three recent museum studies graduates whose projects seek to better understand current social justice issues in museums, including the impact of museum employee burnout, unlocking environmental justice opportunities in collections, and strategies for incorporating immigration narratives in programs and exhibitions.

Presented by Jessica Weller, University of Illinois at Chicago; Steph Lynn, University of Illinois at Chicago; Lauren De Jesus, University of Illinois at Chicago.

12:00 pm – 6:00 pm / Exhibit Hall Open

Center Concourse/Crown Foyer/West Concourse



12:00 pm – 1:00 pm / AMM Annual Meeting and Awards Lunch

Ambassador Ballroom

1:15 pm – 2:30 pm / Breakout Sessions

Zombies, Murder, & Other Outrageous Risks Worth Taking

(Audience Development & Community Engagement)

Vandenberg A

Sometimes the craziest (and scariest) programs can garner the best results, include more voices, and create deeper community partnerships. How can you grow your audiences through programming risks? Join us to gather tactics on working creatively to plan outrageous, yet successful, mission driven events for your organization.

Presented by Callie McCune, Indiana Historical Society; Erin Kelley, Spirit and Place Festival.

This is Not Your Mother's Museum

(Exhibit Planning & Innovation)

Vandenberg B

The Museum of Sexist Objects (MoSO) at Ferris State University pushes the boundaries of traditional museums. Unlike safe exploratory museums from our past, the MoSO walks visitors through the uncomfortable truths that have collectively been the women's experience, empowering our visitors to actively seek change and become socially engaged.

Presented by Carrie Weis, Ferris State University; Tracy Busch, Ferris State University; Mari Kermit, v xFerris State University.

Nji Kchi-nshinaabe'baniik Gdish-chigemi wi

(We do it for the Ancestors)

(Collections Care & Management)

Pearl

More than 25 years after the enactment of the Native American Graves Protection and Repatriation Act (NAGPRA), many institutions are still working with Tribes on compliance. Do you have NAGPRA questions? Learn about Tribal and museum sides of NAGPRA compliance, with focus on transparency and agency to build respectful partnerships.

Presented by Amadeaus Scott, University of Michigan Museum of Anthropological Archaeology; William Johnson, Ziibiwing Center of Anishinabe Culture and Lifeways.

Empowering youth, empowering ourselves to talk about racial justice: Changing our expectations as museum educators

(Interpretation & Programs)

Emerald A

Don't ignore your youth! Hear about the Racial Justice Institute to learn how to lead meaningful and impactful museum programs centered on racial justice, local activism, and community support for middle school students.

Presented by Dalila Huerta, La Casa de Amistad; Sarah Martin, Snite Museum of Art; George Garner, Civil Rights Heritage Center.

How to make private rentals work at a historic site

(Development & Finance)

Emerald B

Historic sites have to rely on many events to help pay the bills. How do you make private rentals, parties, weddings, receptions, and even funerals work at your site to help you meet your mission while generating revenue? Can this work at your site?

Presented by Patrick McKay, Rochester Hills Museum; Jenna Raschke, Rochester Hills Museum; Jeffrey Pollock, Ford Piquette Avenue Plant; Mary Anne Demo, Packard Proving Grounds Historic Site.

Museum Empowered: Feed the People!

(Leadership & Organizational Development)

Ford Ballroom

Everyone experiences the world through their own lens, created by unique life experiences. How do museum professionals reach beyond our own lenses to provide diverse, welcoming experiences to guests, staff and volunteers? Staff from the Air Zoo will share one model of inclusion training developed to address these challenging questions.

Presented by Mary Lawrence, Air Zoo; Maria Newhouse, Air Zoo.

Day 2: Schedule

thursday, october 3, 2019

(Continued from page 19.)

Sculpting Community: Analyzing a Transformative People-Centered, Arts-Based Project from the Inside Out (Audience Development & Community Engagement)

Governor's

In 2018, the Krasl Art Center unveiled Sculpting Community, a \$1.7M grounds project and outdoor sculpture commission. It was a project that reimagined how art and the community could interact. In this session, KAC staff share what this project looked like from the inside out.

Presented by Tami Miller, Krasl Art Center; Julia Gourley, Krasl Art Center; Matthew Bizoe, Krasl Art Center; Nathan Margoni, Krasl Art Center.

Advocating for your career at every stage

(Leadership & Organizational Development)

Ruby

Museum workers are skilled advocates, so why don't more advocate for themselves in the workplace? In this session attendees will discover the imperfect tools needed to self-advocate and learn tips and suggestions for how to overcome the fear of sticking up for yourself.

Presented by Michelle Epps, National Emerging Museum Professionals Network; Sondra Reiersen, 3D Objects Curator & Interim Head of Collections Management; Bob Beatty, The Lyndhurst Group.

2:45 pm – 4:00 pm / Breakout Sessions

Equity & Justice as a Mission (Audience Development & Community Engagement)

Pearl

In this session, staff from the Arab American National Museum describe the work of their Equity & Justice Committee, from its inception to the creation and introduction of policies and procedures that honor and serve its visitors, its collaborators and the history of the region it calls home.

Presented by Lejla Bajgoric, Arab American National Museum.

What's Old is New: A Fresh Take on Old Buildings

(Exhibit Planning & Innovation)

Vandenberg B

What are the expectations of historical organizations in today's fast-paced, changing world? How can you accommodate the expectations of traditional visitors while offering more diverse programs and exhibits to engage new audiences? Hear how three organizations are changing to become more relevant-from planning through implementation and evaluation.

Presented by Christina Arseneau, Niles History Center; Lisa Plank, Lowell Area Historical Museum; April Bryan, Kalamazoo Air Zoo; Brittany Williams, Kalamazoo Valley Museum.

Houghton County Historical Society: A One Year Retrospective

(Collections Care & Management)

Ruby

Your museum is hit by a devastating flood, the collection you've acquired over 50 years is quickly evacuated to off-site storage areas. An organization offers to send a mix of students and volunteers to help recover. What happens next? How does it all come together? Who (and what) will survive?

Presented by Travis Farrington, Central Michigan University; Jeremiah Mason, Keweenaw National Historical Park; Avis West, Houghton County Historical Society; Autumn Muir, University of Michigan-Dearborn; Erin Murray, The Henry Ford Museum.

Interpreting History and the Environment in Unexpected Places

(Interpretation & Programs)

Emerald A

Does your interpretation take full advantage of your institution's cultural and natural resources? Join presenters from diverse nature-based and history-based institutions to see how they present history to nature lovers and nature to history lovers while upholding their missions and retaining their loyal audiences.

Presented by Hillary Pine, Michigan History Center/ Michigan Department of Natural Resources; Samantha Engel, Dow Gardens; Ryan Jelso and Debra Reid, The Henry Ford.

