COMMUNITY impact!

Oct 11-13, 2017 • Vernal, UT

#utahmuseums
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday, October 10, 2017</strong></td>
<td></td>
<td><strong>Museum Leadership Dinner</strong> Utah Field House</td>
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<tr>
<td>7:00 pm – 8:30 pm</td>
<td>Event <strong>$</strong></td>
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<tr>
<td><strong>Wednesday, October 11, 2017</strong></td>
<td></td>
<td><strong>Field Trips</strong></td>
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<tr>
<td>8:00 am – 11:00 am</td>
<td>Field Trips</td>
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<tr>
<td>11:15 am – 12:00 pm</td>
<td>General Session <strong>C</strong></td>
<td>Conference 101</td>
<td>Flaming Gorge C</td>
</tr>
<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Break</td>
<td>Explore local lunch spots with your colleagues</td>
<td>Local Restaurants</td>
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<tr>
<td>12:00 pm – 5:30 pm</td>
<td>Auction</td>
<td>Silent Auction Bidding</td>
<td>Flaming Gorge A-B</td>
</tr>
<tr>
<td>1:00 pm – 1:15 pm</td>
<td>General Session <strong>A</strong></td>
<td>Welcome Remarks</td>
<td>Paradise</td>
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<tr>
<td>1:15 pm – 2:15 pm</td>
<td>Opening Session <strong>A</strong></td>
<td>Once Upon a Time: The Untapped Power of Story</td>
<td>Paradise</td>
</tr>
<tr>
<td>2:30 pm – 3:30 pm</td>
<td>Concurrent Sessions</td>
<td>The Best Exhibit I Ever Saw</td>
<td>Split Mountain 3-4</td>
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<tr>
<td></td>
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<td>Planting Seeds and Harvesting Interest in Your Museum</td>
<td>Split Mountain 1-2</td>
</tr>
<tr>
<td>3:30 pm – 4:15 pm</td>
<td>General Session <strong>B</strong></td>
<td>Poster Session</td>
<td>Flaming Gorge A-B</td>
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<tr>
<td>4:15 pm – 5:15 pm</td>
<td>Concurrent Sessions</td>
<td>Help, my furs and feathers are infested!</td>
<td>Split Mountain 3-4</td>
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<tr>
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<td>Measuring Your Impact</td>
<td>Split Mountain 1-2</td>
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<td>Increasing Community Impact Through Grants &amp; Fundraising Strategies</td>
<td>Flaming Gorge C</td>
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<tr>
<td>6:00 pm – 7:00 pm</td>
<td>Event</td>
<td>Opening Reception</td>
<td>Vernal Theatre</td>
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<tr>
<td>7:00 pm – 8:30 pm</td>
<td>Event</td>
<td>Small Group Meetups</td>
<td>Local Restaurants</td>
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<td><strong>Thursday, October 12, 2017</strong></td>
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<td><strong>Keynote Session</strong></td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Auction</td>
<td>Silent Auction Bidding</td>
<td>Flaming Gorge A-B</td>
</tr>
<tr>
<td>9:00 am – 10:15 am</td>
<td>Keynote Session <strong>B</strong></td>
<td>Hubs for Human Connection</td>
<td>Paradise</td>
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<tr>
<td>10:15 am – 10:30 am</td>
<td>Break</td>
<td>Enjoy light refreshments while bidding on auction items</td>
<td>Flaming Gorge A-B</td>
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<tr>
<td>10:30 am – 11:30 am</td>
<td>Concurrent Sessions</td>
<td>Care and Exhibition of Paper-based Materials</td>
<td>Split Mountain 3-4</td>
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<td>Start Where You Are</td>
<td>Split Mountain 1-2</td>
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<td>“I’m just not the creative type...”</td>
<td>Flaming Gorge C</td>
</tr>
<tr>
<td>11:30 am – 11:45 am</td>
<td>Break</td>
<td>Enjoy networking while bidding on auction items</td>
<td>Flaming Gorge A-B</td>
</tr>
<tr>
<td>11:45 pm – 1:15 pm</td>
<td>Meal</td>
<td>UMA Business Lunch</td>
<td>Flaming Gorge D-G</td>
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<tr>
<td>1:15 pm – 2:15 pm</td>
<td>Concurrent Sessions</td>
<td>Museum Catalogs and Databases</td>
<td>Split Mountain 3-4</td>
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<td>Access, Equity, and Inclusion</td>
<td>Split Mountain 1-2</td>
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<td>Strategic Planning: It’s For All of Us!</td>
<td>AAM Core Documents</td>
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<tr>
<td>2:15 pm – 2:30 pm</td>
<td>Break</td>
<td>Enjoy light refreshments while bidding on auction items</td>
<td>Flaming Gorge A-B</td>
</tr>
<tr>
<td>2:30 pm – 4:30 pm</td>
<td>Workshops</td>
<td>Design Thinking</td>
<td>Flaming Gorge C</td>
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<td>Embracing Resistance to Make an Impact</td>
<td>Split Mountain 1-2</td>
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<td>Historical Research 101</td>
<td>Split Mountain 3</td>
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<td></td>
<td>Make Media Help You Make an Impact</td>
<td>Split Mountain 4</td>
</tr>
<tr>
<td>4:30 pm – 5:00 pm</td>
<td>Break</td>
<td>Last Bids on Silent Auction Items</td>
<td>Flaming Gorge A-B</td>
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<tr>
<td>6:00 pm – 7:30 pm</td>
<td>Meal</td>
<td>Awards Dinner</td>
<td>Flaming Gorge D-G</td>
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<tr>
<td>8:00 pm – 9:00 pm</td>
<td>Auction</td>
<td>Silent Auction Check-out</td>
<td>Grand Gallery</td>
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<tr>
<td><strong>Friday, October 13, 2017</strong></td>
<td></td>
<td><strong>Silent Auction Check-out</strong></td>
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<tr>
<td>8:00 am – 12:00 pm</td>
<td>Auction</td>
<td>Collections Management Policy: Protect your Stuff!</td>
<td>AAM Core Documents</td>
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<td></td>
<td>Concurrent Sessions</td>
<td>Rethinking the Museum’s Role in the Community</td>
<td>Split Mountain 3-4</td>
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<td>The Appeal is in the Appeal!</td>
<td>Split Mountain 1-2</td>
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<tr>
<td>10:00 am – 10:15 am</td>
<td>Break</td>
<td>Enjoy light refreshments while networking with colleagues</td>
<td>Flaming Gorge C</td>
</tr>
<tr>
<td>10:15 am – 11:15 am</td>
<td>Concurrent Sessions</td>
<td>Should it Stay or Should it Go? Accessioning and Deaccessioning</td>
<td>Split Mountain 3-4</td>
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<td>Incognito Visitor Studies</td>
<td>Split Mountain 1-2</td>
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<tr>
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<td></td>
<td>Let’s Be Partners</td>
<td>Flaming Gorge C</td>
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<tr>
<td>11:30 am – 12:30 pm</td>
<td>Meal</td>
<td>Concluding Lunch</td>
<td>Flaming Gorge D-G</td>
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</table>

