Annual Conference

October 7 – 9, 2015 • Lehi, UT

embracing change

#utahmuseums
**Pre-Conference Workshop & Field Trips**

Because there are limited spots available for Pre-Conference Workshops and Field Trips pre-registration is required. Any applicable fees will be noted.

**Information Table/Check-in**

The Information Table (check-in, lost & found, information) is located in the Garden Room Lobby [Upper Level]. It will be open during the following times:

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<tr>
<th>Date</th>
<th>Monday</th>
<th>Tuesday</th>
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<td>Oct 7, 2015</td>
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You may also check-in to the conference and pick up your information packet in the lobby of the Home2 Suites by Hilton on Tue, Oct 6 from 7:15 – 8:30 pm.

**Meals and Evening Events**

The following meals and events are included in your registration fee.

- **Wed, Oct 7, 2015**
  - Opening Reception
- **Thu, Oct 8, 2015**
  - UMA Business Lunch
  - Awards Dinner
- **Fri, Oct 9, 2015**
  - Concluding Lunch

**Guests of Attendees**

Attendees can purchase tickets for their guests to accompany them to the following events at the prices noted. Only registered attendees are allowed to attend sessions and other conference programming.

- **Wed, Oct 7, 2015**
  - Opening Reception $15
- **Thu, Oct 8, 2015**
  - Awards Dinner $25

**Museum Sharing Table & Message Board**

Space will be available for participants to share materials. This space is limited to museums. All commercial materials are limited to sponsor tables. Attendees may post messages and job opportunities on the Message Board located near the Information Table. There is no charge for this service; however, we ask that you be mindful of space limitations. Commercial ads are not allowed on the board, nor is material of any commercial nature allowed on tables unless arranged in advance with UMA.

**Name Badges**

Please wear your name badge during all conference events to show you are a registered attendee and assist with networking among the participants.

**Admission to Thanksgiving Point Venue**

Conference attendees will receive free admission for themselves at all Thanksgiving Point venues Oct 5-10, 2015 by showing their conference badges. Please visit thanksgivingpoint.org for venue information including hours and locations.

**Program Changes**

In the event of changes to the program, an addendum will be available at the Information Desk.

**Lost & Found**

Lost & found articles turned in to the Information Desk will be held there until the end of the conference. After the conference they will be held for 30 days. For more information contact Ruth White, UMA Executive Assistant, at info@utahmuseums.org.

**Topic Brainstorming Boards**

Next year’s programming committee is already hard at work planning for next year’s conference. There will be brainstorming boards located in the lower level hallway where you can write down topics and questions you would like to be addressed in future programming.

**Conference Facilities**

Unless otherwise noted all sessions will take place at the Thanksgiving Point Gardens.

- Thanksgiving Point Gardens Visitor Center
  - 3900 N Gardens Dr
  - Lehi, UT 84043

**Driving Directions:** Take I-15 to exit #284 (Timpanogos Hwy or SR92) in Lehi and proceed west on Clubhouse Drive. Cross the bridge and take an immediate right onto Garden Drive and proceed to the Gardens area. See conference webpage for maps.

**Public Transportation:** The Lehi Frontrunner Station is 1 mile away from the Gardens Visitor Center. There is no a shuttle system.

**Parking**

There is parking available at no fee for all conference activities.

**Conference Hotels**

- **Home2 Suites by Hilton**
  - 3051 W Club House Dr
  - Lehi, UT 84043

  A discounted hotel rate of $109 + tax/night is available for conference attendees. Reservations can be made by calling (801) 753-5430 and using group code UMA 1 before September 15.

- **Hampton Inn Thanksgiving Point**
  - 3576 N Maple Loop
  - Lehi, UT 84043

  A discounted hotel rate of $99 (standard/double) or $109 + tax/night is available for conference attendees. Reservations can be made by calling (801) 766-1186 or online at lehithanksgivingpoint.hamptoninn.com and using group code UMA before September 15.

**Program Tracks**

To help plan your conference experience the sessions are divided into three tracks which focus on specific areas.

- **CE** Collections & Exhibitions | Care of objects, storage and environment. Exhibition planning and review.
- **ED** Education & Programming | Public programs, schools, and community involvement.
- **OP** Museum Operations | Fundraising, marketing, board management, succession planning, advocacy and publicity.
Contents

Welcome Letters .......................................................... 1
UMA Board ..................................................................... 3
Schedule At-a-Glance ..................................................... 4
Schedule Details ............................................................. 5
Notes Pages .................................................................... 13
Award Recipients .......................................................... 23
Silent Auction ............................................................... 25
Resources ..................................................................... 27
Dear Museum Colleagues:

It is my pleasure to welcome you to Lehi’s own Thanksgiving Point and to the Utah Museums Association’s Annual Conference. Every day I am inspired by the myriad ways museums engage people of all ages and from all walks of life. This year’s conference theme is *Embracing* Change and features a rich program designed to inspire dialogue and learning among colleagues. I hope you’ll take full advantage of the opportunities to ponder and discuss issues related to change, share stories and experiences, and exchange innovative ideas.

As we look to 2016 and beyond, UMA’s mission is clear: to help build the capacity of Utah’s museums. Specifically, UMA’s board and staff, assisted and supported by many of our colleagues from Utah’s statewide museum community, remain committed to the following institutional priorities:

1. **Increasing awareness and advocacy for** our state’s rich and varied museum community by educating ourselves about the legislative process, establishing and maintaining regular contact with our state legislators, and by participating in the annual Museum Advocacy Day at the Capitol (February 23, 2016).

2. **Creating opportunities for professional development and networking** by providing access to resources like the Annual Conference and introductions to groups such as Emerging Museum Professionals, Small Utah Museums, and Drinking About Museums. Likewise, UMA can facilitate professional contacts and statewide information sharing via personal introductions, our weblog, and social media outlets.

By continuing to focus on these strategic objectives, UMA is well-situated to help you navigate all manner of Utah’s museum industry. I hope you’ll consider us your information hub for “all-things-museum” in Utah.

Your participation in events like the UMA Annual Conference is essential to broadening Utah’s network of museum professionals and strengthening our collective potential to do great work. I look forward to joining you this week as we celebrate the ever-changing role museums play as our state’s greatest storytellers. I hope you have a wonderful conference experience and thank you for your support of Utah Museums Association.