Reexamining Internships: Building and Leading Effective Internship Programs

(Leadership & Organizational Development)
Ford Ballroom

This roundtable session will discuss successful internships from the perspectives of both managers and former interns, and will present practical techniques for building and shaping internship programs across all museum departments. Attendees are encouraged to take part in this active discussion and share their own experiences and perspectives.

Presented by Katie Prichard, University of Michigan Museum of Art; Sara Gross, Michigan History Center; Hillary Hanel Rose, Girl Museum and Central Michigan University.

Visitor-Centered American Writers Museum: Engaging Visitors with Unique Interactive Exhibits and Inventive Storytelling — vs. Permanent Artifacts and First Editions (Exhibit Planning & Innovation)

Governor's

In a highly visual and engaging presentation, museum President Cary Cranston will pair with Brian Stockmaster from Chicago Scenic, to explore central and important questions, challenges, and opportunities for museums looking to pivot and create more visitor-centered experiences.

Presented by Brian Stockmaster, Chicago Scenic Studios, Inc.; Carey Cranston, American Writers Museum.

“Backcasting” and Planning for the Future of Museums (Leadership & Organizational Development)

Vandenberg A

Have you considered what museums will look like in the year 2040? Where would you like your museum to be positioned? Join us for a collaborative discussion about the future of museums, and learn to use “backcasting” to determine your path towards the future.

Presented by Louise Beck, The Henry Ford; Mallory Bower, Michigan Heritage Preservation Network.



Don't miss the cocktail reception!

33 exhibitors from the Midwest and beyond, 23 posters and conversation stations, four amazing animals from John Ball Zoo, plus one round of drinks on us!

Collaborative Financial Models that Work – Even in an Ice Storm! (Development & Finance)

Emerald B

We can't do it all alone! In 2019, Milwaukee museums joined forces to create Milwaukee Museum Week in order to increase attendance, share the public spotlight, and improve the community's perception of museums all the while overcoming one of the worst storms in recent memory. Join some of the event's key players for an informative discussion on the importance of community collaboration and how partnering with “competing” cultural institutions, local corporations, and public influencers can expand your audience and bolster your financials. This session will cover the revenue model and how all participating museums were fairly compensated, our blueprint towards offering free admission for children, and why Milwaukee Museum Week will be a staple in Wisconsin for years to come.

Presented by Paul Fladten, Discovery World Science Center; Ben Barbera, Milwaukee County Historical Society.

4:00 pm – 6:00 pm / Exhibit Hall Cocktail Reception

Center Concourse/Crown Foyer/West Concourse

Sponsored by Encurate Mobile Technology

Day 2: Schedule

thursday, october 3, 2019

4:00 pm – 6:00 pm / Posters and Conversation Stations

Center Concourse/Crown Foyer/West Concourse

50 Years of Centennial and the Museum of the Grand Prairie: An Integrated History, Culture and Art Event

How can we invite patrons to feel ownership of our museum spaces? Through integration of our 1968 exhibit, teachers and museum professionals collaborated to create a series of events—field trips, learning tubs, and an arts festival that invited patrons to see their own history and lives reflected in artistic expression.

Presented by Katie Snyder, Champaign County Forest Preserve.

A Transformational, Reciprocal and Constructivist Approach to Museum Education Outreach

How does a museum establish a transformational educational outreach program based on strong reciprocal community relationships? This question is addressed by examining the steps and challenges of one outreach program and how the program's success was due to a customized constructivist approach focusing on diversity, equity, and inclusion.

Presented by Tim Constant, John Farris and Mark Mulder, Holocaust Memorial Center.

Applying the Law of Attraction Effectively for Organization Growth and Development

Learn how positive thinking and the idea that like energies attract can be applied successfully to help an organization succeed. This type of thinking can be applied to all aspects of an institution's functioning. Mindfulness does not just benefit individuals but organizations as well. Intentional thinking can harvest successful results.

Presented by Karen Hall, Glen Elyn Historical Society/ Stacy's Tavern Museum.

Become a Local, Regional, or National Leader in the Curatorial Community

AAM's CurCom professional network has opportunities now: You can become a leader in the curatorial community! CurCom (the American Alliance of Museum's

professional network for curators) is seeking curators who are interested in driving social networks, developing on-line learning opportunities, arranging meet-ups, workshops, exhibit tours, etc. in their local communities.

Presented by Elisa Phelps, CurCom.

Changing Waters: Media Relations and Audience Development for "The Great Lakes Cycle"

A commitment to building the Museum's growing and changing audiences helped the Grand Rapids Art Museum earn national media attention for its traveling exhibition "Alexis Rockman: The Great Lakes Cycle." Learn how strategic media relations planning — paired with mission-focused and community-relevant exhibition development — can yield great results.

Presented by Elizabeth Payne, Grand Rapids Art Museum; Jennifer Weisel, Grand Rapids Art Museum; Amber Hendrickson, Blue Water Communications.

Creating A Museum Which Highlights the Virtues, Characteristics and History of the American Midwest

So much great work exists in all of the artistic, educational and compelling museums throughout the Midwest. They are all part of a tapestry of our beautiful region. Should we consider one museum that sums up all that the Midwest is in its history, culture and virtue? Yes, please share!

Presented by Tim Sweeney, Midwest Museum.

Detroit Institute of Arts – Statewide Exhibition Program

The Detroit Institute of Arts' Statewide program creates art experiences, promotes American history, and encourages cross-cultural understanding while strengthening relationships between organizations throughout Michigan. Come speak with us about our current statewide initiatives and share your institutions' plans and goals towards creating meaningful experiences for visitors.

Presented by Sabrina Hiedemann and Jennifer Paoletti, Detroit Institute of Arts.

Eating the Elephant a Bite at a Time: Digital Strategy at the Grand Rapids Public Museum

The Grand Rapids Public Museum has an advisory committee for digital strategy. This conversation station

John Ball Zoo Animal Encounter!

See the zoo's ambassador animals up close in a Zoo encounter. Animals you may meet include an owl, gopher snake, gecko, chinchilla, or even a tenrec!
Ambassador Ballroom, Oct. 3, 4:00 pm – 6:00 pm

will feature members of that committee sharing stories about their successes and failures and their vision for what a museum full of digitally competent and confident volunteers and staff could look like.

Presented by Alex Forist, Grand Rapids Public Museum; Kate Kocienski, Grand Rapids Public Museum; Stuart Berman, YETi CGI.

Echoes from the Past, Voices for the Future

This presentation will present Chinese-American stories from different cohorts and citizenship and immigration statuses and present an overview of what it means to be Chinese and American. The presentation will also explore strategies to reach the younger generation who may not recognize the historical significance of Chinese-American struggles and triumphs.