*This schedule is subject to change.*
Information Desk
The Information Desk (check-in, lost & found, information) will be open during the following times:

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<thead>
<tr>
<th>Date</th>
<th>Times</th>
</tr>
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<tbody>
<tr>
<td>Tue, Oct 10, 2017</td>
<td>2:00 pm - 4:00 pm</td>
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<tr>
<td>Wed, Oct 11, 2017</td>
<td>10:00 am - 1:00 pm</td>
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<tr>
<td></td>
<td>2:30 pm - 5:30 pm</td>
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<tr>
<td>Thu, Oct 12, 2017</td>
<td>10:15 am - 11:45 am</td>
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<tr>
<td></td>
<td>1:15 pm - 5:15 pm</td>
</tr>
<tr>
<td>Fri, Oct 13, 2017</td>
<td>8:00 am - 11:30 am</td>
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Workshop & Field Trips
Workshops and Field Trips do not have a fee but because there are limited spots available and materials pre-registration is required.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed, Oct 11, 2017</td>
<td>Opening Reception</td>
<td>$25</td>
</tr>
<tr>
<td>Thu, Oct 12, 2017</td>
<td>UMA Business Lunch</td>
<td>$40</td>
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<tr>
<td></td>
<td>Awards Dinner</td>
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<tr>
<td>Fri, Oct 13, 2017</td>
<td>Concluding Lunch</td>
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</table>

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.

<table>
<thead>
<tr>
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<tr>
<td>Wed, Oct 11, 2017</td>
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<td>$25</td>
</tr>
<tr>
<td>Thu, Oct 12, 2017</td>
<td>Awards Dinner</td>
<td>$40</td>
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</tbody>
</table>

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 Desk. 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.

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.

Networking
One of the most important aspects of the conference is the chance to meet your colleagues from around the state. These are your people! Get to know them by sharing a meal, chatting during a break, or carpooling to a field trip. These relationships will be invaluable in the coming months as you return to your museum and tackle new opportunities and challenges.

Conference Facilities
Unless otherwise noted all sessions and events will take place at the Uintah Conference Center.

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uintah Conference Center</td>
<td>313 E 200 S Vernal, UT 84078</td>
<td></td>
</tr>
</tbody>
</table>

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

Conference Hotels
SpringHill & TownePlace Suites Marriott
1219 West Highway 40
Vernal, UT 84078

A block of rooms have been reserved at the rate of $91 + tax per night. Rate is valid through 9/12/17 based on availability. Reserve your room online or call 435.789.8050 using code UMA.

Program Tracks
To help plan your conference experience the sessions are divided into three tracks which focus on specific areas. This year we are offering three sessions (one in each track) based on the American Alliance of Museums’ Core Document workshops. Look for the symbol to identify them in the program.

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

2017 Board Members

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

Kaia Landon, VP Fundraising & Advocacy
Director, Box Elder Museum of Art, History, and Nature

Carrie Snow, VP Professional Development
Manager, Collections, Church History Museum

Carl Aldrich, Secretary
Ranger, Territorial Statehouse State Park

Katy Knight, Treasurer
Education Administrator, Monte L. Bean Life Science Museum

Ruth White, Executive Assistant

Members at Large
Stephen Ashton
Director of Audience Research & Development, Thanksgiving Point

Jane Beckwith
President, Topaz Museum Foundation

Tim Glenn
Executive Director, John Wesley Powell River History Museum

Sonja Lunde
Deputy Director of Planning & Program, Utah Museum of Fine Arts

Jennifer Ortiz
Manager of Museum Services, Utah Division of Arts and Museums

Sara Roach
Curator, Wheeler Historic Farm

Paul Stavast
Director, BYU Museum of Peoples and Cultures

Chrissy Upton
Membership Manager, Red Butte Garden

Jessica Weiss Proctor
Head of Education, Springville Museum of Art

Maegan Wilberg
Director, Museum of the San Rafael

Back row: Stephen Ashton, Katy Knight, Chrissy Upton, Jessica Weiss, Maegan Wilberg, Lorie Millward, Sara Roach, Paul Stavast
Front row: Tim Glenn, Jennifer Ortiz, Carrie Snow, Kaia Landon, Sonja Lunde

Not pictured: Carl Aldrich, Jane Beckwith
Explore Vernal

One of the reasons we hold the conference in different places each year is to encourage attendees to explore different areas of the state. Don’t miss the opportunity to learn more about Vernal while in town for the conference. Visit all three amazing museums (free admission with your conference badge), enjoy local restaurants and breweries, and stretch your legs while hiking some of the beautiful mountain trails.

Uintah County Heritage Museum
155 E Main St
Vernal, UT
435.789.7399
9 am – 6 pm
Free admission with conference badge

Uintah County Daughters of Utah Pioneer Museum
186 S 500 W
Vernal, UT
435.790.6755
10 am – 4 pm
Free admission with conference badge

Utah Field House of Natural History State Park Museum
496 E Main St
Vernal, UT
435.789.3799
9 am – 5 pm
Free admission with conference badge
In July 2016 my best friend and I took a trip to Boston. One of the stops on the trip was Fenway Park, for it was to be my besties first live Major League Baseball game ever!!! I felt that I had fulfilled all my friendship related duties by taking her to the best ball park on the planet (don’t even think of arguing with me on this one) for the occasion and Red Sox were doing well that season. I have a photo of her, ticket in hand coming through the gate. Imagine my and her heartbreak with a final score of Boston 2, Los Angeles Angels of Anaheim 21.

It has occurred to me that some of you may have a similar experience going to a conference. You see the program, get all hyped for the sessions and speakers. A good percentage of you cajole bosses and budgets to find money for registration and hotel accommodations. You get to the conference notebook in hand only to be disappointed. Maybe the sessions weren’t as advertised, maybe the speakers had good messages, but their delivery was poor. Maybe the workshops and field trips weren’t meaty enough for you. Fear not, I have a solution!

The solution is simple … submit a session proposal. Little known fact, conferences are not put on by magical pixies, members of organizations beat the bushes to fill the hours and minutes full of knowledge for their attendees. UMA is no different. We use regular old members to make the conference what it is, and we always welcome help.

Out best sessions come from the members themselves and their experiences. You have learned through trial and error the best way to start programs and make changes to your institutions. We crave that knowledge and want to be a part of your successes while avoiding missteps in our work. We know you have spent time with colleagues hashing out solutions to the mysteries of museum management and practice, so grab a few friends and make a panel.