Sincerely,

Sonja Lunde
UMA Board President 2014-2016

Welcome to Thanksgiving Point and the 2015 Utah Museums Association Annual Conference. As museums we are constantly in a state of change, whether through finances, volunteers, staff, and/or exhibits. We hope the theme of this conference will help you navigate the change you or your organization may encounter.

The Program Committee has been hard at work putting together an exceptional conference and we hope that regardless of your museum size you are able to find something to take back to your institution and implement with your board, staff and/or volunteers.

We are excited to have Pearl Wright, Interim Director, Utah Nonprofit Association as the Plenary Speaker who will talk about *Embracing Change and Best Practices* and Marsha Semmel, Principal, Marsha Semmel Consulting who will address *Staying Afloat: How Museums Can Navigate Today’s Rapids of Change*, in addition to numerous sessions, field trips, workshops, and events.

I want to extend my gratitude to the Program Committee members who have put in many hours working on this conference. I also want to extend my gratitude to their organizations for letting them serve on the UMA Board and this committee. Please be sure to fill out the conference surveys so we know how to serve you better at next year’s conference.

Make it a great conference!!!!

Jayceen Craven Walker
UMA Past President 2014-2016
2015 Conference Chair
Welcome to the 2015 Utah Museums Association Conference! This year we selected the theme of “Embracing Change” in an effort to champion innovation, creativity, and forward-thinking. The world around us is changing at a whirlwind pace that affects fundraising, marketing, displays, patrons, programming, and just about every other facet of museum work. We must be nimble and adaptable in order to respond to the changes happening around us. Sometimes change can be scary, but it can also be a tremendous opportunity to build toward new standards of excellence, relevance, and accessibility!

Thank you to this year’s programming committee for their tireless work in mentoring each session proposal through the application process. This group was thoughtful, professional, and mindful of the needs of museums of all sizes and disciplines across the state. We are pleased to present a set of excellent sessions and posters that explore innovative thinking and best practices throughout the museum field. One major highlight of this year’s conference will be our keynote address from Marsha Semmel, a major voice and advocate of 21st century learning, museums and public value, and leadership for the future.

If you have never attended a UMA Conference before or are new to our museum community, be sure to attend Conference 101 to get tips and tricks on making the most out of your conference experience!

As you enjoy the many sessions, speakers, and events at this year’s conference, I invite you to consider your own unique museum and what applications you can find throughout. Where is there room for change? How can change help raise the level of excellence in the work you do? Where does innovation intersect with tradition? I am confident you will find much to inspire and motivate you, and I am excited to see how we are able to “Embrace Change” throughout Utah’s museum community!

Sincerely,

Jessica Weiss
2015 Program Committee Chair
UMA Board Member at Large 2012-2015

Program Committee Members
Rachel Bishop, Arts Administration, SUU
Amanda Felix, Union Station
James Ito, Church History Museum

Katy Knight, Bean Life Science Museum
Ryan Paul, Frontier Homestead State Park
Jennifer Ortiz, Division of Arts and Museums
Chrissy Upton, Utah Museum of Contemporary Art
Mission
The Utah Museums Association builds the capacity of Utah’s museum community through advocacy & professional development opportunities.

Core Values
• Advocacy and Awareness
• Professional Development
• Excellence in Association Management
• Information Sharing
• Integrity and Transparency
• Inclusivity and Accessibility
• Community and Collaboration

2015 Board Members

Executive Committee
Sonja Lunde, President
Director of Planning and Special Projects, Utah Museum of Fine Arts

Lorie Millward, Vice President
Director of Education/Curator of Curiosity, Thanksgiving Point

Kaia Landon, Secretary
Director, Box Elder Museum of Art, History, and Nature

Carrie Snow, Treasurer
Manager, Collections, Church History Museum

Jayceen Craven Walker, Past President
Consultant, Jayceen Craven Walker Consulting, Inc.

Ruth White, Executive Assistant

Members at Large
Jane Beckwith
President, Topaz Museum Foundation

Rachel Bishop
Director of Arts Administration, Southern Utah University

Jennifer Ortiz
Museum Specialist, Utah Division of Arts and Museums

Jenette Purdy
Curatorial & Development Assistant, Box Elder Museum of Art, History, and Nature

Sara Roach
Curator, Wheeler Historic Farm

Karen Stark
Museum Consultant

Paul Stavast
Director, BYU Museum of Peoples & Cultures

Jessica Weiss
Head of Education, Springville Museum of Art

Blake Wigdahl
VP Design & Programming, Thanksgiving Point

Front row: Ruth White, Jenette Purdy, Jennifer Ortiz, Karen Stark, Sara Roach, Kaia Landon, Jayceen Craven Walker
Back row: Lorie Millward, Jane Beckwith, Sonja Lunde, Ryan Paul, Blake Wigdahl, Jessica Weiss, Carrie Snow, Rachel Bishop, Paul Stavast
<table>
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<tr>
<th>Time</th>
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<tr>
<td><strong>Tuesday, October 6, 2015</strong></td>
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<tr>
<td>1:00 pm – 5:00 pm</td>
<td>Pre-Conference Workshops</td>
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<td>5:30 pm – 7:00 pm</td>
<td>Museum Leadership Dinner</td>
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<td>6:30 pm – 8:30 pm</td>
<td>Drinking About Museums</td>
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<td><strong>Wednesday, October 7, 2015</strong></td>
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<td>8:00 am – 11:00 am</td>
<td>Field Trips</td>
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<td>11:15 am – 12:00 pm</td>
<td>Conference 101</td>
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<td>1:00 pm – 2:15 pm</td>
<td>Plenary Session: Pearl Wright, <em>Interim Director</em>, Utah Nonprofits Association</td>
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<td>2:30 pm – 3:30 pm</td>
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<td>3:30 pm – 4:15 pm</td>
<td>Poster Session Preview</td>
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<td>4:15 pm – 5:15 pm</td>
<td>Concurrent Sessions</td>
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<td>5:30 pm – 6:30 pm</td>
<td>Opening Reception [Museum of Natural Curiosity]</td>
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<td>7:00 pm – 8:30 pm</td>
<td>Small Museums Meetup; Emerging Museum Professionals Meetup; Small Group Meetup</td>
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<td><strong>Thursday, October 8, 2015</strong></td>
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<td>9:00 am – 10:15 am</td>
<td>Keynote: Marsha L. Semmel, <em>Principal</em>, Marsha Semmel Consulting</td>
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<td>Concurrent Sessions</td>
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<td>UMA Business Lunch</td>
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<td>Poster Session and Sponsor Reception</td>
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<td>5:00 pm – 6:30 pm</td>
<td>Awards Dinner [Thanksgiving Point Golf Course]</td>
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<td><strong>Friday, October 9, 2015</strong></td>
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<td>9:00 am – 10:00 am</td>
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<td>11:30 am – 1:00 pm</td>
<td>Concluding Lunch: Now What? Taking it Back to Your Museum</td>
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*This schedule is subject to change.*
**Tue, Oct 6**