Presented by Mabel Menard, Chinese American Museum of Chicago.

Exhibiting environmental justice history: community curation and activism in Indianapolis

Confronting climate change requires addressing the history of environmental racism. IUPUI Museum Studies students and faculty are working with the Kheprw institute and other community partners to curate stories of Indianapolis' environmental justice history and to amplify the voices of affected communities through exhibits, public programs, and virtual toxic tours.

Presented by IUPUI Museum Studies Students and Faculty.

Fossil Discovery Kits – Increasing STEM opportunities for western Michigan's fifth through eighth graders

The goal of this project is to improve scientific literacy and enthusiasm in middle school students (5th-8th grade) by providing them with the opportunity to engage with real fossil specimens and introduce them to fundamental concepts in paleontology and geology in their own classroom, free of charge.

Presented by Cory Redman, Amanda Tabata and Rob Schuitema, Grand Rapids Public Museum.

Heightened Expectations: Opening the New Bell Museum

Learn about how the Bell Museum went from a gem hidden on the University of Minnesota campus to opening

a brand-new museum and planetarium – all the while managing, meeting and often exceeding “mammoth-sized” visitor expectations!

Presented by Caitlin Frey, Bell Museum.

Lessons in Listening: Reflections on a Community Open Call approach to public programs

Born from a belief that all members of our community have something valuable to share, the MSU Broad Community Open Call invites creative thinkers from the Mitten State to be part of the design, creation, and production public programs. Learn more about the ups + downs of initiative's inaugural year.

Presented by Michelle Word, Britany Benson and Caroline Delahoussaye, Broad Art Museum MSU.

Making Time to Create Better Operational Processes

Are day-to-day operations at your small organization characterized by hurriedly finishing tasks on the fly? What does it look like to shift from reactive or disorganized processes to proactive and efficient operations? Explore how to develop better processes that advance institutional missions and optimize your most valuable resource: time.

Presented by Rachel Boyle, Omnia History; Laura Johns, Blandford Nature Center.

Museums Advocacy: Your Stories of Impact

Has your museum received a grant or other funding from the government? Are you willing to share how that funding has made an impact on your museum and visitors? Come share your stories of impact, to be relayed to your government representatives, and learn how to become a Museums Advocate.

Presented by Louise Beck, The Henry Ford.

Museums & Climate Change

Share Your Thoughts and learn about a national network that supports moving the community dialogue forward by empowering our audiences and being solutions-focused!

Presented by Sarah Waters, Thunder Bay National Marine Sanctuary.

Day 2: Schedule

thursday, october 3, 2019

(Continued from page 23.)

National Association for Museum Exhibition Ambassadors Program

our opportunity to become a leader in the museum exhibition community: You can be a leader in the museum exhibition community! Learn how you can become an ambassador for NAME (National Association for Museum Exhibition – the American Alliance of Museum’s professional network for those who work with exhibitions). Ambassadors arrange NAME meet-ups, workshops, exhibit tours, etc. in their local communities.

Presented by Elizabeth Chilton, Paint Creek Center for the Arts.

Online Exhibits: The New Digital Frontier for Everyone

Everyone wants to digitize their collection, but do you want to create compelling digital content? Learn how your organization, no matter the size or budget, can create engaging online exhibits to showcase your collection in a new and innovative way!

Presented by Malcolm Cottle and Renee Saba, Ruth Mott Foundation/Applewood Estate.

Reimagining Learning in Museum Spaces: Strategies and Insights for Educational Program Redesign

The Grand Rapids Public Museum education department has reimagined what it means to learn in a museum setting. Learn how the GRPM has moved away from traditional docent led tours to engaging, student-centered programs through which students actively construct their own understandings by utilizing the Museum’s Collections and unique assets.

Presented by Erin Koren, Ashleigh Palmiter and Katie Bilby, Grand Rapids Public Museum.

Responding to Changing Expectations around Accessibility: A Case Study of MACA

Wondering what an accessibility consortium is and how being part of one can help improve accessibility for people with disabilities at your museum? Gain insights to these questions and more through a case study of the Michigan Alliance for Cultural Accessibility (MACA) and its success enhancing accessibility at Michigan’s museums.

Presented by Caroline Braden, The Henry Ford.

Thinking Like A Bear – Building a Social Media Training Plan with a Museum Mascot in a University Museum

In Fall of 2016 the Michigan State University Museum launched @MSUMuseumBear, a Twitter Mascot of the Museum’s Brown Bear in an effort to engage the MSU Community more deeply. Results indicate it provides engagement for the MSU Community, and an engaging way for a student to develop career planning skills.

Presented by Max Evjen and Sabrina Benny, Michigan State University.

Who Are You Online? Finding Your Voice on Social Media

What is your museum’s online P.Q. (Personality Quotient)? Do you risk losing your audience because your virtual presence is more ‘meh’ than ‘mesmerizing?’ Are you staying current on virtual culture? Can you lead your museum into a better future of social media engagement? Explore these questions at our conversation station.

Presented by Leslie Pielack and Caitlin Donnelly, Birmingham Museum.

Youth Lead the Way: Then and Now

Change the traditional field trip norm of middle and high school visitors as consumers of information to one of authorities in their own right. Discover how to create programs that focus on social justice, honor youth voice and perspective, recognize young people as change makers and meet civic learning standards.

Presented by Heidi Moisan, Chicago History Museum.

6:00 pm – 7:00 pm / Emerging Museum Professionals Meet-Up

Member Lounge/Miller Veranda

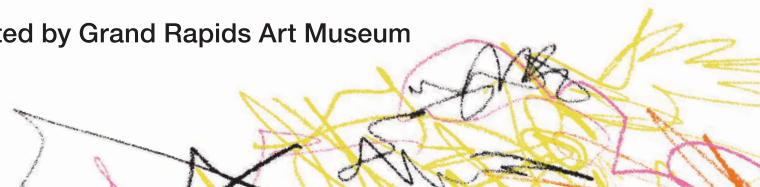
See page 10 for details.

**Hosted by Grand Rapids Art Museum
Sponsored by Detroit Institute of Arts**

6:00 pm – 9:00 pm / Thursday Night at the GRAM

Tickets required. See page 10 for details.

Hosted by Grand Rapids Art Museum



Day 3: Schedule

friday, october 4, 2019



8:30 am – 2:00 pm / Exhibitor Hall Open

Center Concourse/Crown Foyer/West Concourse

8:00 am – 4:00 pm / Registration

Center Concourse

7:30 am – 8:45 am / Leadership Breakfast

Gerald R. Ford Presidential Museum

Jori Bennett

Executive Director, ArtPrize, Grand Rapids, MI

See page 7 for more information about our speaker.

