Annual Conference
October 27–29, 2021 • St. George

BEYOND THE BUILDING

#UtahMuseums
**Conference Facilities**

All sessions will be held in the Dixie Center [1835 Convention Center Dr. St. George, UT 84790]. Lunch and dinner on Thursday and lunch on Friday will be held in the Mojave room at the Hilton Garden Inn next to the Dixie Center.

**Information Desk**

If you have questions or need help regarding the conference please inquire at the UMA Information Desk. If you are attending virtually you can contact Ruth White at info@utahmuseums.org or 202.251.0549.

**Program Changes**

In the event of changes to the program, announcements will be made in a general session.

**Meals & Evening Events**

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

- **Wed, Oct 27, 2021** Opening Reception
- **Thu, Oct 28, 2021** Lunch and Dinner
- **Fri, Oct 29, 2021** Lunch

For Hilton Garden Inn or Holiday Inn guests a breakfast buffet will be available in the Hilton Garden Inn Cliffrose room on Wednesday-Friday from 7:30-8:30 am.

**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 27, 2021** Opening Reception $25
- **Thu, Oct 28, 2021** Dinner $40

**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.

**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! These relationships will be invaluable in the coming months as you return to your museum and tackle new opportunities and challenges. We encourage everyone to utilize social media - connect with each other on LinkedIn, follow UMA on Facebook and Instagram, and join UMA’s Facebook group.

For those attending in-person: Get to know each other by sharing a meal, chatting during a break, or carpooling to a field trip.

For those attending virtually: Use the chat to converse with each other during the sessions. We will also have team members in each session to bridge communication between virtual and in-person attendees.

**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 given to the hotel front desk.

**Museum Sharing Table**

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.

**In-Person Attendance**

We strongly encourage in-person attendees to be fully vaccinated before attending UMA events. The CDC notes that being vaccinated greatly reduces your likelihood of contracting or transmitting the COVID-19 virus. Vaccination maintains your own health and safety, and reduces transmission rates within spaces and at events.

Regardless of vaccination status, **face masks worn properly over mouth and nose will be required during all indoor conference activities**. Masks may be temporarily removed for eating and drinking in designated areas. Presenters may remove masks while presenting if physically distanced from fellow presenters and attendees. If you forget or misplace your mask there will be masks available at the information desk.

If experiencing any symptoms of COVID-19 (a fever of 100.4°F or higher, cough, shortness of breath, sore throat, muscle aches and pains, feel sick) attendees must attend the conference virtually.

Any attendee who has had a COVID-19 exposure within the last 14 days must test negative for COVID-19 prior to attending UMA events. For information on vaccination and testing, please visit: http://coronavirus.utah.gov/.

As an extra level of protection, attendees will choose color-coded buttons for their name badges to show the level of social interaction with which they are comfortable. Buttons are available at the information desk.

- **Green** — I am okay with pre-COVID behaviors such as hugs and handshakes.
- **Yellow** — I desire some caution and respect social distancing guidelines with elbow/fist bumps only.
- **Red** — I desire extreme social distancing and the highest precautions. I may be at high risk or caring for someone at high risk.

Please respect the boundaries set by your fellow attendees.
Virtual Attendance

Portions of this year’s conference will also be offered virtually through the Zoom platform. Virtual links will be emailed to conference attendees by Wednesday, October 27. If you have not used Zoom before and would like to practice, please contact Ruth White at info@utahmuseums.org prior to October 1, 2021 to set up a practice session.

Here are some guidelines for attending virtually:

- Be present. Think of the virtual platform as a face-to-face meeting and conduct yourself as you would if you were all present in the same room.
- Join early – up to 5 minutes before the meeting start time so you can get settled prior to the start of the meeting.
- If this is your first time using Zoom, prior to the conference download Zoom and familiarize yourself with features such as mute/unmute, stop/start video, screenshare, etc.
- Update your Zoom name to include your name, organization, and pronouns. Think of this as your conference name badge. This information will help networking efforts.
- Have your video on unless you are experiencing connection issues. Being able to see each will help networking efforts.
- Find a quiet space without interruptions / background noise.
- Mute your microphone when you are not speaking.
- Have good lighting on your face so you can be seen clearly and avoid backlight from bright windows.
- Adjust your camera to be at around eye level if possible – especially take note of the angle of your laptop screen if using the built-in camera.
- When possible use a wired internet connection. If using wifi at home try to ensure others in the home are not streaming video as that will slow down your connection.
- If you wouldn’t say it out loud/in person, don’t put it in the Zoom chat. Respectful discourse only please.

Key Information continued
## Contents

- Welcome Letters .................................................. 1
- At-a-Glance Schedule ............................................. 2
- Schedule Details ..................................................... 4
- Award Recipients .................................................. 18
- UMA Mission & Board ............................................. 20
- Get Involved .......................................................... 21
- Functions of UMA and UA&M ................................. 22
- Museum Advocacy ................................................. 23
- Silent Auction ........................................................ 24
- Local Info & Offers ............................................... 25
- Notes Pages ......................................................... 26
Welcome!

Welcome to the 2021 Utah Museums Association Conference: Beyond the Building! The Program and Host Teams and I are pleased to present this year’s slate of sessions, workshops, conversation tables, and field trips to both in-person and virtual attendees. We hope the next three days give you opportunities for professional growth and networking, along with inspiration and encouragement to connect with the communities we each serve. We look forward to exploring how museums listen to and then be reflective and responsive to our audiences. Plus, evaluate how we are identifying underserved audiences, helping audiences find tools for greater understanding, and addressing demands for greater diversity, equity, accessibility, and inclusion.

I want to thank the Program Co-Chairs, Laura Paulsen Howe and Travis Reid, along with the entire Program Team for their time and voices. They have curated this wonderful conference throughout the year during several meetings and follow-up emails and calls. I appreciate the effort each member has contributed. Thank you to our amazing Host Team, led by Jaleesa Buchwitz, who have arranged some really wonderful field trips and the opening reception. I also want to thank the UMA Board for providing insights, support, and feedback. Finally, thank you to our Executive Assistant, Ruth White, for her unbelievable ability to choreograph a hybrid conference in a time when plans are frequently changing.