**Pre-Conference Workshops**

1:00 pm – 5:00 pm

*Harness Passion into Mission Impact: 10 steps to an effective all volunteer nonprofit board*

**Pre-registration required. Fee $20**

Oak [Gardens Visitor Center]

Learn tips and tools for successfully organizing nonprofit governance and direct program work. Learn basic legal responsibilities as a 501c3, where to focus your time, who you need on your board, and how to ensure board members understand the different “hats” they wear when engaging in an all-volunteer nonprofit run organization. Access to a wide variety of tool kits for boards including sample meeting agendas and committee responsibilities, and calendars will be available to attendees.

Registration will be limited to 25 people.

Patricia A. Bair, Principal, Bair Consulting

*Turning Ideas into Exhibits*

**Pre-registration required. Fee $20**

Discovery Room [Museum of Ancient Life]

Over my career I have developed literally thousands of objects, hundreds of exhibits, and dozens of exhibitions- from likely TENS OF THOUSANDS of concepts, largely in a hands-on setting. I have developed strategies and “tools” for moving from idea to reality. The strategies I have developed are not dependent on a particular medium or technology, rather they can be applied in many contexts. These strategies of the process of converging on the idea and delivering it will arise naturally in any conversation about exhibit and exhibition development.

Registration will be limited to 25 people.

Dave Stroud, Director of Interactive Exhibits, Thanksgiving Point

*Take it for Grant(ed): Grant Writing Basics*

**Pre-registration required. Fee $20**

Pine [Gardens Visitor Center]

Do you need money for your project or nonprofit program but don’t know where to start? Join the SLCC Community Writing Center and the Main City Library for an interactive workshop on the basics of grant writing and finding funding.

Registration will be limited to 30 people.

Andrea Malouf, Director, SLCC Community Writing Center
Westin Porter, Writing Assistant/Development and Education Coordinator, SLCC Community Writing Center

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**Museum Leadership Dinner**

Join us for the inaugural UMA Museum Leadership Dinner hosted by Mike L Washburn, Thanksgiving Point President & CEO. This event is open for those in leadership positions at Utah museums. Attendees will have the opportunity to meet and enjoy short remarks from this year’s conference keynote Marsha Semmel, and philanthropist, Barbara Barrington Jones.

**Pre-registration required. Fee $45**

Held in conjunction with the UMA Annual Conference and sponsored in part by Thanksgiving Point.

October 6, 2015 | 5:30 pm - 7:00 pm

Thanksgiving Point [Velvet Room] | Lehi, UT

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**Drinking About Museums**

Join other museum professionals in a casual setting to chat about museums and get to know your Utah museum colleagues better. We will be meeting at the Texas Roadhouse in Lehi from 6:30-8:00 on Tue, Oct 6 [1402 E Main St, Lehi 84043]. There is beer, wine, and other alcoholic drinks for those interested, but Texas Roadhouse is not a bar, so you do not have to be 21 to attend. This is a casual event, so come when you can. RSVP to jenette@boxeldermuseum.org so we will know how many to plan on. If you can make it last minute, please come even without an RSVP!
State Performance Goals for Museums: One-on-One Consultations

Garden Room Lobby

New this year! Schedule a one-on-one consultation with Jennifer Ortiz, the Museum Specialist for the Utah Division of Arts & Museums. Discuss the State Performance Goals and how your institution is meeting these with the help of the Performance Goals worksheet. This worksheet is a required document for any museum that is applying for Division of Arts and Museums’ Museum Grants and is a helpful document to mark an organization’s progress towards specific goals related to the eight museum operations sections. Utah’s State Performance Goals were drafted with AASLH’s STEPs and AAM’s MAP programs in mind and serves as a stepping stone for museums that are looking to standardize and professionalize their own best practices.

Jennifer Ortiz, Museum Specialist, Utah Division of Arts & Museums

These consultations require pre-registration and are limited to one organization per session. The following sessions have been scheduled.

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<th>Wed, Oct 7</th>
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Wed, Oct 7

Field Trips

8:00 am – 11:00 am
Camp Floyd State Park
Pre-registration required. Free

Established in 1858, Camp Floyd housed the largest concentration of U.S. troops then in the United States. The troops were sent to Utah to suppress a rumored Mormon rebellion which never took place. The army was recalled back east in 1861 for the Civil War emergency. Today, the park museum houses artifacts and exhibits from this historic event. Join Park Ranger, Chuck Mood, on an in-depth look at Camp Floyd State Park; hear a first-person account of the Utah Expedition, tour historic structures and military cemetery, view artifacts and photos of Camp Floyd, and visit the site of the actual camp.

The field trip will leave from the lobby of the Home2 Suites at 8:00 am and return by 11:00 am. Participants must provide their own transportation, however carpools may be arranged that morning. Camp Floyd is located at 18035 W 1540 N, Fairfield, UT.

8:00 am – 11:00 am
Behind-the-Scenes at Thanksgiving Point
Pre-registration required. Free

Join Blake Wigdahl, VP of Design & Programming, for an exclusive behind-the-scenes tour around the property aboard the Thanksgiving Point Trolley. There will be short stops at each of the four venues [Thanksgiving Point Gardens, Farm Country, Museum of Ancient Life, and Museum of Natural Curiosity]. Blake will answer all the questions you have ever had about Thanksgiving Point. He will also share some news about an exciting new venue in the works.