Successful sessions address the conference theme with a well-articulated purpose. They also have panelists from a variety of institutions, who can engagingly share their experiences. Panelists can also be from outside the museum field such as individuals you have partnered with or groups that have benefited from your programming. So watch for the call for proposals and give it a try.

Best,

Carrie Snow
Church History Museum
UMA VP Professional Development 2017-2018
You made it! We’re so glad that you did. As co-chairs of the conference host committee we are delighted to welcome you to Vernal. This year’s conference is your chance see what small town living in the Uintah Basin is all about. We encourage you to take a stroll downtown and discover little known restaurants, breweries, gift shops, and museums. Or explore nearby hiking and mountain biking trails, and dip your feet into the cool waters of the Green River. Whatever your interests, we’re confident that you’ll find activities to make your time in Vernal more meaningful.

The members of the host committee have created a variety of field trips that highlight the diverse experiences that Vernal has to offer. We’re especially looking forward to a trip to Dinosaur National Monument (they don’t call this town Dinosaurland for nothing), and to our unique opening reception at Vernal’s historic theater in which the town’s local theatre troupe will perform an exclusive variety show for conference attendees.

We would like to thank the host committee for all their hard work preparing for the conference, and all of you for being committed supporters and advocates of the Utah museum community. Here’s to a great conference!

Cheers,

Tim Glenn
John Wesley Powell River History Museum
2017 Host Committee Co-Chair

Lana Fullbright
Uintah County Heritage Museum
2017 Host Committee Co-Chair

Host Committee Members
Lee Christensen, Dinosaur National Monument
Lesha Coltharp, Uintah County Tourism
LeeAnn Denzer, Uintah County Heritage Museum

Welcome to the 2017 Utah Museums Association Conference! We look forward to exploring our theme of “Community Impact” together over the next several days. This year’s theme builds on the work of our two previous conferences focused on “Embracing Change” and “Making Connections by Thinking Local,” by focusing on measuring the impact of changes and connections you may have in your institutions and communities. There are various kinds of impact, and each is a testament to the relevance and necessity of museums within Utah’s cultural landscape. Amid the diversions and distractions of modern society and technology, Utah’s museums are committed to connecting individuals with deeper moments of learning, appreciation, and clarity. To continue this work we need support, resources, and focus. It is imperative that we not only understand the impact of our organization but how that impact can become a powerful advocacy tool in furthering a museum’s mission and goals.

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 speakers, sessions, and posters that explore innovative thinking and best practices throughout the museum field.

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, we invite you to consider your unique museum and what applications you can find throughout the sessions. We are confident you will find much to inspire and motivate you, and we are excited to see how each institution is making an impact throughout Utah!

Sincerely,

Jessica Weiss Proctor
Springville Museum of Art
2017 Program Committee Co-Chair

Carrie Snow
Church History Museum
2017 Program Committee Co-Chair

Program Committee Members
Stephen Ashton, Thanksgiving Point
John Foster, Museum of Moab
Kari Nelson, BYU Museum of Peoples and Cultures
Glenna Nielsen-Grimm, Natural History Museum of Utah

Amy Oliver, Clark Planetarium
Rachel Olsen, Thanksgiving Point
Ryan Paul, Frontier Homestead State Park
Paul Stavast, BYU Museum of Peoples and Cultures
Jami Van Huss, Hyrum City Museum
Join us for the third annual UMA Museum Leadership Dinner. This event is open to all in leadership positions at Utah museums. Network with colleagues from around the state and meet this year’s conference speakers Colleen Dilenschneider, Eliot Wilcox, and Antonio Sacre. After dinner explore the hands-on exhibits and enjoy a behind-the-scenes tour of the paleo lab and storage area with park staff.

Pre-registration required. Fee $45
Held in conjunction with the UMA Annual Conference.

October 10, 2017 | 7:00 pm - 8:30 pm
Utah Field House of Natural History State Park Museum
496 E Main St | Vernal, UT
Wed, Oct 11

Field Trips
8:00 am – 11:00 am

Field trips are a wonderful way to see the local area while networking with colleagues. The Vernal host committee has put together three unique experiences for conference attendees. There is no additional charge for field trips, but pre-registration is required.

All field trips will leave from the lobby of the Springhill Suites Marriott hotel [1219 West Highway 40] at 8:00 am. Participants will need to provide their own transportation and carpooling is encouraged.

Signs of Life at Dinosaur National Monument
Pre-registration required | Limited to 30 participants | Free

Visit the world famous Dinosaur National Monument. You’ll have the chance to see more than 1,500 fossils on an open cliff face underneath the newly refinished exhibit hall. Exhibits explore life for these ancient beasts 149 million years ago, and you can even touch a fossil. Here is your chance to break the rules and touch the artifacts! Discover the evidence of first peoples who inhabited the monument area by stopping at the petroglyphs. End the tour at the Josie Bassett Morris Homestead cabin. A legend in this county, Josie was known as a gutsy, strong-willed, and independent woman. As someone who could ride, rope, and shoot as well as any cowboy she also gained notoriety because of her friendship with the Wild Bunch Outlaws.

Be sure to bring water and dress for the weather. First time conference attendees should consider that they will likely not be back in time for Conference 101.
Sponsored in part by the Dinosaur National Monument.

Sacred Images
Pre-registration required | Limited to 30 participants | Free

Just a few miles outside of town on the McConkie Ranch, Dry Fork Canyon is home to ancient rock art that dates back to 1-1200 AD. Want to know the difference between petroglyphs and pictographs? Join us on a short hike (1 mile roundtrip) to see these well known Fremont panels. The ancient art pecked into the cliff face offers an excellent glimpse into the culture of the Fremont people. The panels sit on private land and are made available to those who will treat the art and the trails with respect. Besides petroglyphs, you may also visit the Jean McConkie McKenzie house to see many Native American artifacts, a replica of an old-time saloon, an antique-filled house, and a general store. There is also a pithouse.

Be sure to bring water and dress for the weather.
Sponsored in part by the McConkie Ranch.

Step Into History: A Three Museum Tour
Pre-registration required | Limited to 30 participants | Free

Discover the extraordinary benefits of partnering with museum professionals to chart a course toward better museum practices in a small museum at the Uintah County Heritage Museum. There will be photographs throughout the museum showing the changes which have been made as staff have implemented what they have been learned.

Within an 80-mile radius of Vernal, evidence of the entire Earth’s history is visible. Explore the Utah Field House State Park Museum and learn about this geologic story with hands-on exhibits, activities, and a behind-the-scenes tour of the paleo lab and storage area with park staff.