Sincerely,

Jami J. Van Huss
VP Professional Development
# At-a-Glance

## Tuesday, October 26, 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 pm–4:00 pm</td>
<td>Field Trips</td>
<td>Warner Valley, St. George Downtown, Center for the Arts at Kayenta &amp; Kayenta Art Village, Sears Art Museum</td>
</tr>
<tr>
<td>5:00 pm–6:30 pm</td>
<td>Meal</td>
<td>Museum Leadership Dinner [separate ticket required]</td>
</tr>
<tr>
<td>7:00 pm–8:00 pm</td>
<td>Networking</td>
<td>Create with Colleagues @ The Tilted Kiln</td>
</tr>
</tbody>
</table>

## Wednesday, October 27, 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am–9:15 am</td>
<td>General Session</td>
<td>Conference 101</td>
</tr>
<tr>
<td>9:30 am–11:30 am</td>
<td>Workshops</td>
<td>Grantwriting Essentials, Finding Your Story, Maximize Live Streaming to Connect Your Museum to Your Visitors</td>
</tr>
<tr>
<td>11:30 am–1:00 pm</td>
<td>Break</td>
<td>Lunch on your own</td>
</tr>
<tr>
<td>1:00 pm–2:00 pm</td>
<td>Keynote Part 1</td>
<td>Spark Curiosity: How to Heal the Human Divide &amp; Connect with the Community</td>
</tr>
<tr>
<td>2:00 pm–3:00 pm</td>
<td>General Session</td>
<td>UMA Business Meeting &amp; Awards Presentation</td>
</tr>
<tr>
<td>3:15 pm–4:15 pm</td>
<td>Breakout Sessions</td>
<td>Mobilizing Black History, Zooming In/Zooming Out: Using National &amp; Local Data to Understand Visitors, Advocating for Yourself in Museums, Creating and Maintaining Virtual Educational Programming</td>
</tr>
<tr>
<td>4:30 pm–5:30 pm</td>
<td>Breakout Sessions</td>
<td>Using Video to Share History While Making Community Connections, Collaborations Among UMFA Curators, Marketers, and Educators, Fall in Love with Logic Models!</td>
</tr>
<tr>
<td>6:00 pm–7:00 pm</td>
<td>Networking</td>
<td>Opening Reception @ St. George Dinosaur Discovery Site</td>
</tr>
<tr>
<td>7:00 pm–8:00 pm</td>
<td>Networking</td>
<td>Create with Colleagues @ The Tilted Kiln</td>
</tr>
</tbody>
</table>

## Thursday, October 28, 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am–10:15 am</td>
<td>Keynote Part 2</td>
<td>Spark Curiosity: How to Heal the Human Divide &amp; Connect with the Community</td>
</tr>
<tr>
<td>10:15 am–10:45 am</td>
<td>General</td>
<td>Museum of Utah Update</td>
</tr>
<tr>
<td>11:00 am–12:00 pm</td>
<td>Breakout Sessions</td>
<td>Telling Difficult Stories, Museums in Nature, Native Artifacts &amp; Archaeological Collections: New Strategies &amp; Resources, Collections Storage Beyond the Building</td>
</tr>
<tr>
<td>12:00 pm–1:00 pm</td>
<td>Meal</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 pm–2:00 pm</td>
<td>Breakout Sessions</td>
<td>Stepping Beyond the Solidarity Statement, Year-round Advocacy, Best Practices in Leveraging Legacy Collections, Collaborating During COVID &amp; Beyond</td>
</tr>
<tr>
<td></td>
<td>Conversation Table</td>
<td></td>
</tr>
</tbody>
</table>
### At-a-Glance

**Thursday, October 28, 2021  [continued]**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:15 pm–4:15 pm</td>
<td>Workshops</td>
<td>Making Meaning: Writing Labels for the Visitor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Community Preservation Collections</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Project Management Basics</td>
</tr>
<tr>
<td>4:15 pm–5:00 pm</td>
<td>Networking Break</td>
<td>Sponsor Reception and Final Silent Auction Bids</td>
</tr>
<tr>
<td>5:00 pm–6:00 pm</td>
<td>Meal</td>
<td>Dinner</td>
</tr>
</tbody>
</table>

**Friday, October 29, 2021**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am–10:00 am</td>
<td>Breakout Sessions</td>
<td>The Role of Museums in Fostering Inclusion &amp; Positive Identities in Youth &amp; Teens</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Location, Location, Logistics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Engagement is a Building Block: How Outreach Can Inform the Physical Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Building the Museum Pipeline: Recruitment and Mentorship</td>
</tr>
<tr>
<td>10:30 am–11:30 am</td>
<td>Breakout Sessions</td>
<td>Accessibility for the Small Museum</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Queering Interpretation: Engagement Beyond the Binary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Scary Museum Stories</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Virtual Courier Oversight: 2020 and Beyond</td>
</tr>
<tr>
<td>11:30 am–12:30 pm</td>
<td>Meal</td>
<td>Concluding Lunch</td>
</tr>
<tr>
<td>1:00 pm–4:00 pm</td>
<td>Field Trips</td>
<td>Silver Reef Ghost Town and Museum</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Red Cliffs Desert Reserve Hiking</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Southern Utah Museum of Art</td>
</tr>
</tbody>
</table>

This schedule is subject to change.

### Program Tracks

To help plan your conference experience the sessions are divided into tracks which focus on specific areas. Look for the symbol to identify them in the program.

- **Business & Administration**
  - If your day includes writing a grant proposal, managing a schedule, advocating for your mission, setting up a business plan, working within a budget, pitching a proposal, or figuring out an ad campaign, check out these sessions.

- **Community Engagement**
  - Engaging your community is essential to remain relevant, offer new and meaningful experiences, and reach wider audiences. Explore insights into the process of increasing accessibility and inclusion, developing community partnerships, and enhancing your mission through outreach.

- **Leadership & Career Development**
  - For anyone in the museum field wanting to explore issues related to professional development, institutional governance, increasing diversity and equity, unraveling roles and responsibilities, management of human resources, and developing leadership capacity.

- **Visitor Experience**
  - Museum staff, volunteers, and visitors all have their own perspective on the museum-going experience. Learn more about guest service, audience research, evaluation, and other strategies that can enhance your visitors’ experience.

- **Collections**
  - Do you manage objects and images? Learn how to better safeguard and exhibit objects at your museum now and for years to come.

- **Indigenous**
  - These sessions provide a platform for indigenous and non-indigenous museum staff to explore issues from diverse perspectives, to learn about innovative projects, and to deepen practice-transforming sensitivities.
Tuesday, October 26

Field Trips
[in person | included in registration | pre-registration required]

Field trips are an excellent way to see the local area while networking with colleagues. The host committee has put together unique experiences for conference attendees. Meet your field trip captain in the lobby of the Dixie Center [1835 Convention Center Dr, St George, UT 84790] at 1:00 pm. Participants will need to provide their transportation.

Warner Valley
Pre-registration required | Limited to 30 participants
The desert surrounding St. George is full of unexpected things! This field trip will explore areas from the time of the dinosaurs to the time of pioneers with visits to the Warner Valley Dinosaurs Tracksite, Fort Pierce and other sites near Fort Pierce including petroglyphs and historical graffiti. These sites are on a dirt road and require some hiking. The trails are easy/moderate with elevation gain and some weedy trails. Please wear proper hiking attire (close-toed/hiking shoes, hats, sunscreen), and bring plenty of water. We will be hiking in late October so it should be beautiful St. George weather, but be prepared for it to be hot with hats, water, and sunscreen, and for it to be a little chilly with sweaters.