The field trip will leave from the lobby of the Home2 Suites at 8:00 am and return by 11:00 am. Transportation will be provided in the Thanksgiving Point Trolley.

8:45 am – 11:00 am
Hutchings Museum of Natural and Cultural History
Pre-registration required. Free

Lehi’s John Hutchings Museum of Natural History has its origins in its inquisitive founder, Mr. Hutchings. In 1956, Mr. Hutchings and his wife Eunice donated their vast collections of rocks, minerals, fossils, shells, stuffed birds, eggs, Native American artifacts, pioneer items, and wild west guns and memorabilia to the non-profit museum corporation to be held in trust for the people of Lehi. The collection has continued to grow as others have donated their collections to the Museum. The Hutchings Museum is a hands-on teaching museum and now has many new interactive, touch and feel exhibits. Add the personal attention of our knowledgeable docents, and you will find that a visit to the Hutchings Museum is a dynamic experience that you won’t forget.

The field trip will leave from the lobby of the Home2 Suites at 8:45 am and return by 11:00 am. Participants must provide their own transportation, however carpools may be arranged that morning. The museum is located at 55 N Center St, Lehi, UT.

9:00 am – 11:00 am
Explore Thanksgiving Point
This will be self-guided. Conference attendees will receive free admission at all Thanksgiving Point venues October 5-10, 2015 by showing their conference badges so make sure to check in before you set off for your adventure. Please note all venues open at 10 am with the exception of the Gardens which opens at 9 am.

Take the morning to explore Thanksgiving Point by yourself or with other conference attendees. Roam with the dinosaurs at The Intrepid Wonderers Field Guide to Thanksgiving Point [located in your registration packet] and turn it into the Information Desk by 11:30 am on Friday, October 9 to be entered into a drawing for a free Thanksgiving Point Family Membership.

U MA Annual Conference | Lehi | Oct 7 – 9, 2015 | #utahmuseums
**Plenary Session**  
**1:00 pm – 2:15 pm**

**Embracing Change and Best Practices**  
Garden Room

*Pearl Wright, Interim Director, Utah Nonprofits Association*

Sometimes our hectic days serving our communities leave us feeling isolated with a never ending list of things we need to accomplish. We may feel like embracing change and initiating best practices are daunting concepts. Pearl Wright, Interim Director of Utah Nonprofits Association (UNA), will share some bright spots from data collected from UNA’s members highlighting where nonprofit organizations are doing well and where we are all facing challenges. She will share how we make a difference in our communities, our significant financial impact on communities, highlight new community partners, and how through embracing change and best practices we can beat that isolated feeling and prioritize our to do list with best practices that bring us allies within our communities and identify partners who share our passion resulting in stronger and vibrant communities that we will all enjoy.

For over 20 years, Pearl has held leadership positions in both corporations and nonprofit organizations focusing on marketing, public relations, and strategic planning. She is currently the interim director for Utah Nonprofits Association. Prior to this, Pearl was the Executive Director of the EnergySolutions Foundation and the VP of Community Relations for EnergySolutions. In this capacity, she was responsible for creating STEM education initiatives for the foundation and the corporation. Pearl is a frequent speaker for a variety of audiences in the Salt Lake Valley on topics such as social media for nonprofits, marketing techniques, and public relations best practices. Pearl holds a Masters of Professional Communication from Westminster College with an emphasis in technical writing and a Bachelor of Arts in Communications from the University of Utah. As a champion of social good, Pearl has been involved in the nonprofit sector for over 20 years in the capacity of both staff and volunteer.
Concurrent Sessions 4:15 pm – 5:15 pm

**Making Mounts**

*Oak*

The session gives an overview of theories and ideas behind mount building as well as teaches participants how to create mounts of various sizes and considerations. Participants will also get hands on experience creating mounts.

Courtney Ewert, Student, BYU Museum of Peoples & Cultures
Joseph Bryce, Collections Manager, BYU Museum of Peoples & Cultures

**Evaluation as a Mechanism for Change**

*Pine*

Because evaluation drives change and guides our decisions, it is critical that we think about how we evaluate our museums and follow the best standards and practices for those evaluations. This session will introduce the Joint Committee Standards for Education Evaluation and highlight some examples of how one or more of these standards have been implemented at Thanksgiving Point Institute, the Bean Life Science Museum, and Museum of Peoples & Cultures at Brigham Young University.

Katy Knight, Education Administrator, Bean Life Science Museum
Stephen Ashton, Director of Audience Research and Development, Thanksgiving Point
Kari Nelson, Curator of Education, BYU Museum of Peoples & Cultures
David Williams, Professor, Department of Instructional Psychology and Technology, Brigham Young University

**Flipping Fear of Fundraising to Fun with Friends**

*Maple*

Here’s your chance to jump head-first into the most effective, least expensive way to build and grow your mission: friendships with people! Together, we’ll overcome our fears and explore how to reach the source of 80% of charitable contributions while having fun helping people reach their self-actualization. In two contrasting case examples, Bluff Fort Historic Site — a small, rural museum with a minimal existing fundraising base and minimal paid staff and Thanksgiving Point Institute — a large, more urban museum with some history in donations. We’ll explore facts and best practices, along with true donor stories that will help you fulfill your mission with contributions from people who care, while having fun with your friends.

Varden Hadfield, Director of Development, Thanksgiving Point
Grant Taylor, Secretary, Hole in the Rock Foundation, Bluff Fort Historic Site

Opening Reception 5:30 pm – 6:30 pm

Museum of Natural Curiosity

Join us for light refreshments at the Museum of Natural Curiosity. After the reception, explore the museum until 8 pm or get dinner at a local restaurant.

This event is sponsored in part by Thanksgiving Point.

The reception is included in your conference registration, but event registration is required. Guests of conference attendees are welcome to attend but must purchase a ticket. Guest Ticket Cost: $15

Small Group Meetups immediately following reception

After the reception you can join a group for dinner at a local restaurant. RSVP as noted below or sign up at the Information Table when you check-in at the conference. Meet in the lobby of the Museum of Natural Curiosity to arrange for carpools between 6:30 - 6:50 pm.