Sponsored by SAQA Global Exhibitions

8:30 am – 9:00 am / Morning Coffee Service

Crown Foyer

Sponsored by Timothy J. Chester & Associates

9:00 am – 12:15 pm / Center Concourse Activities

Center Concourse

Looking for ways to connect with other conference attendees? Participate in activities in the Center Concourse that will help you see where conference participants are from, let you leave a business card to find others with like interests, ask a question and get crowd-sourced answers and more. You can also find the MMA “office” there. Stop by and connect!

9:00 am – 9:45 am / Breakout Sessions

Building a Network that supports Wi-Fi Analytics: Gathering Guest Data, Generating Revenue, and Engaging Your Visitors

(Audience Development & Community Engagement)

Pearl

In this digital age, Wi-Fi access is not only an expectation, but a necessity. Studies show that accessible Wi-Fi in a venue contributes to a positive and personalized experience for visitors. Powernet custom builds a scalable Wi-Fi network to fit their venue’s needs and includes Wi-Fi analytic software that collects a variety of vital visitor

information. Learn how this information can be used to enhance visitor experience and engagement even after they leave the venue.

Presented by Oscar Bross, Powernet.

Great Ideas for Equitable Hiring Practices and Workplace Culture in 45 Minutes

(Leadership & Organizational Development)

Vandenberg B

Inquiring minds want to know – what changes are taking place at Midwestern museums to improve workplace culture and ensure equitable hiring practices? Session panelists will share changes taking place at their museums in short Pecha Kucha-style presentations.

Presented by Tonya Matthews, Wayne State University; Whitney Owens, Cincinnati Museum Center; Liesl Chatman, Science Museum of Minnesota; Ann Hernandez, Association of Science-Technology Centers.

Does your insurance policy belong in a museum?

(Development & Finance)

Emerald A

Has your insurance been updated to cover emerging risks of the museum industry? Join HUB International as we dive into the key exposures that can impact museums and a look at national data, as we explore best practices of a museum risk management and insurance program.

Presented by Eric Dougal and Mark Lenderink, HUB International.

Midwest Museum Community on VAMONDE

(Audience Development & Community Engagement)

Vandenberg A

VAMONDE is a digital network (website and mobile app) providing tourists access to the “local experience” in a variety of cities, states, and regions with a focus on cultural experiences. They make it easy for a museum, big or small, to connect its story with a younger, digitally savvy audience. AMM is considering a partnership with VAMONDE to create a dedicated website and mobile app channel featuring our member organizations FOR FREE, and we’d like your feedback on the product. We welcome you to join us for a

Day 3: Schedule

friday, october 4, 2019

(Continued from page 25.)

brief presentation and roundtable discussion of this proposal and how your organization might benefit.

Presented by Charity M. Counts, Association of Midwest Museums; Nick Petit, VAMONDE.

Data, Examples, and How-To: Make Visitors' Experiences Easier and More Engaging with a Mobile App

(Audience Development & Community Engagement)
Governor's

Would you like to increase your visitor's engagement? Would you like to know what your visitors are interested in and how they spend their time in your space? In this workshop we'll help you answer these questions and more. We'll go over the data, the case studies, and conduct a hands-on workshop in which you will learn how to design an engaging mobile app for your museum.

Presented by Nancy Harmon and Melaina Koulos, Encurate Mobile Technology.

The New and Improved MAP

(Leadership & Organizational Development)
Emerald B

Does your museum want help moving from surviving to thriving? The Museum Assessment Program (MAP) provides self-assessment, peer review with a site visit, a final report with recommendations, and resources to support implementing change. Hear all about our new and revised assessments and gear up to apply for this IMLS-funded excellence program.

Presented by Brianne Roth, American Alliance of Museums.

Prepare Now: Strategies for Protecting Your Museum from Loss

(Collections Care & Management)

Ford Ballroom

What would happen if you suffered a water, fire/smoke, vandalism or other loss? Would you be prepared? Art Recovery Technologies will use its twenty years of experience to take you through what you should do before, during and after you suffer a loss to help you minimize your exposure and risk of loss to your exhibits and collections.



Presented by Bob Schultz, ERS Grand Rapids & SW Michigan; Rick Walker, ERS of Columbus & SE Ohio; Jeff McGannon, ERS of Indiana.

Upgrading the Guided Tour: Enhance the Audience Experience with Connected Tours

(Audience Development & Community Engagement)
Ruby

Embrace industry trends by incorporating visitor's personal tech that they bring on your guided tours. Learn about the app that empowers tour guides with the ability to screen-share, conduct polls, field questions and provide downloadable content - all on your visitors' smartphones and tablets.

Presented by Tim Bishof and Jake Wargin, Fasetto Inc.

9:45 am – 10:45 am / Exhibit Hall Coffee Break

Center Concourse/Crown Foyer/West Concourse

9:45 am – 10:45 am / Museum Café

Ambassador Ballroom

Museum Café allows small groups of people to have conversations and brainstorm in an informal speed dating-like setting. Participants will have a variety of topics to choose from and multiple opportunities for different conversations.

11:00 am – 12:15 pm / Keynote Presentation

Ambassador Ballroom

Nina K. Simon

Founder and Spacemaker/CEO of OF/BY/FOR ALL, Santa Cruz, CA

See page 7 for more information about our speaker.

Sponsored by Solid Light, Inc.

12:30 pm – 2:15 am / MMA Business Meeting and Awards Lunch

Ambassador Ballroom

Sponsored by The Henry Ford



2:00 pm – 8:00 pm / Exhibitor Move-Out

Center Concourse/Crown Foyer/West Concourse

2:30 pm – 4:00 pm / Center Concourse Activities

Center Concourse

Looking for ways to connect with other conference attendees? Participate in activities in the Center Concourse that will help you see where conference participants are from, let you leave a business card to find others with like interests, ask a question and get crowd-sourced answers and more. You can also find the MMA “office” there. Stop by and connect!

2:30 pm – 3:45 pm / Breakout Sessions

Museums for ALL – How a Financial Access Initiative is Reshaping Our Community

(Audience Development & Community Engagement)
Vandenberg A

Has your organization been looking for simple ways to become more financially accessible to guests? Have you been considering enrolling in Museums for All? Join three Museums for All participating museums for a discussion on how this program is reshaping the landscape of access for our city.

Presented by Rachel McKay, Grand Rapids Children's Museum; Katherine Williams, Urban Institute for Contemporary Arts; Brett Townsend, Grand Rapids Art Museum.