Visit the historic Rock Tithing Office, built in 1887, now the front part of the Uintah County Daughters of Utah Pioneers Museum. Meander through the exhibits which serve to preserve an enduring legacy of pioneer life in Uintah County.

Sponsored in part by the Uintah County Heritage Museum, Utah Field House State Park, and Uintah County Daughters of Utah Pioneers Museum.
Wed, Oct 11

**Conference 101**  
11:15 am – 12:00 pm  
Flaming Gorge C

Whether this is your first time at the conference or you want a refresher on how to get the most out of your conference experience join us for this orientation session to meet your colleagues and devise your plan of attack for this year’s sessions and events.

Carrie Snow, Manager Collections Care, Church History Museum
Jessica Weiss Proctor, Head of Education, Springville Museum of Art

**Break**  
12:00 pm – 1:00 pm  
This is a great chance to grab a group of colleagues and network over lunch at a local restaurant.

**Welcome Remarks**  
1:00 pm – 1:15 pm  
Opening Session  
1:15 pm – 2:15 pm  

**Once Upon a Time: The Untapped Power of Story**  
Paradise

Join professional storyteller and author Antonio Sacre and Timpanogos Storytelling Institute Executive Director Eliot Wilcox as they explore how stories impact everything we do—from our personal memories to crafting docent tours. Find out how our brains respond to story and explore what that means for you in everything from curatorial work to grant writing. Don’t worry, a session on storytelling wouldn’t be complete without some amazing stories, so come ready to enjoy some powerful tales and learn more about this amazing tool.

Antonio Sacre is an internationally touring bilingual storyteller, author, and solo performance artist, based in Los Angeles. He earned a BA in English from Boston College and an MA in Theater Arts from Northwestern University. He has performed at the National Book Festival at the Library of Congress, the Kennedy Center, the National Storytelling Festival, and museums, schools, libraries, and festivals internationally. Called “a charismatic, empathetic presence” by Chicago Tribune, his stories have appeared in numerous magazines, journals, and on National Public Radio.

Eliot Wilcox is the Executive Director of Timpanogos Storytelling Institute. In his role, he coordinates the efforts of hundreds of volunteers to produce the Timpanogos Storytelling Festival and other year-round Timpanogos Storytelling programs. The Festival is one of the largest storytelling festivals in the world and draws tens of thousands of attendees from throughout the United States. Eliot has a MA in English from Brigham Young University.

**The Best Exhibit I Ever Saw**  
Split Mountain 3-4

What do you see when you enter an exhibit? Do you notice the lighting, or the lack thereof? Maybe the improper mounting or the text heavy interpretive panels get you to shake your head. The truth is, we as museum professionals see exhibits with different eyes. However, there are times when an exhibit impacts us in such a way that our professional tunnel vision disappears, and we experience a sense of childlike wonder as if we are visiting a museum for the first time. With that in mind, what is the best exhibit you ever saw? This session is a moderated panel, with audience participation, that explores how exhibits have the potential to change lives, inspire work, and positively impact our communities.

Ryan Paul, Museum Curator, Frontier Homestead State Park
Carrie Snow, Manager of Collection Care, Church History Museum
Jessica Weiss Proctor, Head of Education, Springville Museum of Art
Lorie Millward, VP of Design and Programming, Thanksgiving Point
Sonja Lunde, Deputy Director of Planning & Program, Utah Museum of Fine Arts

**Planting Seeds & Harvesting Interest in Your Museum**  
Split Mountain 1-2

This session will discuss how our community rallied around us to resurrect our once dying museum. We will share what we learned through the process of inviting our community members to be active participants in the museum and how we transformed our attitudes and had our two best years ever!

LeeAnn Denzer, Education and Exhibit Curator, Uintah County Heritage Museum
Cindy Glad, Former Volunteer, Uintah County Heritage Museum
Ellen Klever, Regional History Librarian, Uintah County Regional History Center
Lesha Coltharp, Travel & Tourism Specialist, Uintah County Tourism

**Mission & Vision: A Way to Move Forward**  
Flaming Gorge C

Join session speakers to hear how developing the Uintah County Heritage Museum’s mission and vision helped shape the work the museum has done with programming, exhibitions, and future planning. Takeaways include a better understanding of what a museum mission and vision are and how they impact all facets of your museum’s work. This session is based on the American Alliance of Museum’s Core Document workshops.

Megan van Frank, History & Museums Program Officer, Utah Humanities
Sam Passey, Director of Library and Museum Services, Uintah County Heritage Museum
Pam Miller, Museum Consultant

**Take a few minutes to place your bids on silent auction items. All proceeds from the Silent Auction support programs that help build the capacity for Utah museums across our state.**
Using Machine Learning and Image Recognition Technologies in Museums

Image recognition technology paired with machine learning algorithms could be applied to all aspects of museum work. This poster presents the outcomes of a case study which uses such technologies to accurately classify objects based on photographs. This poster also outlines other potential applications of these technologies in museums.

Stephanie Abo Lambert, Collections Manager, BYU Museum of Peoples & Cultures

Visual Communication in Design

Visual representations such as sketches, storyboards, prototypes, and bodystorming are used in many design fields to explore ideas and elicit feedback. This poster presents a study of museum exhibit designers that examines how visuals are used in exhibit design to facilitate discussions that contribute to group creativity.

Jacquelyn Johnson, Museum Exhibits Manager, BYU Museum of Peoples & Cultures

3D Printing: Novelty or Useful Tool

The past several years have seen 3D printing hyped as a game changer for museums. This poster will explore the realities of using a 3D printer in a museum context for collection and outreach purposes. What the limitations are, what our successes have been, and what it takes to get started.

Paul Stavast, Director, BYU Museum of Peoples & Cultures

The Use of Virtual Reality in Museums

This poster will be an overview of the current uses of virtual reality in museums. This overview will include the use of headset devices as well as CAVEs. Also discussed are some of the benefits to museums and the public as well as some of the difficulties encountered.

Elizabeth Whisenhunt, Registrar, BYU Museum of Peoples & Cultures

Sharing Strategies: A Collaborative Effort to Overcoming Multimedia Barriers

Interviewing museums throughout the state, this project identifies the major barriers to implementing multimedia in exhibits. Potential solutions include a collaborative resource for sharing useful equipment, software, and strategies, as well as potential multimedia packages that could be applied to a variety of museums.

Matt Armstrong, Exhibit Design Assistant, Thanksgiving Point

Social Value in Museums: A Priority?

Notices of Funding Opportunities from IMLS (2000-2017) were analyzed as predictors for and reflections of what kind of work the museum field values. Museums’ role serving communities became more explicit as program categories were linked to their impact on communities, while operations and technology declined.