**Small Utah Museums**

The Small Utah Museums will meet at Porter’s Place [24 W Main St, Lehi]. This unique restaurant honors the legacy of Utah Pioneer Porter Rockwell. What a great place for those of us from small museums to see historical objects and learn a little history as we discuss museum issues, eat good food and get to know each other better. We also hope to have some conversations about the future of our Small Utah Museums affinity group, so come with ideas. Please RSVP to Karen Stark Kstarkrm@aol.com.

**Emerging Museum Professionals**

The Emerging Museum Professionals will meet at Kick N It Sports Grill [250 W State St, Lehi]. If you are a museum studies student or in your first ten years as a professional, you are already part of the group! Groups will meet in the lobby of the Museum of Natural Curiosity to arrange for carpools to the dinner. For more info, call/text Carl J. Aldrich, 435-754-6656. RSVP to Carl caldrich@utah.gov.

**Small Groups**

There will also be the option to sign up for small group dinners at a few local restaurants. This is a great way to get to know some of your fellow conference attendees.
Thu, Oct 8

Keynote
9:00 am – 10:15 am

Staying Afloat: How Museums Can Navigate Today’s Rapids of Change
Garden Room

Marsha Semmel, Principal, Marsha Semmel Consulting

In today’s world, change is a constant. What are some of the forces and trends buffeting our museums, and how can we build strong, relevant, and sustainable institutions despite today’s ‘white water’ environment? What are the skills that our staff and volunteers need to manage, and even thrive, today?

Marsha L. Semmel is an independent consultant working with foundations, museums, libraries, and various cultural organizations on topics that include learning (including early learning), 21st century skills, strategic partnerships and collaborations, cultural policy, and leadership. Among her current affiliations is Senior Advisor to the Noyce Leadership Institute (NLI), a global initiative of the Noyce Foundation that envisions an essential and transformative role for organizations that engage their publics in crucial science and technology issues. NLI works with executive-level leaders to build their capacity to serve as change agents within their organizations and communities. Her career has included stints at the major U.S. cultural agencies, and both large and small museums. She is a frequent speaker and writer on cultural collaborations; 21st century skills and the role of new technologies in learning; community engagement; leadership for the future; and museums and public value.

Break
10:15 am – 10:30 am

Concurrent Sessions
10:30 am – 11:30 am

How to Research Collections Online
Oak

This session will teach conference attendees how to research museum collections using online resources. The internet is full of valuable resources, which can save a researcher a lot of time and energy. This session will cover the different types of sites available, which can include digitized museum and archive collections, digital libraries, online encyclopedias, blogs, auction sites, and collector’s sites. Attendees will learn what types of information can be found and how to use it towards their own collections’ needs.

Chelsea Banks, Associate Registrar, Church History Museum
Carl Aldrich, Curator, Utah Territorial Statehouse State Park Museum
Ashlee Whitaker, Curator of Religious Art, BYU Museum of Art

Retaining and Retraining Guests: Bringing Guests with You Through Change
Pine

There’s always risk involved with change, even if it’s a change toward best practices. We know what it feels like when your guests grumble at something new. Come learn from the insight gained by staff at Thanksgiving Point Institute when they implemented significant changes to long-standing and beloved family and youth programs.

Miriam Sappington, Public Programs Manager, Thanksgiving Point
James Ito, Associate Registrar, Church History Museum
Julie MacDonald, Associate Registrar, Church History Museum
Beau Burgess, Curator, Fort Douglas Military Museum

Break
11:30 am – 11:45 am

UMA Business Lunch
11:45 am – 1:15 pm
Garden Room

Join us for a delicious meal while networking with your colleagues from throughout Utah. During lunch, Association business be will carried out, including reports by the President and Treasurer, as well as the announcement of the 2016 conference location.

Lunch is included in your conference registration, but event registration is required.

Concurrent Sessions
1:15 pm – 2:15 pm

New and Improved: Collection Care during Moves and Renovation
Oak

Taking care of objects within a museum collection allows the objects to survive, especially during museum construction. This session will cover the basics of object handling, storage, and lessons-learned while transferring to new storage facilities and layouts due to museum renovation and construction.

James Ito, Associate Registrar, Church History Museum
Julie MacDonald, Associate Registrar, Church History Museum
Beau Burgess, Curator, Fort Douglas Military Museum
**Museum as the New Town Square**

Pine

Our museums can and often need to become “the new town square.” Connecting in our museums allows participation in the creation and sustaining of community. Museum events that link organizational mission to the relevancy of our communities are essential to sustainability. By bridging the gap between museum mission and our local audiences we are building and strengthening our local community and increasing our value as public institutions.


Ryan Paul, *Museum Curator*, Frontier Homestead State Park

**Cultivating Member Support on Any Budget**

Maple

A membership program is an important way to engage and connect with your communities. When visitors become members, they invest in your mission. These members then help ensure your organization’s future – whether it is through monetary contributions, volunteer support or advocacy in the community. Join us for an interactive discussion of membership basics and to cultivate member support regardless of organization size, location, or staffing.

Ruth White, *Director of Membership*, Thanksgiving Point

Robbin Daffin, *Guest Services Manager*, Tracy Aviary

Lesley Scoville, *Membership Coordinator*, Utah’s Hogle Zoo

Jasmine King, *Membership Manager*, The Leonardo

**New Methods and Old Artifacts: A Collection Preparation Case Study**

The Uintah County Heritage Museum in Vernal, Utah, has a significant collection of early Ute and Fremont Indian material (Thorne and Pickup collections). In a joint project organized through the Utah Humanities Field Services Initiative, staff at the Museum worked together with museum professionals to stabilize and move the collection in 2014 to a new museum facility, and in the summer of 2015, to reorganize the objects in their cases and construct mounts to stabilize and properly display the collection.