#SmartLabels: Experimenting with Interactive Labels as a Customizable Content Delivery Tool

(Exhibit Planning & Innovation)
Vandenberg B

How do you create a connected, customizable, interactive way to share content with visitors? Smart labels! Explore ultra-thin touch display and ultra-powerful microcomputer smart labels that allow open, fluid interchange between visitors and content delivery. Learn more about the technology and discuss affordances/challenges with using smart labels in museums.

Presented by Brian Kirschensteiner, Eli and Edythe Broad Art Museum and MSU Museum; Denice Blair and Teresa Goforth, Michigan State University Museum; Jenna Kuick, Michelle Word and Steven Bridges, Eli and Edythe Broad Art Museum .

Leading a Digital Revolution: Community Initiatives for Collection Accessibility and Preservation for Increased Engagement and Sustainability

(Collections Care & Management)

Pearl

A rapidly evolving digital world means increased user expectations. Museums collections are no exception to these shifts. A digital revolution is upon us. By uniting together, museums can solve information accessibility and engagement challenges and help lead our communities forward.

Presented by Nathan Kemler, Grand Valley State University; Matt Schultz, Grand Valley State University – University Libraries.

Complex Collaborations: Program Planning and Evaluation Design with Multiple Stakeholders

(Interpretation & Programs)

Emerald A

Collaboration is key in maximizing impact, yet developing and fostering collaboration among multiple stakeholders can be challenging especially in the dual realms of program development and evaluation design. Join us for a discussion of best practices in building collaboration with the varied voices of diverse stakeholders.

Presented by Jenny Flowers, The Field; Kyla Cook, The Field; Ashlan Falletta-Cowden, Audience Researcher and Program Evaluation Consultant; Michelle Rabkin, Chicago Academy of Sciences/Peggy Notebaert Nature Museum.

The Building Blocks of a Museum Brand: A Case Study of the Grand Rapids Public Museum

(Audience Development & Community Engagement)

Emerald B

Brand isn't just for products. It's much more than a logo, color pallet, and graphic identity. Join the marketing team

Day 3: Schedule

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(Continued from page 27.)

from the Grand Rapids Public Museum to learn about brand theory, the importance of brand for museums, and how you can refine your organizations brand.

Presented by Kate Kocienski and Christie Bender, Grand Rapids Public Museum.

Green Leadership that Every Museum, Big and Small, could Implement, Communicate, and Engage

(Leadership & Organizational Development)

Ford Ballroom

Come green your museum with us! Learn from 3 diverse Midwest museums, who are actively greening our operations, buildings, programs and landscapes. Hear about our green projects, roadmap and war stories in how museums can be a demonstration site, conversation facilitator and hub for energy, water and waste stewardship.

Presented by Leslie Tom, The Charles H. Wright Museum of African American History; Carter O'Brien, Field Museum; Joyce Lee, IndigoJLD Green Health.

In Touch with Art: Creating a Tactile Art Exhibition

(Exhibit Planning & Innovation)

Governor's

Learn how an accessible exhibition can impact all audience segments, including individuals with vision impairments, as well as staff.

Presented by Catie Anderson, Leigh Yawkey Woodson Art Museum; Shannon Pueschner, Leigh Yawkey Woodson Art Museum; Ann Cunningham, Colorado Center for the Blind.

Now Playing Near You: Combining Documentaries and Traveling Exhibits to Reach New Audiences, Build Partnerships and Make Money

(Exhibit Planning & Innovation)

Ruby

Even a small museum can make a big impact with special projects. Combining a film with a traveling exhibit doubles the potential to reach a wider audience, attract new donors, build partnerships, and make money.

Presented by William Briska and Elizabeth Marston, Elgin History Museum.



4:00 pm – 5:15 pm / Breakout Sessions

History Harvests, Historic Preservation, and the What We Carried: Some lessons for changing expectations for history through community engagement

(Audience Development & Community Engagement)

Vandenberg A

How might active programs of community outreach through field work, oral history, and expanding collections change expectations for history organizations? This session is a panel discussion offering insights from public historians, preservationists, and museum professionals on the challenges and opportunities of new approaches to community engagement.

Presented by Eric Gollanneck, Saugatuck-Douglas History Center; Jennifer Metz, Past Perfect, Inc.; Tamara Barnes, Kalamazoo Valley Museum; George Bayard, Grand Rapids African-American Museum and Archives; Timothy Gleisner, Library of Michigan.

Still Here, Still Relevant: A Fresh Look at Historical Environments

(Exhibit Planning & Innovation)

Vandenberg B

Studies show that richly detailed historical environments have the power to move, inspire, and connect with museum audiences. But successful historical environments today must respond to the changing expectations of visitors, communities, and stakeholders. This session offers a fresh look at historical environments, with strategies for all types of museums.

Presented by Donna Braden, The Henry Ford.

Putting History in their Hands: Making Your Collection Accessible for Learning

(Collections Care & Management)

Pearl

Curatorial and education staff will discuss how they are collaborating interdepartmentally and with the Grand Rapids Public Museum School to rethink Collections Management and educational programming to increase accessibility and create opportunities for learners to meaningfully engage with the objects and stories contained in the archives.

Presented by Erin Koren, Stephanie Ogren, Alex Forist and Sarah Humes, Grand Rapids Public Museum.



**Extreme Makeover: Historic Home Edition –
Reevaluating Priorities and Engaging New Audiences**
(Exhibit Planning & Innovation)

Governor's

It's time to put away fake food and expensive spoons; your historic house museum needs an extreme makeover! This session is all about practical methods to engage visitors in new and radical ways. Come hear how historic houses in Wisconsin and beyond are engaging and surprising visitors and learn how you can too!

Presented by Nathan Fuller, Harley-Davidson Museum; Keighton Klos, historic house experience designer.

**Salary Equity and More: Attracting and Retaining a
More Diverse Workforce**

(Development & Finance)

Ford Ballroom

How might museums improve their policies and practices to attract and retain a more diverse talent pool? This session will address different organizations' approaches and/or changes made to offer more equitable and competitive compensation models. Discussion will be followed by tips for museum leaders seeking to make improvements.

Presented by Charity Counts, Association of Midwest Museums; Liz Hartman, The Magic House; Lisa Codispoti, Cleveland Museum of Art; Jill Berkemeier, Cincinnati Museum Center.

**Taking the show on the road: Using the highway and
the information superhighway to reach your audience**

(Audience Development & Community Engagement)

Emerald A

For the State Historical Society of Iowa, it is critical to engage audience members outside the physical locations of a museum, two research centers and eight historic sites. The three panelists will discuss challenges and successes of multiple programs focused on reaching constituents across the State of Iowa.

Presented by Jessica Rundlett and Jennifer Cooley, State Historical Museum of Iowa/State Historical Society of Iowa; Jessica Nay, State Historical Society of Iowa.