Hayley Crew, Graduate, Museology, University of Washington

Teaching Trunks: A Tool for Education

Learn about putting together a dynamic traveling trunk to assist teachers in educating students on subjects found at your museum. Using resources from their museum, the Box Elder Natural History Museum created two trunks on “Fossils and Dinosaurs” and “The Rock Cycle”.

Jennifer Hill, Curatorial and Development Assistant, Box Elder Museum of Art, History, & Nature

The Other Side of the Mountains

The Uinta Mountains lay East and West along the Utah-Wyoming border. The counties in Southwest Wyoming have shared an impact on the local communities in the counties in Northeast Utah. Utilizing the information from the DUP markers and satellite museums in the area, the poster will show the historic impact of the Carter Military Trail, Fort Thornburgh, Fort Duchesne, the Buffalo soldier, and the Old Ashley postoffice, plus the modern impact of Flaming Gorge and the Mirror Lake highway.

Kay Ann Saxton, Satellite Museum Director, International Society of Daughters of Utah Pioneers

“It belongs in a museum!”: The Characterization of Museums in Film

This poster presents findings of how museums were portrayed in the top grossing family-friendly films from 2010-2016. The public frequently sees museums portrayed on screen and what they see influences their perception of museums (consider the power of advertising). What impacts do the findings have on our museums and communities?

Jessica Simpson, Graduate Student, Brigham Young University

Utah Division of Arts & Museums Strategic Planning Process

Hear about the Utah Division of Arts and Museums current work on a full agency strategic plan by engaging multiple stakeholders and community members. Please stop by and provide your input on our process!

Racquel Cornali, Grants Coordinator, Utah Division of Arts & Museums
Concurrent Sessions  4:15 pm – 5:15 pm

Help, my furs and feathers are infested! How to care for your organic collections
Split Mountain 3-4

Most museums have objects that consist entirely or partially of organic material derived from plants and/or animals. These include such things as taxidermy mounts, dried or tanned skins, dried plants, or cultural artifacts that include organic material. Such objects are challenging to manage because they are prone to deterioration, fading, and pests. This session focuses on the basic preservation needs and preventive care of organic collections as well as conservation approaches for damaged materials.

Shannen Robson, Vertebrate Zoology Collections Manager, Natural History Museum of Utah
Glenna Nielsen-Grimm, Anthropology Collections Manager, Natural History Museum of Utah
Lana Fullbright, Curator of Collections, Uintah County Heritage Museum

Measuring Your Impact
Split Mountain 1-2

With competition for funding continuing to rise, it is increasingly important for museums and other nonprofit organizations to demonstrate their impact. This session will feature three organizations that have, in one form or another, measured their impact. Learn how they measured their impact and how you might measure yours. We will discuss why it’s important to measure impact, how to measure impact, and how to work together with other organizations to measure collective impact.

Stephen Ashton, Director of Audience Research and Development, Thanksgiving Point
Pamela Gee, Opera By Children Director, Utah Festival Opera and Musical Theatre
David Wicai, Public Information & Data Specialist, Utah Division of Arts and Museums

Increasing Community Impact Through Grants and Fundraising Strategies
Flaming Gorge C

This session will explore the various ways that grants and fundraising generally can increase community impact of an organization. Topics covered will include general grant writing and fundraising strategies, ways to communicate your organization’s impact on the community and how to leverage your organizations impact to generate more revenue. We will also explore ways to evaluate your individual program’s impact within an organization to better communicate overall community impact.

Katy Shoemaker, Grant Manager, Thanksgiving Point
Melanie Steiner Sherwood, Grants and Development Officer, Utah Museum of Fine Arts
Kaia Landon, Executive Director, Box Elder Museum of Art, History, and Nature

Opening Reception
Vernal Theatre

A reception and a show! Join colleagues and friends as the cast of the Vernal Theatre Live opens the conference with a live variety show. Refreshments will be served in the lobby prior to the performance. The historic Vernal Theatre has been a staple of the Uintah Basin for more than half a century. Built as a motion picture theater in 1947, it has seen lively booms and hard-hitting busts sweep down main street throughout the years. But it continues to thrive in various forms. Most recently, Vernal Theatre Live purchased the theater and converted it into a live performance space with the hopes of revitalizing downtown Vernal through art.

This event is sponsored in part by Vernal Theatre Live.

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: $25

Small Group Dinner Meetups
Immediately following reception

After the reception, gather your colleagues and stroll along main street to enjoy art galleries, gift shops or dinner at one of the local restaurants. Do not miss stopping by the bank that is responsible for postage being charged by the pound and not the piece.
Thu, Oct 12

Keynote  
9:00 am – 10:15 am

**Hubs for Human Connection: Data on the Social Role of Museums in a Digital Era**  
Paradise

Colleen Dilenschneider, Chief Market Engagement Officer, IMPACTS

The data is in! At their most impactful, museums facilitate human connection - not simply between visitors and art or artifacts, but between individuals, loved ones, and their communities. During this keynote, Colleen Dilenschneider, Chief Market Engagement Officer at IMPACTS Research and author of the popular website, *Know Your Own Bone*, will share big data on the impact of human connection in increasing overall satisfaction, overcoming visitation barriers, securing donor support, and carrying out a museum's mission. Connectivity - both off site and on site - is king today. Here's the data on how they work together to help museums create impact in a digital world. Hint: It's not about technology. It's (still) all about people.

As the Chief Market Engagement Officer at IMPACTS Research, Colleen utilizes data to help cultural organizations maintain their relevance and secure their long-term financial futures by spotting market trends and building affinity with onsite and virtual audiences. Colleen is the author and publisher of the popular website, *Know Your Own Bone*, a resource for cultural executives that has been prominently featured in many national association publications, and is required reading for numerous graduate programs and professional conferences. Colleen oversees multiple audience engagement initiatives on behalf of clients in the non-profit and cultural sectors, and currently serves on the board of directors of the National Aquarium. She is a graduate of the University of Chicago and received her Masters in Public Administration from the University of Southern California. Ever the curious nerd, she has also completed professional programs at The London School of Economics and Harvard University where she has also been featured as a guest lecturer.

Break  
10:15 am – 10:30 am

Flaming Gorge A-B

Enjoy light refreshments while networking with your peers and bidding on fabulous silent auction items.

Concurrent Sessions  
10:30 am – 11:30 am

**Care and Exhibition of Paper-based Materials**  
Split Mountain 3-4

This session will introduce attendees to the basic theories and best practices involved in the care and display of paper-based materials. It will cover handling techniques, common condition issues, when to call in the experts, and appropriate materials and tools for long term-storage and preservation. Additionally, we will discuss considerations for appropriate and safe exhibition of these items, as well as best practices when considering patron and visitor access. Come with your questions to ask our panel of experienced professionals.