Kimberleigh Collins-Peynaud, *Objects Conservator*, Brigham City Museum of Art, History, and Nature

LeeAnn Denzer, *Curator of Exhibitions*, Uintah County Heritage Museum

Lana Fullbright, *Curator of Collections*, Uintah County Heritage Museum

Glenna Nielsen-Grimm, *Collections Manager for Anthropology*, Natural History Museum of Utah

Sam Passey, *Director*, Uintah County Library

Megan van Frank, *Museum & History Programs Director*, Utah Humanities

Linda Wilson, *Collections Registrar*, Uintah County Heritage Museum

**Digitizing Your Collections via the Mountain West Digital Library**

Want to digitize some of your museum's maps, letters, or photographs? Wish you could share your cultural heritage materials with a wider audience online? Not sure what’s involved? The Mountain West Digital Library offers ideas, resources, and services to help you get started! We are a collaborative community of libraries, archives, historical societies, and museums that work together to provide digital skills training and services for digitization, hosting, and storage of cultural heritage materials. Learn about how you can plan and execute your first digital collection, with help from other MWDL partners.

Sandra McIntyre, *Director*, Mountain West Digital Library

Jennifer Ortiz, *Museum Specialist*, Utah Division of Arts & Museums

**Cognitive Museum of Ancient Winemaking**

Georgia, known as the oldest winemaking country does not have a museum of winemaking even though there are more than 300 species of grapes, unique winemaking technique, and sacred attitude towards Georgian peasants and wine. This poster will give a general concept idea how Cognitive Museum of Ancient Winemaking can be formed, organized, funds raised, marketed and managed.

Dato Nadiradze, *MFA Graduate Student*, The College of Performing and Visual Arts, Southern Utah University
Integrating Change into an Arts Education Program at the Braithwaite Fine Arts Gallery

This presentation will discuss how the Braithwaite Fine Arts Gallery teamed with the Garth & Jerri Frehner Museum of Natural History to change their fall art education program to include science over the past three years. Each fall, the organizations incorporate an art exhibit, a hands-on lesson in art, and a hands-on lesson in science to culminate in a student project that merges concepts from both art and science. Through our partnership, we have shown over 6,000 Iron County, Utah K-8 children how to connect science and art through programs on art-quilts and caterpillars, painting and fish ecomorphology, and ceramics and pollinator biology.

Delaney Patterson, Graduate Museum Assistant, Garth & Jerri Frehner Museum of Natural History
Dr. Jacqueline Grant, Museum Curator, Garth & Jerri Frehner Museum of Natural History

Concurrent Sessions 3:45 pm – 4:45 pm

At War (no more)!

Oak

In many museums the curatorial and educational staffs frequently find themselves at odds with one another. As advocates for the objects, curators want to protect them from the liabilities of showing them in public venues. As public advocates, Educators want to give visitors greater access to the works — physically and interpretively. How can these two camps come together peaceably throughout the exhibition process and avoid conflict through joint planning at the early stages?

Rita Wright, Director, Springville Museum of Art
Maryanne Andrus, Exhibitions and Programs Manager, Church History Museum

Engaging Teens, Unleashing the Energy and Enthusiasm of Youth

Pine

How do you create sustainability in your museum far into the future while having dynamic, meaningful experiences in the present? Activate youth in your communities. Come learn and share in conversations and activities that will help you understand best practices in how to engage youth in your museum, no matter the size.

Linda Aaron Gillis, Youth Development Programs Coordinator, Natural History Museum of Utah
Kellan Warner, Youth Teaching Youth Program Specialist, Natural History Museum of Utah
Deb Van Wagoner, Maker Coordinator, Thanksgiving Point
Heather Paulsen, Curiosity Cultivator, Thanksgiving Point
Teen participants from the Youth Teaching Youth, Operations Inquiry, and Growing Leader Programs at Thanksgiving Point

Making it in a Small Museum

Maple

Every museum can benefit from change, but many do not have the luxury of large budgets, professionally trained staff, and strong community support. This session brings together three people who operate small rural museums—a state park museum, a city museum, and a nonprofit—to discuss changes they have made that have significantly impacted their organizations. From collections management to administrative overhauls, to policy changes, there will be something for any museum to ponder.

Carl Aldrich, Ranger/Curator, Territorial Statehouse State Park Museum
Tim Glenn, Director, John Wesley Powell River History Museum
Eric Fleming, Director, The Museum at Silver Reef

Awards Dinner 5:00 pm – 6:30 pm

Great Room [Thanksgiving Point Golf Course]

During dinner we will announce the recipients of our annual awards—the Phil Notarianni Distinguished Service Award for exceptional dedication to Utah Museums; the Bessie Jones Volunteer Award for dedicated volunteer service in Utah museums; and the Public Service Award for an individual working in a governmental capacity who has rendered vital support for Utah museums; the Award for Excellence given to an individual, team, or organization that has shown superior achievement; and the Rising Professional Award given to a rising, current museum professional whose work to date demonstrates a commitment to excellence.

Awards Dinner is included in your conference registration, but event registration is required. Guests of conference attendees are welcome to attend but must purchase a ticket. Cost: $25
Fri, Oct 9

Concurrent Sessions 9:00 am – 10:00 am

Creativity, Inspiration, and Innovation: Where Will Your Next Collection Idea Take You
Oak
Do you feel overwhelmed by your work? Do you wish there were a better way? Come explore the process of innovation for improving work with collections by developing new technology. We will cover the why and how that have driven our efforts for improvement. Walk away with useful tips and suggestions for navigating the process to innovate at your institution regardless of size and budget.
Paul Stavast, Director, BYU Museum of Peoples & Cultures
Jessica Simpson, Registrar, BYU Museum of Peoples & Cultures

School Programs and Outreach
Pine
Join us for an audience-driven panel discussion about how school programs are vital to a museum’s mission and can impact our communities in a big way. Hear from experienced museum and classroom educators who have partnered with schools and teachers for years to great effect. They will discuss the pitfalls and challenges of school programs, and why these partnerships are so enriching to all parties involved.
Jessica Weiss, Head of Education, Springville Museum of Art
Vickie Ahstrom, Alpine School District
Annie Burbridge-Ream, Assistant Curator of Education, Utah Museum of Fine Art
JoAnn Memmott, Wasatch School District
Lorie Millward, Director of Education/Curator of Curiosity, Thanksgiving Point
Janette Purdy, Curatorial & Development Assistant, Box Elder Museum of Art, History, and Nature