While Warner Valley Road is a well-maintained dirt road, it is still a dirt road and it is recommended only high-clearance vehicles/vehicles prepared for dirt road travel be driven. Carpooling from the hotel is encouraged.

St. George Downtown
Pre-registration required | Limited to 30 participants
The downtown area in St. George has lots to offer from pioneer architecture to contemporary art. Take a few hours and explore it with a couple of experts.

Center for the Arts at Kayenta & Kayenta Art Village
Pre-registration required | Limited to 40 participants
The Center for the Arts at Kayenta was built with the grassroots support of community members who envisioned a vibrant, intimate, professional theater venue nestled in the majestic red rock mountains of the Kayenta community. Come take a behind-the-scenes tour of the Center and then explore the art village’s galleries.

Sears Art Museum
Pre-registration required | Limited to 30 participants
The Red Dirt Girls do get their hands dirty. They have Grit. Determination. Skills. Join curator Kathy Cieslewicz to learn how artists Kirsten Holt Beitler, Jenna Mae Lineweaver, Miriam Rawson, and Peg Wheeler celebrate women’s challenges and tragedies in a way that is imbued with hope through their art.

The Red Dirt Girls have experienced loneliness, divorce, loss of their homes, friends that were untrue, life’s constant challenges and surprises—but have emerged from these daunting experiences with optimism and humor intact. They have stories to tell, examples of great women to celebrate, and canvases full of color and magic.

Create with Colleagues @ Tilted Kiln
[in-person | additional fee]
955 East Tabernacle Street, St. George, UT 84770
Unleash your inner artist with friends! Join us for a fun night of creativity and informal networking at St. George’s own Tilted Kiln! Attendees will choose their own ceramic project to paint/glaze while spending time socializing with fellow museum professionals. All projects will be fired and ready for pick-up at the information desk on Friday.

Attendees will pay for their own project, which range in price from about $12-20.
Calling all Museum Leaders!

What defines a museum leader? That is up to you to decide. It will be defined differently for each organization. All are welcome!

This is an opportunity to support the Utah Museums Association, gather for a delicious meal, let us know what we can do better to support you and your institution, and converse with fellow leaders from around the state.

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

Held in conjunction with the UMA Annual Conference but requires a separate ticket. Purchase tickets at utahmuseums.org/event/2021MLD

October 26, 2021 | 5:00 pm-6:30 pm | St. George, UT
Wednesday, October 27

Conference 101  8:30 am–9:15 am  Entrada A  [in person]
For first-time attendees or those who want a refresher on how to get the most out of the experience join us for this session to meet your colleagues and devise a plan for this year’s conference.
Laura Paulsen Howe, Church History Museum
Travis Reid, Mallard Five Design

Break  9:15 am–9:30 am  Sunbrook  [in person]
Learn about the services offered by our sponsors and network with your peers while bidding on fabulous silent auction items before heading to the next session.

Workshops  9:30 am–11:30 am
Dive deeper into a specific museum topic through a two-hour workshop.

Grantwriting Workshop  Entrada A  [in person]
This interactive workshop will give participants the opportunity to learn best practices in grant writing, discuss common mistakes, and share grant writing tips. The training will incorporate lessons learned from the latest round of Utah Arts & Museums museum grants, bringing vital information back to the field. In addition, you will meet other grant writers from across the state who can be helpful collaborators with your future applications.
Laurel Cannon Alder, Utah Division of Arts & Museums
Racquel Cornali, Utah Division of Arts & Museums

Finding Your Story Workshop  Entrada B  [in person]
While every museum worker is a storyteller, and every object has a story; it can be challenging to craft engaging, educational stories within the constraints of everyday museum interactions. This how-to presentation will teach you how to find the story in any object with easy-to-use storytelling checklists and templates.
Paulmichael Maxfield, Natural History Museum of Utah
Dane Crowton, Natural History Museum of Utah

Maximize Live Streaming to Connect Your Museum to Your Visitors Workshop  Entrada C  [in person]
Does the thought of standing in front of a live audience with no script sound horrifying? Don’t let fear stop you! Large or small, your museum should be taking advantage of live streaming. It is the most inexpensive means to engage your audiences digitally, grow reach on social media platforms, attract earned media attention and by nature promotes post sharing so new visitors find you. Covered in this session will be best practices around live streaming, engaging audiences digitally and how to bring in new visitors, common issues and how to avoid them, prepping presenters for live streaming, utilizing Q&A features, best length of live streams and how to get consistent and/or international followers.
Kathleen Bodenlos, Discovery Gateway Children's Museum
Cyd Hatch, Discovery Gateway Children's Museum
Break [in person] 
11:30 am–1:00 pm
Explore St. George while you network with colleagues over lunch at a local restaurant.

Keynote | Part 1 1:00 pm–2:00 pm
Spark Curiosity: How to Heal the Human Divide & Connect with the Community
Auditorium [in person | virtual | recorded]

Imagine the massive impact museums will have on the community because we have achieved a greater understanding to help our audience feel safe and included.

Imagine folks of all races, genders and sexualities collaborating together to innovate and transform the museum curative experience because they feel accepted.

Imagine men, women and children of all backgrounds and ethnicities who can truly experience the history of museum exploration because curators are using inclusive language with their powerful, life-changing storytelling.

Together we will Wake Up, help to heal the human divide and seed our subconscious minds to create a welcoming and inclusive customer experience for our museum audiences.

Aundrea DeMille
Aundrea is the author of “Is It Racism, How to Heal the Human Divide and Bunny Seeds”. She’s an International Keynote Speaker | Trainer, Podcast host of The Wake Up Stories and she appears on Good Things Utah, Utah’s #1 morning show. She is a business owner with years of study in diversity & inclusion as well as a degree in community health & human services. She has been appointed by Governor Cox and Lt. Governor Henderson to serve on Project Gateway: Equity & Opportunity Commission for Utah. Aundrea is a maker of men (she has 5 boys), lover of peanut butter and hater of chocolate. She feels most like herself when she is barefoot and connected to nature.

Break [in person] 3:00 pm–3:15 pm
Sunbrook
Learn about the services offered by our sponsors and network with your peers while bidding on fabulous silent auction items before heading to the next session.

UMA Business Meeting 2:00 pm–3:00 pm
Auditorium [in person | virtual | recorded]

UMA leadership will give an update on the association and 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. Staff from the Utah Division of Arts & Museums will also give an update.