**Improving Security and Protecting Visitors, Staff, &
Collections With Reduced Staff & Budgets** (Leadership
& Organizational Development)

Ruby

Your Safety, and the Protection of Collections are Primary concerns of management. But...there may be little or no budget for security. There are low-cost, and no-cost methods available to institutions of any size. Learn how to apply these methods, presented by a national leader in cultural property protection.

Presented by Steve Layne, International Foundation for Cultural Property Protection.

**Navigating Corporate Donor
Relationships**

(Development & Finance)

Emerald B

In 2017, U.S. companies donated more than \$20 BILLION to nonprofit organizations...how did your museum fare? Bring your laptops and smartphones, and join Jennifer Clearwater, CFRE – Director of Philanthropy at nonprofit Discovery World and CEO/Founder of for-profit Lovino LLC – for a lively and interactive discussion about the ins and outs of boldly finding, wooing, soliciting, and growing corporate donors. Participants will leave with new connections and applicable tips for how to immediately start cultivating new corporate donors for your museums that day.

Jennifer Clearwater, Discovery World Science Center.

**6:00 pm – 9:00 pm /
Closing Night at GRPM**

Tickets required. See page 11 for details.

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Day 4: Schedule

saturday, october 5, 2019



Frederik Meijer Gardens & Sculpture Park

All sessions will take place at the beautiful Frederik Meijer Gardens & Sculpture Park located just 15 minutes from the Amway Grand Plaza Hotel. Buses depart at 8:00 a.m. from Monroe Avenue entrance.



8:00 am – 9:00 am / Registration at Hotel

Center Concourse

Check-in will also be available for those going straight to Meijer Gardens.

8:00 am – 8:15 am / Buses Depart to Meijer Gardens

Lyon Street Entrance

Attendees may catch a bus to return to the Amway Grand Plaza Hotel at 10:30am, 11:30am, 12:30pm, 1:30pm, 2:30pm

8:30 am – 9:00 am / Onsite Check-In

Check-in is located beyond the front desk at main entrance. Make sure to bring your badge.

8:30 am – 9:00 am / Morning Coffee Service

Huizenga Grand Room Foyer

Hosted by MSU Museum Studies

9:00 am – 10:15 am / Community Flash Talks

Huizenga Grand Room

Kevin Buist

Artistic Director, Project 1 by ArtPrize, Grand Rapids, MI

Tracy Nichols Busch, Ph.D.

Associate Professor of History and Lead Faculty, Museum of Sexist Objects, Ferris State University, Big Rapids, MI

Yolonda Lavender

Chief Creative Officer, Soul Artistry LLC, Kalamazoo, MI

Dale A. Robertson

President and CEO, Grand Rapids Public Museum, Grand Rapids, MI

Christopher Smit and Jill Vyn (video presentation)

Directors/Founders, DisArt, Grand Rapids, MI

See pages 8–9 for more information about our speakers.

Sponsored by PNC Bank

10:30 am – 12:30 pm / Focus! Mini-Workshop Sessions

How to Run a Good Meeting

(Leadership & Organizational Development)

Klopocic Family Foundation Room

The ability to run a good meeting is a valued skill and one that is essential for leadership development. This workshop will focus on the basics of a good meeting, activities to help achieve specific goals within a meeting, and challenges faced by those who are leading a meeting.

*Presented by Lisa Craig Brisson,
Michigan Museums Association.*

Getting To “Yes, And” – Getting to Group Mind

(Interpretation & Programs)

Huizenga Grand Room

Conquer your communication fears with the TourBoost Workshop. This on-your-feet, hands-on workshop will use improv games to get you out of your head and into the space.

Presented by Margaret Hicks, The TourBoost.

Creating Connection: Messages and Experiences that Matter

(Audience Development & Community Engagement)

Kennedy Classroom

Creating Connection is a national movement to make arts and culture a recognized, valued, and expected part of everyday life. It builds on previous efforts to promote the arts and culture, but is grounded in new research and a unique approach to building public will that creates change that stands the test of time. This mini-workshop, led by Arts Midwest’s Creating Connection team, will offer new insights, tools, real-time examples, and group exercises that can help you design new messages and experiences that increase participation and engagement in your organization. You will walk away with new ideas that you can put into action right away.

Presented by Michael Johnson and Anne Romens, Arts Midwest.

Wow Your Audiences: Using Prototyping and Media Testing to Improve Experience Design

(Exhibit Planning & Innovation)

Randy Damstra & Julie Duisterhof Classroom

Digital and immersive media bring stories to life—but how do you ensure they’re going to work? Prototyping media elements allows for experimentation with design ideas, can confirm practicality and allows for tweaks. Discover low-budget tips and tricks for prototyping media, from simple to more complex in this hands-on session. Presenters will share examples of projects, from ideation to final product, reflecting on the methods used to prototype digital and media components and obtain feedback from team members and clients.

Presentation will be followed by hands-on activities, during which attendees will create and test prototypes with small teams.

Presented by Cynthia Torp and John Murphy, Solid Light, Inc.; Mandie Creed, CED.

10:30 am / Frederik Meijer Gardens & Sculpture Park Tours

Richard & Helen DeVos Japanese Garden Walking Tour

Tours will be led by Steve LaWarre, Director of Horticulture, and David Rettig, Lead Horticulturist.

Tram Tour of Sculpture Park

This is an approximate 45-minute narrated tour. Tram tours begin at 11:30 am and 1:30 pm.

Indoor Sculpture Gallery Walking Tour

Tour will be led by Laurene Grunwald, Director of Sculpture, Art Collections, Installations and Exhibitions.

Indoor Conservatories and Greenhouse Tour

Tour will be led by Wendy Overbeck, Senior Horticulture Manager.

Self-Guided Tours

All attendees are welcome to explore the grounds and exhibits on their own.

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The Michigan Museums Association is supported by the Michigan Council for Art and Cultural Affairs and the National Endowment for the Arts.

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Congratulations!

Association of Midwest Museums Awards

Best Practices Award **Indiana Historical Society,** Indianapolis, IN

The Heritage Support Grants Program of the Indiana Historical Society addresses the needs of Indiana's local, county, and regional historical societies, museums, and sites. This grant program works to help these organizations be better stewards of the cultural materials in their care through grants and workshops.

Grants are available for history-related projects and workshops provide education on fundraising. Each organization is assigned a coach to help them by providing resources and feedback, reviewing applications, and serving as a neutral ally. Over 4 years, HSG has offered 11 grant cycles and awarded \$2,632,747 through 173 awards to 101 different organizations in 57 of the 92 counties. Additionally, fundraising education opportunities served 404 staff and volunteers with 40 workshops covering grant-writing, building a case for support, annual funds, fundraising events, and more. The program's educational opportunities encourage innovative new methods and ideas and creative application of national standards and best practices. Similarly workshop topics have evolved to focus on more advanced concepts based on the needs expressed by participants such as Planning and Implementing Building Projects, Board Roles in Fundraising, Historic Structures Reports, and Members as Donors.