Changing Your Mindset to Increase Public Engagement
Maple
There is a mindset that awareness leads to engagement, and that Utah’s cultural institutions lack the resources to take advantage traditional and social media. In this session, we will explore reasons cultural institutions fail to transform awareness into engagement. Speakers will outline the steps of how any institution can utilize existing resources to create and maximize mission-related content and engagement opportunities to move from awareness to true engagement. Our own recent visitorship declines, upcoming closures, and past experiences managing marketing for both small and large institutions will provide the springboard for this discussion.
Amy Oliver, Marketing & Public Relations Associate, Clark Planetarium
Lindsey Smith, Associate Director, Clark Planetarium

Break 10:00 am – 10:15 am

Concurrent Sessions 10:15 am – 11:15 am

Curation in the Digital Age
Oak
Curating in the ever-expanding digital age creates challenges and opportunities for museums and artists to embrace change. This session is a panel discussion from three curators who will closely examine some of the many perspectives on these issues, including the challenges of presenting digital media artworks to more traditionally-biased audiences, the use of web-based programming as an exhibition tool to widen audience base, and artistic interactions that can emerge from digital media formats. The session will include a discussion about the opportunities that small budget rural museums have to embrace and capitalize on digital work.
Rebecca Maksym, Curator of Exhibitions, Utah Museum of Contemporary Art
Laura Alfred Hurtado, Global Art Acquisitions Curator, Church History Museum
Amy Jorgensen, Artist and Co-Director, Granary Art Center
Katie Lee Koven, Director, Nora Eccles Harrison Museum of Art

High Score: Game Mechanics for Engaging Education Programming
Pine
Most museum professionals see video games as the enemy, but in this session we will learn how to use the same techniques that make games and gaming so engaging and apply them to educational programming. By examining individual principles of good game design, we will learn how games motivate people and how we can harness that power to create positive guest experiences. Come ready to play!
Melissa Halvorsen, Special Programs Coordinator, Loveland Living Planet Aquarium

Managing, Reading, and Utilizing Analytics for your Organization
Maple
This session will help teach and prepare organizations to utilize Google Analytics to better understand who their audience is and how they interact with their organizations. Furthermore, we will discuss how to turn the information that is gathered and how they interact with their organizations. Furthermore, we will discuss how to turn the information that is gathered into effective decision making.
David Wicai, Support Services, Utah Division of Arts & Museums

Concluding Lunch 11:30 am – 1:00 pm
Garden Room
Now what? Taking it Back to Your Museum. Join us for our final lunch and listen to Blake Wigdahl, VP of Design & Programming at Thanksgiving Point who will tie everything we learned at the conference together and talk about how to implement what you have learned in your daily life back your organization. Don’t miss this opportunity to reflect and prepare to take your newfound knowledge back to work!

Lunch is included in your conference registration, but event registration is required.
Wed, Oct 7

Session Notes
Wed, Oct 7

People
Thu, Oct 8

Session Notes
Thu, Oct 8

Session Notes
Fri, Oct 9

Session Notes
Takeaways | Action Items

Fri, Oct 9

People
Conference Follow Up

Top 3 Action Items
Conference Follow Up

People to follow up with

Find Out More...
2015 Award Recipients

BESSIE JONES VOLUNTEER AWARD

Shaunalei Andersen, Springville Museum of Art

This award is given to a volunteer or volunteers who have actively supported the mission or program of a Utah Museum.

Shaunalei is a thoughtful volunteer that dedicates a lot of her time to the Springville Museum of Art (SMA) as a docent. She asks thought provoking questions and encourages visitors to think outside the box. She has given dozens of tours at the museum. Shaunalei is a very busy woman with teenagers but still finds time to fill in when a substitute is needed at the front desk, or an extra set of hands at a museum event. She also encourages and recruits friends and family to take part in volunteering and programming. SMA would not be able to function as well as they do if it wasn’t for their amazing volunteers, like Shaunalei!

PHIL NOTARIANNI AWARD

Megan van Frank, Utah Humanities

This award is given to an individual who has shown exceptional dedication, provided lengthy service, or an intense and tangible commitment to Utah’s museum community.

Since joining Utah Humanities in 2009, Megan has become a strong advocate and supporter of Utah’s museums. She spearheaded Utah’s Museum Interpretation Initiative – the award-winning project that assisted Utah’s small museums tell their stories – and continues to provide resources, hands-on training, and on-site assistance to museums around the state. She brings Smithsonian exhibitions to communities throughout Utah, partnering with host museums to develop companion exhibits and local programming. Over the years, she has organized workshops on collections stewardship, research, exhibit development, and interpretation techniques. Megan is a voice for small museums across Utah, and has greatly impacted and enriched our museum community.

PUBLIC SERVICE AWARD

Senator Jim Dabakis, Utah State Legislature

This award is given to an individual who has served or is serving in a governmental capacity that in the scope of their duties has rendered vital assistance or support to Utah’s museum community.

Senator Dabakis has been a strong supporter of museums in the state of Utah after finding out the small amount of money that is given in grants to Utah’s museums. He was instrumental in helping add money to the grants budget administered by the Office of Museum Service (OMS) via the Department of Heritage and Arts. He was also successful in bringing a collaborative group of people together to help pass a bill during the 2015 legislative session that will also be able to distribute monetary award to museums and arts organizations. To the astonishment of some Capitol Hill politicos, the bill not only passed and the Governor signed it, but, it was funded. With a new template, future added funding is anticipated.
RISING PROFESSIONAL AWARD

Stephen Ashton, Thanksgiving Point

This award is given to rising, current museum professionals (students or museum employees) whose work to date demonstrates a commitment to excellence in the field and their commitment to Utah’s museum community.

Stephen Ashton is one of the most passionate supporters and advocates for museums and gardens in this professional field. He is a rising star in the national field of audience research and evaluation taking this passion to new heights while helping to improve our understanding of the impact our spaces have on families and other museum guests. As Director of Audience Research and Evaluation, Stephen has played a lead role in understanding Thanksgiving Point’s impact as well as helping to design interactive experiences that matter to guests. Stephen continually exceeds expectations and has grown understanding both internally for Thanksgiving Point and within the Visitor Studies Association community on a local and national level. Stephen is helping lead the effort for audience research on a national level and in the process is shining a light on the great museum work being done by our Utah museums.