Stop by our table and learn how we can help your museum!
Concurrent Sessions  3:15 pm–4:15 pm

Mobilizing Black History
Entrada A  [in person | virtual | recorded]
Recent events have spotlighted the absence of Black history being taught in Utah schools, museums, and other educational institutions, despite the significant historical contributions Black people have made in Utah. The new Black History Museum addresses this educational gap by bringing objects and narratives surrounding Black history directly to schools across the state. Museum staff will discuss the need for their institution, the challenges they have experienced, and the results they have seen since opening in 2021.
Tarienne Mitchell, Utah Black History Museum
Hannah Barrett, Springville Museum of Art

Zooming In/Zooming Out: Using National and Local Data to Understand Visitors
Entrada B  [in person | virtual | recorded]
Many national studies of museum visitors have been conducted recently, helping us see national trends and think critically about our work. Utah museums and communities are unique, so it’s vital to also have local data when considering our visitors’ needs. In this session we’ll explore sources of national data, strategies for collecting local data, and using both to inform your work. Come with questions about your visitors and we’ll brainstorm real-life strategies for finding answers.
Kari Ross Nelson, Thanksgiving Point
Michelle Mileham, Utah Division of Arts & Museums

Advocating for Yourself in Museums
Entrada C  [in person | virtual | recorded]
All of us will advocate for ourselves throughout our careers as we seek pay raises, promotions or new opportunities. In this session, we will walk through this process with museum professionals at varied career levels, from emerging to midcareer to advanced, as they discuss ways they have learned to communicate their professional value to others. Each different perspective will provide ideas to improve your advocacy efforts such as having a mentor and keeping records of your accomplishments. Those that would like to continue the discussion are encouraged to participate in the "Building the Museum Pipeline: Recruitment and Mentorship" Conversation Table [Friday at 9:00 am].
Elisabeth Cropper, Hill Aerospace Museum
Jennifer Ortiz, Utah Division of State History
Karen Krieger, UT Dept of Cultural & Community Engagement

Conversation Table  3:15 pm–4:15 pm
Green Spring  [in person | virtual]

Creating and Maintaining Virtual Educational Programming
Discovery Gateway Children’s Museum’s education team will lead participants in a roundtable discussion on how institutions pivoted their traditional in-person educational programs into virtual offerings during the COVID-19 pandemic. Online offerings have allowed museums to reach new audiences beyond their immediate community, from free virtual field trips to paid online classes. Participants will be encouraged to discuss successes as well as weaknesses, form new partnerships, and leave with new ideas to continue online options post-pandemic.
Laura Cotter, Discovery Gateway Children’s Museum
Emilee King-Ward, Discovery Gateway Children’s Museum

Break  4:15 pm–4:30 pm
Sunbrook  [in person]
Learn about the services offered by our sponsors and network with your peers while bidding on fabulous silent auction items before heading to the next session.

All proceeds from the Silent Auction support programs that help build the capacity for Utah museums across our state.

Take a few minutes during lunch to place your bid on silent auction items.
Concurrent Sessions 4:30 pm–5:30 pm

Using Video to Share History While Making Community Connections

Entrada A  [in person | virtual | recorded]

Coping with COVID19 has been difficult, but it has opened a new horizon for Utah museums. The use of video to maximize our visitors experience, collaborate with our neighboring museums and market our unique collective history to the world. Our panel will include the museum directors, filmmakers and technicians that have created a variety of products to meet those needs. Our process will be explored, discussed, and shared with the audience. Watch the videos prior to the session at www.youtube.com/channel/UCuqu3OCRRyTjQRhvHLu28ig.

Bobbi Wan-kier, Silver Reef Museum
Jeannine Vander Bruggen, Washington Co Historical Society

Collaborations Among UMFA Curators, Marketers, and Educators

Entrada B  [in person | virtual | recorded]

Bringing the traveling exhibition "Black Refractions: Highlights from the Studio Museum in Harlem" to Utah during the pandemic and national political unrest required traversing new territory and collaborations. Hear about lessons learned and insights gained through this experience from UMFA staff members.

Whitney Tassie, Utah Museum of Fine Arts
Mindy Wilson, Utah Museum of Fine Arts
Ashley Farmer, Utah Museum of Fine Arts

Fall in Love With Logic Models!

Entrada C  [in person | virtual | recorded]

Do logic models make you feel logically challenged? Come learn what a logic model is and why you should create one. We will do a deep dive into what a logic model is, how to create a logic model for your organization, programming, or projects, and how to engage EVERYONE in its design process. Attendees will put skills learned into practice through hands-on application and will brainstorm with fellow professionals on a potential logic model to implement post-conference. The ultimate goal: feel less logically challenged and more prepared to share about your museum's work through a logic model.

Katy Shoemaker, Providence St. Joseph Health

Conversation Table 4:30 pm–5:30 pm

Green Spring  [in person | virtual]

Payment Equity, Transparency, and Value Beyond the Museum

"How much should we pay them?" Do you find yourself asking this question when beginning a new project with an external collaborator, expert, or artist? For this conversation table, our goal is to eliminate the guessing game by addressing payment equity, transparency, and the value of expertise, creativity, and time. We are a small group addressing these issues within our own programs, and are taking steps to implement a new payment standard across our institutions. Join us.

Meggie Troili, Utah Museum of Fine Arts
Emily Johnson, Utah Division of Arts & Museums
Megan van Frank, Utah Humanities

Jayceen Craven Walker Consulting

Your partner in Utah Politics

ejayceencravenwalker@gmail.com
p| 801.597.5018
Opening Reception
6:00 pm–7:00 pm  [in person]
St. George Dinosaur Discovery Site
[2180 E Riverside Dr, St. George, UT 84790]
Join your colleagues to explore thousands of fossilized
dinosaur footprints in this 200 million-year-old ecosystem
that was once home to dinosaurs, fishes, plants, and more.
Light refreshments will be provided.

Included in your conference registration, but event registration is required. Free parking is available in the museum lot. Guests of
conference attendees are welcome to attend but must purchase a ticket. Guest Ticket Cost: $25

Create with Colleagues @ Tilted Kiln
7:00 pm–8:00 pm  [in person | additional fee]
955 East Tabernacle Street, St. George, UT 84770
Unleash your inner artist with friends! Join us for a fun night of creativity
and informal networking at St. George’s own Tilted Kiln! Attendees will
choose their own ceramic project to paint/glaze while spending time
socializing with fellow museum professionals. All projects will be fired
and ready for pick-up at the information desk on Friday.

Attendees will pay for their own project, which range in price from about
$12-20.
Imagine the massive impact museums will have on the community because we have achieved a greater understanding to help our audience feel safe and included.

Imagine folks of all races, genders and sexualities collaborating together to innovate and transform the museum curative experience because they feel accepted.

Imagine men, women and children of all backgrounds and ethnicities who can truly experience the history of museum exploration because curators are using inclusive language with their powerful, life-changing storytelling.