Emily Johnson, Registrar, Utah Division of Arts and Museums  
Christina Thomas, Rare Books and Manuscripts Conservator, Harold B. Lee Library, BYU  
Paula Mitchell, Special Collections Librarian, Gerald R. Sherratt Library, SUU  
Sam Passey, Director of Library and Museum Services, Uintah County Heritage Museum

**Start Where You Are: Take the First Steps Toward More Diverse and Inclusive Museum Initiatives**  
Split Mountain 1-2

Conversations and activities focused on diversity and inclusion are often richly layered and complex. The careful work required to facilitate critical dialogues and implement strategies to increase diversity can be challenging, resulting in many museum practitioners feeling overwhelmed and unsure of where to begin – a fact which addresses the intent of this session: to encourage you to “start where you are” and take those first steps! This session is open to all and aims to start a conversation. Attendees will hear personal insights from panelists on topics pertaining to a wide range of issues related to diversity and inclusion across the museum field. Participants will be encouraged to ask questions and engage in conversation in a respectful and open setting. Together, we’ll discuss diversity and inclusivity as they relate to the full scope of museum work, including (but not limited to) staffing and leadership, accessibility of exhibitions and programming, mission and institutional planning, and/or scalable strategies for museums of any discipline, size, geography, and budget.

Jorge Rojas, Director of Education and Engagement, Utah Museum of Fine Arts  
Elly Baldwin, Curator of Public Engagement, Utah Museum of Contemporary Art  
Fanny Guadalupe Blauer, Accounting Specialist and Diversity Committee Member, Natural History Museum of Utah

"I'm just not the creative type..."  
Flaming Gorge C

Come learn how to build your creative confidence and be inspired to approach your museum work in more creative ways! This session will discuss how creativity can enhance design, management, and public outreach. Creativity enlivens museums and makes the museum experience more exciting and inspirational, both for those who visit and those who are employed there.

Jacquelyn Johnson, Museum Exhibits Manager, BYU Museum of Peoples and Cultures  
Blake Wgdahl, VP, Design & Business Development, Western Architectural Services  
LeeAnn Denzer, Assistant Curator, Uintah County Heritage Museum
Take a few minutes to place your bids on silent auction items. All proceeds from the Silent Auction support programs that help build the capacity for Utah museums across our state.

### Concurrent Sessions 1:15 pm – 2:15 pm

#### Museum Catalogs and Databases: Their Strengths and Their Weaknesses
**Split Mountain 3-4**

The panelists will discuss several different software packages; how they can help your museum; how they can hurt your museum, how to maximize what you have, and whether you should investigate something new.

Harry Cross, Registrar, Church History Museum  
Julie MacDonald, Registrar, Church History Museum  
Ryan Paul, Museum Curator, Frontier Homestead State Park

#### Access, Equity, and Inclusion
**Split Mountain 1-2**

The Natural History Museum of Utah, Utah Museum of Fine Arts, and Red Butte Garden are committed to access, equity, and inclusion. Museum educators will share how these values shape their work and community engagement initiatives, and critically reflect on their practice and roles.

Tracey Collins, School Programs Manager, Natural History Museum of Utah  
Annie Burbidge Ream, Curator of Education, Utah Museum of Fine Arts  
Sara Sorensen, Program Director, Red Butte Garden

#### Strategic Planning: It’s For All of Us!
**Flaming Gorge C**

Join session speakers in a facilitated dialogue on creating an institutional strategic plan for your museums. Takeaways include the process for facilitating strategic plans and a better understanding of how your museum is will benefit from creating this document. This session is based on the American Alliance of Museum’s Core Document workshops.

Carrie Snow, Manager of Collection Care, Church History Museum  
Jami Van Huss, Director, Hyrum City Museum  
Sonja Lunde, Deputy Director of Planning and Program, Utah Museum of Fine Arts

### Break 11:30 am – 11:45 am
**Flaming Gorge A-B**

Enjoy networking with your peers and bidding on fabulous silent auction items before heading into lunch.

### Break 2:15 pm – 2:30 pm
**Flaming Gorge A-B**

Enjoy light refreshments while networking with your peers and bidding on fabulous silent auction items.

Join us for a delicious meal while networking with your colleagues from throughout Utah. During lunch, the annual Business Meeting for the Utah Museums Association will be conducted.

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

Take advantage of more in-depth look at a topic by attending one of four workshops this afternoon. There is no additional fee, but we do ask you register for the workshop you wish to attend to help the presenters plan materials.

**Design Thinking**
Flaming Gorge C

*Pre-registration required | Limited to 30 participants | Free*

Building off last year’s session on the topic of Brainstorming, this expanded workshop will take you through the stages of human-centered design. Participants will walk away with a broad understanding of the design thinking process and how to create meaningful experiences for your guests. Plan on bringing with you a specific project to think about as we explore the steps you take in designing experiences. It doesn’t matter what size of project/program or organization you are; you will leave with real-world tools you can use in creating your next museum experience.

Blake Wigdahl, VP, Design & Business Development, Western Architectural Services
Stephen Ashton, Director of Audience Research and Evaluation, Thanksgiving Point
Lorie Millward, VP of Design and Programming, Thanksgiving Point

**Historical Research 101**
Split Mountain 3

*Pre-registration required | Limited to 30 participants | Free*

This workshop is for museum workers and volunteers who are not trained historians but present historical stories. Participants will discuss what is and is not real historical research, how to identify and find sources, and the importance of researching the artifacts and people featured in our history museums. Hands on activities will include evaluating primary and secondary sources, determining the accuracy of a source, and even some self-reflection on the accuracy of sources they are leaving behind.

Carl J. Aldrich, Ranger, Territorial Statehouse State Park
Jami Van Huss, Executive Director, Hyrum City Museum

**Embracing Resistance to Make an Impact**
Split Mountain 1-2

*Pre-registration required | Limited to 30 participants | Free*

Resistance is everywhere in the workplace. Whether it’s a new program, policy, or even selecting new software, people resist. This participatory session examines why resistance happens, what forms it takes, and why it’s an essential part of any organization’s culture. Attendees will see how, when identified and handled appropriately, resistance can be a positive catalyst for change and help your organization make a more meaningful impact.

Laurel Cannon Alder, Grants Manager, Utah Division of Arts & Museums
Racquel Cornali, Grants Coordinator, Utah Division of Arts & Museums

**Make Media Help You Make an Impact**
Split Mountain 4

*Pre-registration required | Limited to 30 participants | Free*

Creating a lasting impact on the community requires communication; not just with the public, but the media, too. Sometimes getting the media’s attention and support can seem impossible. What it takes to get the support of the media is a well-crafted pitch and a clear understanding of the needs of each media source. Having these tools can help generate support and awareness, deepening the museum’s impact on the community.