The Indiana Historical Society Heritage Support Grants Program strengthens organizational capacity, uniquely adapts to its audiences, and contributes to the professional field. It has proved a major source of financial aid and has successfully encouraged sustainability, professionalism, and community impact for these organizations that care for so much of the state's history.



**Congratulations to our
2019 AMM Award Recipients!**





Promising Leadership Award

Emily Reusswig,

Chicago Cultural Alliance, Chicago, IL

Reusswig joined the Chicago Cultural Alliance as Executive Director in early 2015 and has led the creation of a number of successful programs and initiatives including Inherit Chicago, a citywide intercultural festival of art, ideas and performance that increases awareness of and engagement in regional cultural heritage centers. Under her leadership, CCA has grown significantly, becoming an alliance of 35 Chicago-area heritage museums, cultural centers and historical societies that spans 24 neighborhoods and seven suburbs, representing 28 different cultures from around the world.

Over the years, she has been successful in making true improvements to Chicago's cultural arena. Emily's major accomplishments include increasing awareness of neighborhood based cultural heritage centers, connecting more cultural heritage institutions to funding and opportunities in the region, stabilizing and doubling the Chicago Cultural Alliance in just three years and creating banner initiatives that amplify cultural heritage in Chicago.

Before joining CCA, Emily worked as Development Director of the place-based spectacle company, Redmoon, and Executive Director of The Inconvenience, a multi-disciplinary arts syndicate. Emily's work focuses on how arts and culture can create healthier, more equitable communities in Chicago, specifically centering on strategic collaboration and the activation of existing neighborhood spaces – whether in parks, cultural centers, or community spaces.

Distinguished Career Award

Bruce Karstadt,

American Swedish Institute, Minneapolis, MN

Bruce Karstadt has been the President & CEO of The American Swedish Institute (ASI) in Minneapolis since 1990. He has served as the Honorary Consul General of Sweden for the State of Minnesota since 2003. Bruce is currently the President of the Minnesota Consular Corps and is an active member of several boards. He was an organizing chair of the City of Minneapolis delegation to form a sister city relationship between Minneapolis and Uppsala, Sweden in 2000. In June 2019, he facilitated and led a significant delegation to Sweden – in conjunction with the Minnesota Trade Office – that focused on Smart Cities, circular economy initiatives, and environmental sustainability. Bruce has received several honors including the Medal of the Royal Order of the Polar Star, by order of HM King Carl XVI Gustaf of Sweden and the Swedish American of the Year Award from the Vasa Order of America.

Bruce's many awards highlight what is perhaps his most significant contribution to the field: his vision for expanding the potential of ethnically-specific, cultural organizations, as well as the successful application of that vision. In 2012, the American Swedish Institute completed a major campus expansion with the opening of the Carl and Leslie Nelson Cultural Center. This new cultural center, together with ASI's original headquarters, the historic Turnblad Mansion, have become a popular destination for visitors to the Twin Cities, who are drawn by its blend of historic and contemporary design. Through his leadership, Bruce has transformed ASI into a cultural center of international reputation, which invites all people to gather to connect their pasts to their shared future, to understand their heritage in relation to others, and to discover their role as neighbors and global citizens.

Congratulations!

2019 AMM Award Winners

Corporate Achievement Award Guardian Fine Art Services

Milwaukee, WI

John Shannon is a champion of a diverse assortment of art projects, from publishing artist books through his company Plumb Press to providing support to local dance, opera, and music companies to underwriting the new Jan Serr Studio at the University of Wisconsin-Milwaukee. This dedication to the arts brought Shannon to renovate the 1635 Building, where he is Founder and Managing Director of Guardian Fine Art Services and a private museum, The Warehouse.

The 1635 Building project was a ground-to-roof renovation of a five-story, 74,000 s.f. former plumbing distribution facility built in 1924 that sat abandoned for more than 20 years. It now houses Shannon's Guardian Fine Art Services, which provides museum quality climate-controlled storage and support services to museums, galleries, artists, and private collectors in Milwaukee, Chicago and elsewhere. An avid art collector, Shannon purchased the 1635 Building to not only create Guardian, but to also open a private museum. On the ground floor of the 1635 Building, The Warehouse art museum is open to the public, hosting art exhibitions, dance performances, and local arts and business groups for events.

This significant investment in the historic 1635 Building has helped bring new life to a neglected block played an integral role in the Design District's success.

Changing Expectations Award DisArt

Grand Rapids, MI

In the spirit of the 2019 Joint Conference theme, the AMM Awards Committee has decided to extend a special award to a Michigan-based organization that is changing expectations in their hometown, particularly in the areas of diversity and inclusion.

DisArt is an arts and culture organization that has set the standard for inclusive practices with its commitment towards increasing the participation of disabled people in Grand Rapids through curated art exhibitions, cutting-edge public events, and organizational coaching. DisArt's transformative work can be seen in thought-provoking exhibits and events such as *Process and Presence: Fashion Show* and the installation at the Tanglefoot Building during Project 1 by ArtPrize. DisArt has also organized educational lectures for local businesses and advised museums across the city, including Grand Rapids Public Museum, Urban Institute for Contemporary Arts, and Frederik Meijer Gardens & Sculpture Park.





Michigan Museums Association Awards

Every year, the Michigan Museums Association (MMA) presents awards to exceptional programs, exhibits, and individuals that made an impact during the year. The following awards will be presented at the MMA Awards/Business Lunch on October 3, 2019:

MMA Volunteer

The Volunteer of the Year award, selected by MMA's Executive Director, is given to an individual who has demonstrated exceptional innovation, dedication, and/or commitment to MMA within the past year. MMA depends on member volunteers to plan and implement programs and to enhance the services of the organization. This award recognizes individuals who have served MMA in a uniquely valuable way, and that has increased the capacity of the organization.

President's Award

The President's Award is bestowed annually to an individual, company, or organization by the current MMA President. The award may be used to recognize exemplary support of MMA, service to the Michigan museums field, a career of distinction or for any other criteria deemed appropriate by the MMA Board President.

Peninsulas Prize

The Peninsulas Prize is given to an individual, museum, or a collection of partnering individuals or organizations that have done something particularly noteworthy in the past year. The award recognizes community engagement that showcases multiple perspectives, addresses community needs or concerns, and/or bridges the gap between the past and present.

Nominations for this award are submitted by the public and selected by the MMA Board of Directors.