Together we will Wake Up, help to heal the human divide and seed our subconscious minds to create a welcoming and inclusive customer experience for our museum audiences.

Aundrea DeMille
Aundrea is the author of Is It Racism, How to Heal the Human Divide and Bunny Seeds. She’s an International Keynote Speaker | Trainer, Podcast host of The Wake Up Stories and she appears on Good Things Utah, Utah’s #1 morning show. She is a business owner with years of study in diversity & inclusion as well as a degree in community health & human services. She has been appointed by Governor Cox and Lt. Governor Henderson to serve on Project Gateway: Equity & Opportunity Commission for Utah. Aundrea is a maker of men (she has 5 boys), lover of peanut butter and hater of chocolate. She feels most like herself when she is barefoot and connected to nature.
**Concurrent Sessions  11:00 am–12:00 pm**

**Telling Difficult Stories**

**Entrada A**  [in person  |  virtual |  recorded]

Museums tell stories of their communities. Sometimes these stories can be difficult, but museums have a responsibility to help their communities process uncomfortable ideas. Knowing how to tackle difficult topics ethically and effectively will help produce empathetic, educational, and reflective visitor experiences. Come learn about strategies gleaned from museum research that support visitor engagement in difficult stories; explore case studies of these strategies in action; and discuss your museum’s difficult stories with other session participants.

Virginia Catherall, Utah Museum of Fine Arts
Lisa Thompson, Natural History Museum of Utah

**Museums in Nature**

**Entrada B**  [in person | virtual | recorded]

Research shows that spending time in nature boosts our happiness, increases productivity, reduces stress, and positively impacts our mental and physical health. Now, more than ever, our need for these things is evident - and our communities have requested it! Join us for an interactive discussion on how museums and nature can interact to bring essential resources to our communities.

Hunter Klingensmith, Swaner Preserve and EcoCenter
Nell Larson, Swaner Preserve and EcoCenter
Diane Knispel, Park City Museum

**Native Artifacts & Archaeological Collections: New Strategies & Resources**

**Entrada C**  [in person | virtual | recorded]

Staff from Utah State History, the Utah Division of Indian Affairs, and Utah Arts & Museums have spent the last several months working to develop processes and tools for museums who have questions about Native American objects in their care. Join us to discuss our new site assessment opportunities, and our recommended protocol for identifying Native American objects. We will also be asking museums for their feedback about ongoing efforts to appropriately interpret, store, and repatriate objects and your input is critical to our collective success.

Emily Johnson, Utah Division of Arts & Museums
Elizabeth Hora, Utah State Historic Preservation Office
James Toledo, Utah Division of Indian Affairs

**Conversation Table   11:00 am–12:00 pm**

**Green Spring**  [in person | virtual]

**Collections Storage Beyond the Building**

Utah museums grapple with limited collections storage space in our facilities. When opting for off-site storage, what resources are available to us? Can Utah museums collaborate to find solutions for a lack of privately-owned, museum-quality storage companies that are commonly used in other parts of the country? Is sharing or renting space from each other an option? The goal of this discussion is to identify what our storage problems are, learn who are counterparts are at neighboring institutions, and talk about
what some realistic solutions could be (that don't require huge budgets, renovations, or new buildings).

Maggie Leak, Church History Museum
Sabrina Sanders, Utah Division of State History

Lunch 12:00 pm–1:00 pm
Mojave [Hilton Garden Inn] [in person]
Network with your fellow attendees during lunch.
Included in your conference registration, but event registration is required.

Concurrent Sessions 1:00 pm–2:00 pm

Stepping Beyond the Solidarity Statement
Entrada A [in person | virtual | recorded]
We are the museums, we are the people in our communities, and we are the leaders. Our voice, support, and actions have a direct impact on our communities, and it is important that we bring a positive impact to everyone and everything around us. Presenters will speak to how their communities and institutions are showing that their actions speak louder than words.

Jason Bowcutt, Utah Division of Arts & Museums
Axel Estable, Thanksgiving Point
Anne Terry, Tracy Aviary
Annie Burbidge Ream, Utah Museum of Fine Arts
Blake Wigdahl, Process Curiosity
Travis Reid, Mallard Five Design

Year-round Advocacy
Entrada B [in person | virtual | recorded]
Advocating for museums is an ongoing effort. Often we think about advocacy as showing up to the state Capitol building to speak with legislators but it is really so much more. At its core, advocacy is about showing why your museums is providing an essential service for your community. Attendees will gain a deeper understand of how they can start or improve their advocacy efforts throughout the year.

Crystal Young, Utah Cultural Alliance

Best Practices in Leveraging Legacy Collections
Entrada C [in person | virtual | recorded]
Archaeological site destruction results in a loss of information about past life ways, environments, and climate regimes. Legacy collections - the collections from previous work at these destroyed sites - may provide a dataset that advances our understanding of the past. However, they present challenges with regard to evolving curation practices, associated information, and access. Presenters will share perspectives on how their personal and professional ethics are shaped by involvement in collections management work with legacy collections. At the conclusion of the session, attendees will have the opportunity to utilize what they have learned by making their own collections management decision on a case study example.

Molly Cannon, USU Museum of Anthropology
Alix Piven, USU Museum of Anthropology
Orlando Guadarrama, USU Museum of Anthropology

Conversation Table 1:00 pm–2:00 pm
Green Spring [in person | virtual]
Collaborating During COVID and Beyond
Now that we’ve all had plenty of experience collaborating with our partners and audiences virtually, how can we adapt what we’ve learned going forward? Members from the Bear River Heritage Area will discuss how previously in-person intensive trainings went virtual, and how the strategies they used can be applied to help Museums across the state to collaborate more closely. Attendees should expect to share their own experiences and thoughts for the future of hybrid engagement.

Alana Blumenthal, Brigham City Museums
Jami Van Huss, Hyrum City Museum
Sharon Johnson, Cache DUP Museum

Break 2:00 pm–2:15 pm
Sunbrook [in person]
Learn about the services offered by our sponsors and network with your peers while bidding on fabulous silent auction items before heading to the next session.
**Thursday, October 28**

**Workshops**

### Making Meaning: Writing Labels for the Visitor

**Entrada A** [in person]

Interpretive text does not have to be boring! In this hands-on workshop we’ll discuss what makes interpretive text successful, present examples, and provide a structure for writing and editing labels that are visitor-centered using universal design for accessibility. Come with an object in mind to write about and we’ll work together to draft text that is meaningful and engaging for your visitors.

Leslie Makai Gleaves, Springville Museum of Art
Emily Larsen, Springville Museum of Art

### Community Preservation Collections

**Entrada B** [in person]

This workshop will lead attendees through work related to a collections preservation topic while also introducing Utah Community Preservation, a new program - with new staff! - designed to bring collections care and conservation to museums in Utah’s north-eastern and south-eastern regions. All are invited to attend, especially those representing non-traditional collections or tribal collections.