Amy Oliver, PR & Content Manager, The Summit Group
Mindy Wilson, Marketing and Communications Director, Utah Museum of Fine Arts

Break & Final Bids on Silent Auction
Flaming Gorge A-B

Enjoy networking with your peers and making final bids on fabulous silent auction items. Silent Auction bidding will close at 5:00 pm. Those with winning bids can pick up items on Thursday from 8 pm – 9 pm or Friday from 8 am – 12 pm at the Information Desk.

Awards Dinner
Flaming Gorge D-G

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: $40
Fri, Oct 13

Concurrent Sessions  
9:00 am – 10:00 am

Collections Management Policy: Protect your Stuff!  
Split Mountain 3-4

Join session speakers in a facilitated dialogue on creating a collections management policy and why museums should consider pursuing this work. This session is based on the American Alliance of Museum’s Core Document workshops.

Jennifer Ortiz, Museum Services Manager, Utah Division of Arts & Museums
Tim Glenn, Director, John Wesley Powell River History Museum

Rethinking the Museum’s Role in the Community  
Split Mountain 1-2

The UMFA has launched a new initiative called ACME to investigate the public role of museums and create an environment of inclusion by focusing on the interplay of Art, Community, Museum, and Education (ACME). ACME is twofold, and consists of: Sessions – community conversations focused on a variety of topical issues, and Lab – a space for experimentation and exhibitions focused on community-engaged art. Panelists will share the challenges and triumphs of this work to date, opening up to dialogue with the audience to discuss best practices, stories of similar programs, and how this work can move forward.

Emily Izzo, ACME and Visitor Experience Coordinator, Utah Museum of Fine Arts
Jorge Rojas, Director of Education and Engagement, Utah Museum of Fine Arts

The Appeal is in the Appeal!  
Flaming Gorge C

Development appeals play a vital role in a healthy fundraising portfolio for institutions of all sizes. They serve to generate revenue, engage our constituents, and acquire members. This session will provide diverse examples, tips, and benchmarking tools to enhance the impact of your next appeal.

Chrys Upton, Membership Manager, Red Butte Garden
Ruth White, Associate Director of Development, Kimball Art Center

Break  
Flaming Gorge A-B

10:00 am – 10:15 am

Enjoy light refreshments while networking with your peers.

Concluding Lunch  
Flaming Gorge D-G

11:30 am – 12:30 pm

Now what? Join us for our final lunch and the opportunity to network while you reflect and prepare to take your newfound knowledge back to work!

Lunch is included in your conference registration, but event registration is required.
Witness a *met·a·mor·phō·sis*

\[ /ˌmedəˈmôrfəsəs/\]

*(in an insect or amphibian)*

A change of the form or nature of a thing or person into a completely different one, by natural or supernatural means.

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A brand-new transformative experience is coming soon to Thanksgiving Point: the Butterfly Biosphere. Visit ThanksgivingPoint.org for more information on the beginnings of this exciting new venue and learn how you can get involved.

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**Jayceen Craven Walker Consulting**

**Your partner in Utah Politics**

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Wed, Oct 11

Session Notes
Wed, Oct 11

Session Notes
Thu, Oct 12

Session Notes
Thu, Oct 12

Session Notes
Thu, Oct 12

Session Notes
Fri, Oct 13

Session Notes
Fri, Oct 13

Session Notes
Conference Follow Up

Top 3 Action Items
Conference Follow Up

People to follow up with

Find Out More...
2017 Award Recipients

BESSIE JONES VOLUNTEER AWARD
Ron Cefalo | Curator of Natural History, Box Elder Museum of Natural History

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

Ron has served eight years as the Volunteer Curator of Natural History for the Box Elder Museum of Natural History in Brigham City. During this time he has turned one small, poorly conceived donation with major restrictions into a gem of a museum with the best collection of trilobites in the world. He has successfully acquired rocks, minerals, and fossils from around the world for the collection, persuaded donors to part with valuable specimens, and secured money for solvency. Some of the riches of the earth on display at the museum are geodes from Brazil and India and fossils from Morocco, China, and Germany. One of the five galleries is devoted to the history of mining in Box Elder County. Visitors benefit from Ron’s first career as a science teacher. His tours, particularly for scout groups, are the talk of the town. He instantly connects with people of all ages because of his scientific knowledge and interactive teaching style, which gain and retain attention. His vision to provide accurate, engaging interpretation of each item in the collection creates a consistent stimulation at the museum. Ron was also instrumental in founding the Box Elder Museum Foundation, a nonprofit group to help support the museum.

PHIL NOTARIANNI AWARD
Blake Wigdahl | VP of Design & Business Development, Western Architectural Services

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.

Blake has had a major impact on the museum community in the state. Most recently during his 9-year tenure at Thanksgiving Point, he oversaw design, exhibits, education, audience research, grants, and the work of subject matter experts and volunteers. He was pivotal in the design, build, and overall success of the Museum of Natural Curiosity. He has nurtured and motivated both his own staff and others around the state. In his work with the Informal Science Education Enhancement (iSEE) group, Blake worked with legislators to raise funding for museums and promoted collaboration and an open dialogue rather than competition among participants. As a consultant for museums around the state he encouraged museums to prototype, play, and focus on guest engagement. From 2012-2013 he was selected to be a Noyce Leadership Institute fellow, a prestigious and competitive professional development opportunity for science center executives. After his fellowship, Blake served in a leadership role among Noyce Leadership alumni, continuing to promote the positive museum work occurring in the state of Utah. Currently, Blake is the Vice President of Design and Business Development at Western Architectural Services in Salt Lake City where he will continue working with museums, both in and outside of the state.

PUBLIC SERVICE AWARD
Penney Riches | City Council Member, Green River City

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.

Penney is the Green River City Council Member with oversight of the John Wesley Powell River History Museum and is the person responsible for leading the charge to revitalize the museum over the last five years. In 2012, shortly after being elected to office, she attended the UMA Conference determined to learn how to help the struggling museum. Inspired by what she learned, she returned ready to make changes. Penney argued the case to her city colleagues to hire a professional museum director and started to clear the path for organizational change. She worked closely with the new director to institute a strategic planning process and to expand and professionalize the museum advisory board. With a roadmap and broader support in hand, they worked to clarify governing documents and create policies and procedures. Recently they expanded the museum staff with two new permanent, professional positions. For a small town of 900 people, the museum is an extraordinary commitment, and she has been determined to make it a strong public asset for her community. Her diligence in improving the professionalism of the museum has created a more durable organizational foundation and increased the museum’s capacity to fulfill its ambitious mission. The museum now has a bright future, thanks to its staff, board, and core supporters. But none of that would have been possible without the vision, leadership, and concrete commitment of Penney Riches.
**RISING PROFESSIONAL AWARD**

**Jessica Simpson | Graduate Student, Brigham Young University**

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.