AWARD FOR EXCELLENCE IN PROGRAMMING

Utah Museum of Fine Arts

This award is given to an individual, team, or organization that has shown superior achievement in any aspect of the museum field during the previous 18 months within Utah’s museum community.

The Utah Museum of Fine Art is in a partnership with Westminster College and DIA as stewards of the Spiral Jetty. An internationally-important earth art installation located in the Great Salt Lake, this work of art is remote and isolated from any brick-and-mortar institution. Through this partnership, UMFA has taken on the task of creating interpretive materials such as printable guides, activity packs, and community events designed to raise awareness and help the public engage with and appreciate this important work of art. Much of what they have developed is available free of cost to the public. They have become an online resource to those both locally and throughout the world regarding the Spiral Jetty, and have done remarkable work as local stewards (and collaborative partners) in the venture.
Silent Auction Fundraiser

In conjunction with the annual conference, the Utah Museums Association (a 501(c)3 nonprofit) hosts a fundraising silent auction. All proceeds from the auction support programs that help build the capacity for museums across our state - which in turn, enriches the lives of visitors by illuminating our state’s artistic and cultural heritage. Be sure to stop by the auction tables and bid early and often!

Silent Auction Bidding Open
Wednesday, October 7, 2015 | 11:00 am – 5:00 pm
Thursday, October 8, 2015 | 8:00 am – 3:45 pm

Silent Auction Check-out
Friday, October 9, 2014 | 8:30 am – 11:30 am

Some of the fabulous items included this year:

- Fire & Slice private catered party for 30
- Basket of Bugs
- Pioneer Theatre Company tickets
- Utah Symphony | Utah Opera tickets
- Carbon County Country Club Golf Basket
- Utah Film Center Membership Gift Basket
- U of U Fan Package
- U of U Outdoor Adventures Gift Certificate
- Registrar’s To-Go Pack
- Crystal Inn Murray Staycation Package
- Utah Gift Package
- Weber River Rafting Adventure
- Park City Museum Membership Package
- Park City Historic Main Street Walking Tour
- Utah Shakespeare Festival tickets
- Thanksgiving Point Membership Basket
- Thanksgiving Point Golf Basket
- Collective Membership and private curator tour of UMOCA
- History of Topaz book set
- Wasatch Roller Derby season tickets
- Church History Museum Gift Basket
- Art of Utah’s Canyons Package
- Springville Museum of Art Gift Basket
- Wasatch Front Farmer’s Market Basket
- UMFA Membership Gift Basket
- and more!!

Contribute to UMA’s Annual Fund

Want to give more or don’t want more stuff? Donate to the Annual Fund! Contributions to the Annual Fund support UMA programs to build the capacity of Utah’s museums. Make a tax-deductible contribution to UMA’s Annual Fund online or at the Information Table.
Mark your calendars to join us on Capital Hill to advocate for our state’s rich and varied museum community.

Museum Advocacy Day
February 23, 2016

advocacy
[ad-vuh-kuh-see]
the act of pleading for, supporting, or recommending
Henry Ford once said “Coming together is a beginning. Keeping together is progress. Working together is success.” This applies beautifully to the Utah museum community. There is a long history of collaboration and partnerships that have produced award-winning results across the state.

The annual conference is a great time to network and make contacts that can be utilized throughout the year. In addition, there are a number of informal groups that meet throughout the state for discussion on particular topics. If you are involved in a group and would like to have your information posted on the website please contact, Ruth White, UMA Executive Assistant at info@utahmuseums.org.

This list of resources will soon be expanded and can be accessed at utahmuseums.org.

**LOCAL**

Utah Museums Association
Utah Department of Heritage of Arts
Utah Division of Arts & Museums
Utah Division of State History
Utah Division of Indian Affairs
Utah Office of Multicultural Affairs
Utah Commission on Service & Volunteerism
Salt Lake County Zoo, Arts, & Parks
Utah Humanities
Utah Nonprofits Association
Utah Cultural Alliance
Utah Emerging Museum Professionals
Small Utah Museums
Utah Society of Fund Raisers
Utah Pioneer Heritage Arts
Cache County Recreation, Arts, Parks & Zoos

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[usfr.org]
[upharts.org]
[cachecounty.org/rapz]

**REGIONAL/NATIONAL**

American Alliance of Museums
American Association for State and Local History
Western Museum Association
Association of Science-Technology Centers
Association of Zoos & Aquariums
Registrars Committee Western Region
American Museum Membership Conference
National Art Education Association
American Horticultural Society
Small Museum Association
Museum Trustee Association
Museum Store Association

[aam-us.org]
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[astc.org]
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[rcwr.org]
[americanmuseummembership.org]
[arteducators.org]
[ahs.org]
[smallmuseum.org]
[mta-hq.org]
[museumstoreassociation.org]
utahmuseums.org has a new look

We have been working hard to ensure the website can serve you better. Recent updates include:

- manage your membership
- update your professional profile
- post and search job openings
- post and search resumes
- share blog articles on social media
- easily access and reprint receipts
- access UMA member directory
- manage event registration
- keep up with all the latest blog posts
- search articles about museum topics
Jayceen Craven Walker
Consulting

Your partner in Utah Politics

ejayceencravenwalker@gmail.com
p 801.597.5018

PLASTIC FABRICATING

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15% OFF
Your next custom museum order
Valid through December 31, 2015
Embracing Change

“When you’re finished changing, you’re finished.”

- Ben Franklin
MUSEUMS GRANTS AVAILABLE

Grant opens in November
Applications due January
Check our website for more information!
museums.utah.gov
The Utah Museums Association gratefully acknowledges support from

Utah Division of Arts & Museums

BYU Museum of Peoples & Cultures
Church History Museum
Discovery Gateway Children’s Museum
Fairview Museum of History and Art
Fort Douglas Military Museum
Holladay Arts Council
Monte L. Bean Life Science Museum
Natural History Museum of Utah
Nora Eccles Harrison Museum of Art

Ogden Union Station Foundation and Museums
Park City Museum
Southern Utah Museum of Art
The College of Performing and Visual Arts, SUU
Thanksgiving Point
Uintah County Heritage Museum
Utah Museum of Fine Arts
Utah State Parks
Wheeler Historic Farm

utahmuseums.org