Emily Johnson, Utah Division of Arts & Museums
Marie Desrochers, Utah Division of Arts & Museums
Megan van Frank, Utah Humanities

### Project Management Basics

**Entrada C** [in person]

As a follow up to the 2020 session "Understanding Project Management and Fitting it to Your Organization’s Culture", this workshop will provide you with the tools and techniques to help you deliver a successful project. Come with a project in mind, and we will build out a project plan using templates, peer collaboration, and project management core principles.

Travis Reid, Mallard Five Designs
Paulmichael Maxfield, Natural History Museum of Utah

**Sponsor Reception**

**Sunbrook** [in person]

Learn about the services offered by our sponsors and network with your peers while making your FINAL bids on fabulous silent auction items.

**Dinner**

**Mojave [Hilton Garden Inn]** [in person]

Networking with your fellow attendees during dinner.

*Included in conference registration, but event registration is required.*

*Guests of conference attendees are welcome to attend but must purchase a ticket. Guest ticket cost: $40.*

---

**VR WIZARDS™**

VR Wizards is a Virtual Tour Production Company that gives museums and other arts and culture venues the ability to increase engagement and accessibility through Interactive 360 and Virtual Reality Tours.

Contact us for free 360-degree sample photos

www.vrwizards.media | 801.837.3307
Concurrent Sessions  9:00 am–10:00 am

The Role of Museums in Fostering Inclusion and Positive Identities in Youth and Teens

Entrada A  [in person | virtual | recorded]

Join us to explore how museums can help build positive identities for youth and teens through fostering inclusion. While this session is grounded in STEM-related research and case studies, the content and activities will help a broad range of museum professionals create spaces and programs that break down stereotypes and cultural norms that create barriers to engagement.

Lindsie Smith, Clark Planetarium
Linda Aaron, Natural History Museum of Utah
Renata Vazquez, Thanksgiving Point

Location, Location, Logistics

Entrada B  [in person | virtual | recorded]

From urban spaces, to rural communities and state parks, we’ll explore creative ways to expand the walls of your museum to host programs, excursions, and exhibitions off site. What are some of the politics and social implications of site selection? How can this process increase accessibility, inclusion and safety? What are some of the lesser known logistics and details that go into securing and implementing programs off site? We’ll explore case studies and current programs to answer these questions and more.

Virginia Catherall, Utah Museum of Fine Arts
Meggie Troili, Utah Museum of Fine Arts
Mary Ann Urban, Brigham City Museum of Art & History

Engagement is a Building Block: How Outreach Can Inform the Physical Space

Entrada C  [in person | virtual | recorded]

Museums often struggle to step outside of their comfort areas and find approaches to underserved communities. Sema Hadithi African American Heritage and Culture Foundation is confronting that issue head-on, by taking the critical steps of researching and building relationships prior to building a physical museum. This discussion will address insights and challenges from their work so far, and how their efforts might benefit museums throughout Utah.

Alana Blumenthal, Brigham City Museums
Robert Burch, Sema Hadithi African American Heritage and Culture Foundation
Kirk Huffaker, Kirk Huffaker Preservation Strategies

Converse Table  9:00 am–10:00 am

Green Spring  [in person | virtual]

Building the Museum Pipeline: Recruitment and Mentorship

How we recruit, prepare, develop, and support museum professionals influences their expectations, their commitment to the profession, and their ability to remain in the profession when they desire career advancement. This, ultimately, may affect our ability to recruit and locally retain the most capable within the field. This discussion will build upon the ideas discussed in the "Advocating for Yourself in Museums," session [Thursday at 1:00 pm] by providing a space to discuss the current status of professional advancement in Utah and ways to improve the talent pipeline.

Elisabeth Cropper, Hill Aerospace Museum
Emily Johnson, Utah Division of Arts & Museums

Break  10:00 am–10:30 am

Sunbrook  [in person]

Learn about the services offered by our sponsors and network with your peers. Silent auction items can be picked by winning bidders at the information desk.

Applications for the next Peer Outreach & Development cohort open in January 2022.
learn more @ utahmuseums.org/POD
Friday, October 29

Concurrent Sessions 10:30 am–11:30 am

Accessibility for the Small Museum

Entrada A  [in person | virtual | recorded]

Join us for a discussion around accessibility/disability best practices targeted towards small museums. Hear a case study of how to implement best practices and have the opportunity to work on your own organizational checklists to get you started on your accessibility plan.

Jason Bowcutt, Utah Division of Arts & Museums
Rachel Haberman, Utah Division of Arts & Museums
Diana Call, St. George Dinosaur Discovery Site

Queering Interpretation: Engagement Beyond the Binary

Entrada B  [in person | virtual | recorded]

Utah, let’s ponder these questions: In what ways do our programs cater to the dominant story line in our communities? How can we queer that storyline to connect with LGBTQIA+ folx the same way we often automatically connect with people who are cisgender or straight? During this session, we will introduce current research and best practices for working with LGBTQIA+ audiences in museums, highlighting innovations we’ve discovered through our personal practice along the way.

Kylie Jones-Greenwood, Tracy Aviary
Anne Terry, Tracy Aviary

Scary Museum Stories

Entrada C  [in person | virtual]

We all have "museum horror stories" to tell. In this session, a number of such stories will be shared and what valuable lessons can be learned from such experiences will be discussed. Come with a story to share!

Carrie Snow, Church History Museum
Laura Paulsen Howe, Church History Museum

Conversation Table

10:30 am–11:30 am    Green Spring
[in person | virtual]

Virtual Courier Oversight: 2020 & Beyond

The Utah Museum of Fine Arts adapted its courier practices in 2020 and 2021 to accommodate the risks of COVID-19. The traveling exhibition "Black Refractions: Highlights from the Studio Museum in Harlem" which included nearly 100 works of art and three weeks of installation time, was overseen completely by virtual couriers. Learn what went well, what didn't, and what national leaders in conservation, registration, and insurance recommend going forward.

Maggie Leak, Church History Museum
Stacey M. Kelly, Utah Museum of Fine Art

Concluding Lunch 11:30 am–12:30 pm

Mojave [Hilton Garden Inn]  [in person]

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

Included in your conference registration.

Have YOU benefited from programming offered by the Utah Museums Association?

We invite you to STAND UP for museums by donating to the Annual Fund in supports of programs that build the capacity of our museums. Can we count on you to give $15 or more to help us reach our goal of $2,000?

Donate at utahmuseums.org/donations
Field Trips
[in person | included in registration | pre-registration required]

Field trips are an excellent way to see the local area while networking with colleagues. The host committee has put together unique experiences for conference attendees. Meet your field trip captain in the lobby of the Dixie Center [1835 Convention Center Dr, St George, UT 84790] at 1:00 pm. Participants will need to provide their transportation.