Jessica’s involvement with museums began while she was an undergraduate and has continued as she has worked with several museums over her time as a student. She has been involved with projects at the BYU Museum of Peoples & Cultures, the Chase Home Museum of Utah Folk Art, the Natural History Museum of Utah, the LDS Church History Department, and the de Young Fine Art Museum in San Francisco. Of particular note, she was the registrar for the BYU Museum of Peoples & Cultures during a building move in 2014-15. Her preparation of artifacts and attention to detail ensured that collection was moved effectively and efficiently. Jessica’s problem-solving abilities kept the project on track and resolved issues in a timely manner during this complex process. Her commitment goes beyond just loving working in museums. She deeply believes in the value museums provide to our communities and thus strives to improve the field through research, professional development presentations, and service to the field. Her service to the field is represented by her involvement with the Utah EMP group and her role as the Registrar’s Committee-Western Region Museum Studies Liaison. Jessica has grasped the importance of being involved in the museum community and continually improved herself while also building the field.

**AWARD FOR EXCELLENCE IN STATEWIDE COLLABORATION**

**Utah Humanities Museum on Main Street Program (MoMS)**

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.

Utah Humanities coordinated the year-long tour of “The Way We Worked” exhibition from the Smithsonian Institution’s Museum on Main Street program to six host museums throughout the state (Ogden Union Station Museums, Hyrum City Museum, Museum of the San Rafael, Territorial Statehouse State Park Museum, Silver Reef Museum, and Park City Museum). In the two years leading up to the exhibition launch – as well as during the tour year itself – this statewide project pushed this group of organizations to improve, learn, and engage with each other and their local communities. The undertaking has included supporting staff and volunteers at those museums in the months prior with workshop trainings, one-on-one consultations with a state scholar, as well as individualized assistance and financial support. These activities have been designed to help each organization meet its own organizational and community goals for the project. The Utah Museum of Fine Arts has provided education training for host sites, as well as docent training, direct community programming, and classroom outreach at each tour location. Each of the six host museums has created meaningful local companion exhibits and public programming to engage their communities in a conversation about work in Utah. They also utilized the opportunity to benefit their individual organizations in deeper ways than merely hosting a traveling exhibition. Each host site reached out to its local communities in new ways, sought out underrepresented voices and stories, and partnered with other local organizations to gain new audiences, and worked to strengthen themselves as vibrant community spaces. This huge project has required commitment and creativity from every organization involved, and all have worked hard to make “The Way We Worked” exhibition a truly statewide endeavor. Expected to reach upwards of 50,000 people, the project’s success is a testament to the strength of community, cooperation, and collaboration of the entire team. But even more than the public-facing outcomes, each institution is stronger for participating, for increasing its own capacity, and for building lasting relationships with statewide colleagues. This is a special project that truly exemplifies excellence in partnership and statewide collaboration.
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**  
Wed, Oct 11, 2017 | 12:00 pm – 5:30 pm  
Thu, Oct 12, 2017 | 8:00 am – 5:00 pm

**Silent Auction Check-out**  
Thu, Oct 12, 2017 | 8:00 pm – 9:00 pm  
Fri, Oct 13, 2017 | 8:00 am – 12:00 pm

Some of the fabulous items included this year:

- Red Butte Garden Membership
- 10 hours of graphic design work
- Photography Mini Session
- Thanksgiving Point Family Membership
- Custom Caricatures
- UMOCA Conceptual Membership Basket
- Red Butte Garden Education Class
- Red Rock Brewing Gift Basket
- BYU vs UMass football tickets
- Registrar tool kit
- Spa kit
- Jewelry
- Innovation and Leadership Book Package
- Art work
- Overnight Stay & Breakfast with Brigham Young

- Mixed Media art class
- Mason Jar Mixers
- Sugar House Distillery Gift Basket
- Pottery Vase
- Surviving the Swell care package
- Preparator Mug
- Otterbox Case Certificate
- Vernal Brewing Company Gift Card
- Weekend Stand-Up Paddleboard Rental for Two
- Gift Basket for Exhibition "Flight"
- Utah Tourism Basket
- Symphony/Opera 2017-2018 Vouchers
- Pioneer Theater Voucher
- Golf Course certificate
- 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.
Advocacy is a year round effort!

- Review Advocacy Resources on utahmuseums.org
- Use data to show why your museum is essential
- Get to know your elected officials
- Learn about local issues
- Mark your calendars for February 27, 2018 to join us for Museum Advocacy Day on Capital Hill to advocate for our state’s rich and varied museum community

utahmuseums.org/advocacyresources
Resources

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.

LOCAL
Utah Museums Association [utahmuseums.org]
Utah Department of Heritage of Arts [heritage.utah.gov]
Utah Division of Arts & Museums [heritage.utah.gov/utah-division-of-arts-museums]
Utah Division of State History [heritage.utah.gov/history]
Utah Division of Indian Affairs [heritage.utah.gov/utah-division-of-indian-affairs]
Utah Office of Multicultural Affairs [heritage.utah.gov/utah-multicultural-affairs]
Utah Commission on Service & Volunteerism [heritage.utah.gov/userveutah]
Salt Lake County Zoo, Arts, & Parks [slco.org/zap]
Utah Humanities [utahhumanities.org]
Utah Nonprofits Association [utahnonprofits.org]
Utah Cultural Alliance [utahculturalalliance.org]
Utah Emerging Museum Professionals [facebook.com/groups/utahemp]
RAP - Cultural Tax Grant [co.summit.ut.us/RAP---Cultural-Tax-Grant]
Small Utah Museums [facebook.com/groups/SmallUtahMuseums]
Utah Chapter, Association of Fundraising Professionals [afputah.org]
Utah Pioneer Heritage Arts [upharts.org]
Cache County Recreation, Arts, Parks & Zoos [cachecounty.org/rapz]
Grant Professionals Association - Utah Chapter [grantprofessionals.org/utahchapter]

REGIONAL/NATIONAL
American Alliance of Museums [aam-us.org]
Institute of Museum and Library Services [imls.gov]
American Association for State and Local History [aaslh.org]
Western Museum Association [westmuse.org]
Association of Science-Technology Centers [astc.org]
Association of Zoos & Aquariums [aza.org]
Registrars Committee Western Region [rcwr.org]
American Museum Membership Conference [americanmuseummembership.org]
National Art Education Association [arteducators.org]
American Horticultural Society [ahs.org]
Small Museum Association [smallmuseum.org]
Museum Trustee Association [mta-hq.org]
Museum Store Association [museumstoreassociation.org]
American Public Gardens Association [publicgardens.org]
American Horticultural Society [ahs.org]
Association of Fundraising Professionals [afpnet.org]