Outreach Programming Award

The Outreach Programming Award is given to an organization that has developed a new or revamped museum educational program or project which is unique, innovative, and community-driven. Innovation may include incorporating a new technology, a method, or a practice that reflects a change from standard practice. The program can take place within the institution or out in the community.

Nominations for this award are submitted by the public and selected by a committee of MMA members with outreach/education expertise.

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The Association of Midwest Museums and Michigan Museums Association are grateful to the organizations, community members, and many volunteers who contributed their time, talent, and energy to make this year's conference a success. Thank you!



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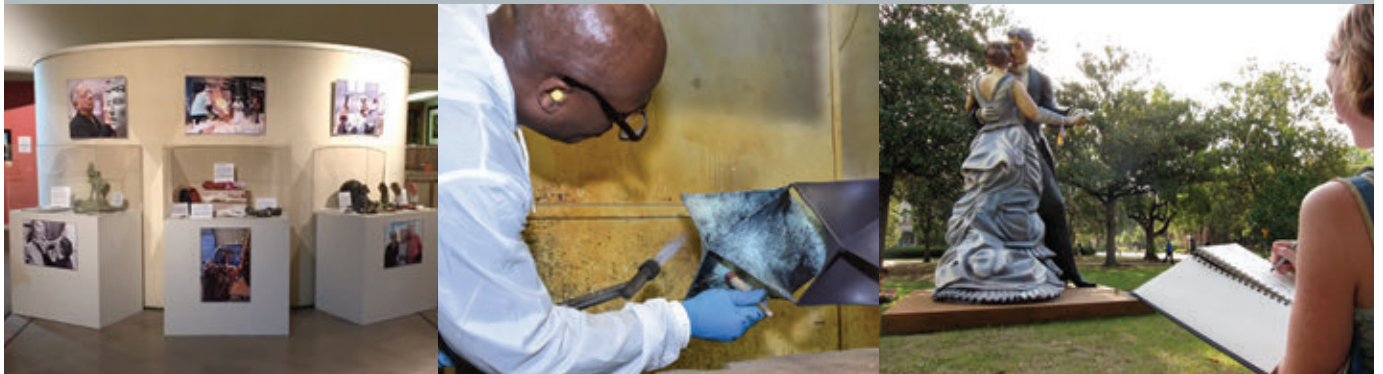
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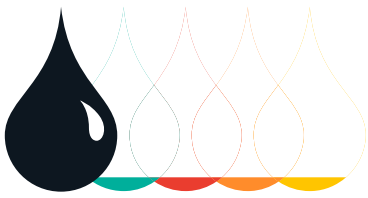
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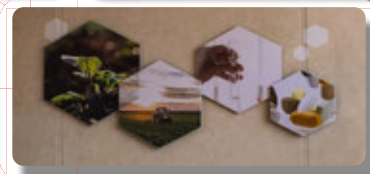
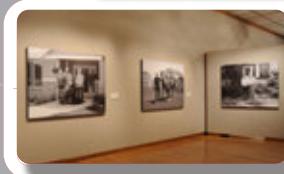
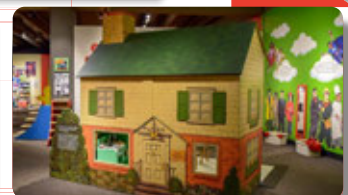
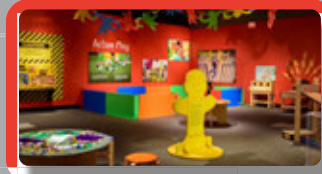


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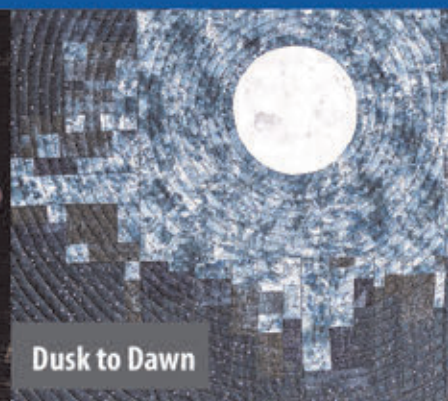
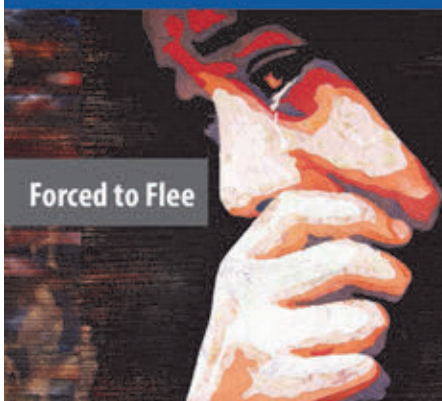
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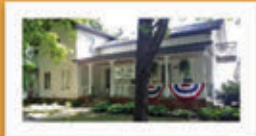


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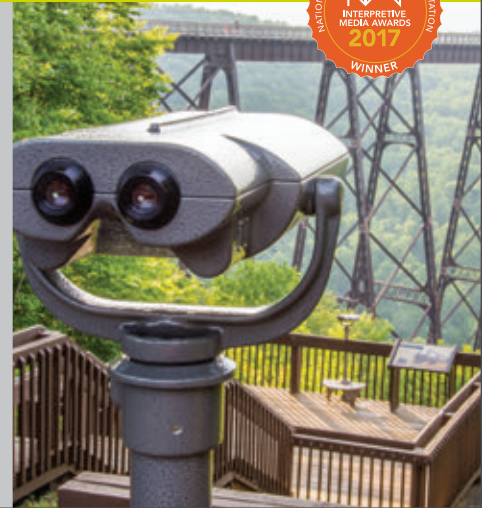
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As a supercharged fourth-grader, Ishani has been sparked by her experiences at The Henry Ford. In fact, here at the 2018 Michigan Invention Convention, she debuted the Mochi Ka (Cobbler's) Boot, her invention to protect AFO (ankle-foot orthosis) leg braces in the snow.

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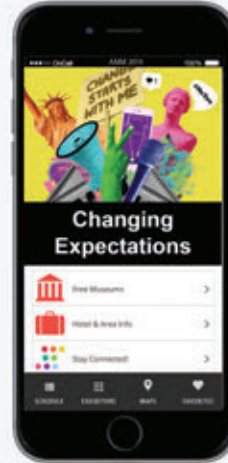
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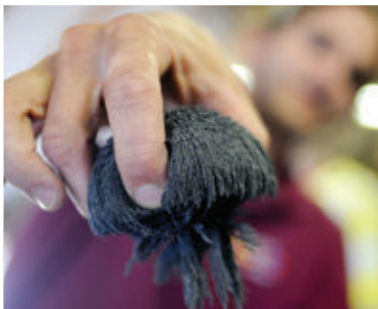


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