Red Cliffs Desert Reserve Hiking
Pre-registration required | Limited to 30 participants
The Red Cliffs Desert Reserve in Leeds has many different hikes and scenery to explore. Some areas to see include: dinosaur tracks, archaeological sites, and waterfalls. This area offers the beautiful red rock that Washington County is known for without the crowds. The trails are easy/moderate with elevation gain and some weedy trails. Please wear proper hiking attire (close-toed/hiking shoes, hats, sunscreen), and bring plenty of water. We will be hiking in late October so it should be beautiful St. George weather, but be prepared for it to be hot with hats, water, and sunscreen, and for it to be a little chilly with sweaters.

Southern Utah Museum of Art
Pre-registration required | Limited to 20 participants
Attendees will enjoy a guided tour of This Earth: Notes & Observations by Montello Foundation Artists, which features 37 artists and a variety of media: photography, film, painting, drawing, sound, sculpture, and installation. The exhibition was co-curated by Stefan Hagen, founder and director of the Montello Foundation, and Hikmet Sidney Loe, author of Spiral Jetty Encyclo. Following the guided tour, attendees will spend time in the SUMA classroom with an art-making activity inspired by work from the exhibition. For more information about the museum, visit www.suu.edu/suma.

Silver Reef Ghost Town and Museum
Pre-registration required | Limited to 30 participants
Take a tour of the Historic Mining town of Silver Reef, with intact buildings from the town and see the new Trail Map Videos from the vantage point of a museum professional. www.youtube.com/channel/UCuqu3OCRRyTJqRhvHLu28ig.

sites & insights
visit amazing sites &
gain insights from your
museum colleagues statewide

learn more @ utahmuseums.org/sitesinsights
2021 Award Recipients

**BESSIE JONES VOLUNTEER AWARD**

*Sue Harvest | St. George Art Museum*

*This award is given to a volunteer who has actively supported the mission of a Utah Museum.*

Sue Harvest is an outstanding volunteer at the St. George Art Museum. During the last several years she has helped with countless events, always showing up early to help with set up and often staying late to help clean up, simply because she cares. Sue volunteers every Tuesday as a docent to help during our school tour seasons, we have come to appreciate and value her dedication and consistency. She truly loves the museum, whether it is helping during the summer with art camps, coming to our book club, or attending our events. Her support has been unwavering and her many contributions throughout the years are greatly appreciated.

**PUBLIC SERVICE AWARD**

*Laurel Cannon Alder | Utah Division of Arts and Museums*

*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.*

During her tenure at the Utah Division of Arts & Museums, Laurel has transformed the grant funding process. She has spent countless hours and gone to such great lengths to consult with museums large and small across the state to ensure the process is equitable and as many people as possible are aware of funding opportunities. It was no surprise that Laurel has managed to keep the processes running smoothly, through two years of grant cycle funding being disrupted by the pandemic, while adding CARES and other COVID relief grant opportunities to the mix. She does this all with humor and always with the best interests of Utah's museums at heart. Her work has directly and positively impacted the solid financial futures of literally hundreds of museums and cultural organizations across the state.

**RISING PROFESSIONAL AWARD**

*Jaleesa Buchwitz | St. George Dinosaur Discovery Site*

*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.*

Jaleesa is an exemplary employee. Her heart is truly here at the St. George Dinosaur Discovery Site. She cares deeply about the fellow staff members and volunteers, along with our collection of fossils. Jaleesa came to the museum as an intern, studying paleontology at Dixie State University. Recognizing her potential, we soon hired her as a permanent staff member. She dove headfirst into museum studies, going through the Utah Humanities' Museum Interpretation program and attending several UMA conferences. During the pandemic, she helped other staff members keep hope during dark days and remained a source of inspiration. We are so proud to now see her transition from administration to curation. While joining in fieldwork and research, she is shaking things up in our fossil prep lab helping our curator care for our collections and train volunteers. We look forward to more years working together making big changes at the Dinosaur Discovery Site.
AWARD FOR EXCELLENCE
Southern Utah Museum of Art | Cedar City

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.

Since opening its doors in 2016, the Southern Utah Museum of Art, or SUMA as it is affectionately known, has become the creative community gathering space envisioned more than 12 years ago. Under the direction of Executive Director Jessica Kinsey, exhibitions have been varied, thought provoking and engaging displaying works from students and community members to corsets from around the world and a retrospective of Jim Jones, the inspiration behind SUMA. Adding to the impact of the SUMA experience, two new sculptures have been added to the Stillman Sculpture Court. This space of reflection and inspiration is quickly becoming a "must-see" by locals and visitors alike as the court connects SUMA with the Utah Shakespeare Festival on the grounds of the Beverley Taylor Sorenson Center for the Arts. In partnership with the Stillman family, Kinsey has selected two additional sculptures (October 2021 and Spring 2022) that reflect diversity previously unseen in southern Utah. The COVID-19 pandemic brought with it many challenges for art museums, least of which was an absence of visitors for a time. Acknowledging there was a need in the community, especially for K-6 students now unable to visit the museum, SUMA partnered with Iron County School District to create, prepare, and send 5,000 art kits home to students along with the free lunches provided by the district. Education programs moved to virtual engagement opportunities and audiences expanded in this new environment. SUMA was among the first museums in the state to re-open having created a dynamic, detailed, and adaptable plan for reopening as early as June 2020. SUMA’s positive community impact will continue in the years to come.

PHIL NOTARIANNI DISTINGUISHED SERVICE AWARD
Lorie Millward | Thanksgiving Point

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.

For more than 32 years, Lorie has dedicated herself to the museum community and more importantly, to the people this community serves. She passionately ensures the wonders of the world and the power of museums to change lives are accessible to ALL regardless of age, social status, cultural backgrounds, language barriers, and physical obstacles. Her entire life is dedicated to helping people recognize and embrace their inner scientist, artist, adventurer, and explorer. While working as an animal keeper at Utah's Hogle Zoo, Lorie combined her love of nature with her passion for education and engagement. Lorie then took her passion to the Natural History Museum of Utah (NHMU) where she built the outreach program, sparking for hundreds of thousands of Utah school children curiosity about of the natural world. Not only did these children and their teachers benefit, Lorie also leveraged her passion to help and train scientists how to share their research and passion with children. While working at NHMU, Lorie taught a Museum Science class for 4 years at the Salt Lake Center for Science Education where the students explored and discovered the nature in their neighborhood, created their own museum at the school, published field guides, and presented research at a university symposium. During this time Lorie joined the Utah Museums Association Board, serving for over ten years, helping make UMA and its board more diverse and inclusive. Leaving NHMU, Lorie brought her passion for curiosity, inclusion and diversity to Thanksgiving Point Institute to help with the development of the Museum of Natural Curiosity. Nearing completion of the Museum of Natural Curiosity, she began working on the design of the Butterfly Biosphere, enlisting the creative minds of an entire elementary school. Now a reality, the final design was based on the concepts expressed by the children. Not only did Lorie lead the co-creation of amazing learning opportunities for guests but also completely reframed and democratized power structures to create interesting and authentic leadership opportunities for staff. Lorie shares her knowledge and experience freely with the museum community and has helped many other museums across the country and around the world. In fact, she recently assisted the government of Liechtenstein design free-choice learning exhibits and programs for their 38,000 citizens! Lorie has served and continues to serve on many boards including Utah Museums Association, Western Museums Association, and Alliance of American Museums Diversity and Inclusion Committee. The museum community has been profoundly and positively impacted by her service.
Mission, Vision, and Values

Mission | The Utah Museums Association builds the capacity of Utah’s museum community through advocacy & professional development opportunities.

Core Values

Inclusive: We seek to include all sizes and disciplines of museums, and encourage museums to be inclusive, reflecting their communities in their staff, boards, and volunteers.

Community-focused: Our community consists of museum professionals, volunteers, and supporters.

Collaborative: We foster a collaborative community of museum staff, board, and volunteers.

Resourceful: We find relevant resources and make them available to museums so they can implement best practices.

Vision | We envision a collaborative and inclusive network of museums, which are connected to their communities and endeavor to implement best practices.

Impactful: We strive to have a positive impact on the museums in Utah through professional development, networking, and the resources we provide.

Empowering: We seek to empower museum staff, board, and volunteers in their efforts to implement best practices since we believe that professionalism is a level of practice, not a pay grade.
Get more involved in the Utah Museums Association!

The Utah Museums Association (UMA) is committed to building the capacity of all Utah museums to serve their communities.

Founded in 1972, UMA is a 501(c)(3) professional membership organization for museum staff and volunteers. We serve museums of all sizes and disciplines throughout Utah. We believe Utah’s museums are critical to the educational, cultural, and economic vitality of our state. Our mission is to provide professional development and networking opportunities to build the capacity of Utah’s museums; connect museums to professional resources and best practice; and serve as an advocate for Utah museums.

To achieve our mission we rely on support from volunteers. Board and committees are made up of people who are fully engaged in the museum community. Each year, the UMA carefully considers invitations to individuals to serve. We strive to have board and committee members represent the diverse voices found in our community to strengthen our collective ability to build the capacity of Utah museums. We encourage our members to do the same with their staff and board members. We believe having voices from underserved communities represented in organizations leads to better connection with and resources for those communities.

Serve on a Committee
Committee members are appointed to one year terms and serve in roles best suited to their skill set. The time commitment varies based on the assignment. We are looking for volunteers to serve on the following committees:

Program | This group is responsible for putting together the program you enjoy at the annual conference. The majority of the committee's work is completed from October to April. Members are responsible for encouraging the submission of session proposals, reviewing sessions, curating additional sessions as needed, and shepherding presenters through the process. The committee reviews submissions during a day-long in-person meeting in January and helps finalize the program during a half-day in-person meeting in February.

Host | This group helps with local arrangements for the conference. The majority of the committee's work is completed from November to May. Members are responsible for planning field trips, advising on vendors, and finding volunteers. The committee meets monthly by phone and once in-person at the conference location in May.

Auction | This group helps procure items for the annual auction. The majority of the committee's work is completed from March to September. All proceeds from the auction support UMA programming. The committee meets as needed by phone and communicates electronically.

Nominations | This group is responsible for helping the Utah Museums Association identify potential board and committee members. This committee meets once or twice by phone in the Spring.

Communication | This group helps ensure our social media accounts stay active and interesting. The committee’s work averages 3 hours per month throughout the year.

Serve on the Board
Board members are appointed to one, two, or three-year terms and serve in roles best suited to their skill set. Board members are expected to spend an average of 10 hours per month attending meetings (in person and virtually) and completing assignments in addition to attending UMA events and serving as an ambassador for the association.

If you are interested in being more involved, we would love to have you!
Please complete an application online @ utahmuseums.org/page/BDCOMINT.

UMA Annual Conference | St. George | Oct 27-29, 2021 | #UtahMuseums
**Comparison of Functions**

We are often in the same place, serve the same audience, have similar names, and often partner together to create awesomeness. No wonder people often ask "Who are you again?" or "Wait, you are different?". Here is a handy chart that outlines each organization to help you understand the functions of each and clear up the confusion.

<table>
<thead>
<tr>
<th>Mission</th>
<th>The Utah Museums Association (UMA) builds the capacity of Utah’s museum community by providing essential professional development and advocacy opportunities.</th>
<th>The Utah Division of Arts &amp; Museums (UA&amp;M) connects the people and communities of Utah through arts and museums.</th>
</tr>
</thead>
</table>
| Strategic goals | • Deliver and connect members to relevant professional development  
• Cultivate year-round advocacy  
• Strengthen Utah’s museum community  
• Maintain excellence in association leadership and management | • Promote the value and impact of our cultural community  
• Ensure access, inclusion, diversity, & equity  
• Foster sustainable organizations that support community needs  
• Serve as a statewide resource hub  
• Align the organization to fulfill vision  
• Communicate agency identity |
| Structure & governance | 501(c)3 professional membership association governed by a volunteer Board of Directors. | A state agency, advised in part by the Office of Museum Services (OMS) board. |
| Services offered | Building the capacity of museum staff through:  
• networking and mentoring,  
• professional development at the annual conference,  
• advocating for museums throughout the year. | Strengthening and supporting museum organizations and their staff through:  
• workshops and training,  
• research and surveying,  
• grantmaking,  
• technical assistance. |
| Audience | Museum professionals and volunteers throughout the state of Utah. | Museum professionals in the field across the state of Utah. |
| Accountability | Accountable to membership. | Accountable to the public. |
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 (vote.utah.gov)
- Learn about local issues
- Join us February 1, 2022 for Museum Advocacy Day to advocate for our state’s rich & varied museum community
- Research the candidates & VOTE in November 2021!

utahmuseums.org/advocacyresources
Annual Auction

artwork • museum memberships • experiences
gift baskets • golf packages • state park pass

Bid on items through October 28 @ 5 pm at
utahmuseums.betterworld.org/auctions/2021

All proceeds support UMA programs to build the capacity of Utah museums.

We Advocate For You All Year Long

Become a Member Today
Local Info & Offers

Explore the Area

**Greater Zion**
Learn about all the area has to offer at greaterzion.com.

**Arts to Zion**
Where history resonates and creativity soars - learn about arts and entertainment in the area at artstozion.org.

Discounts

**Tuacahn Center for the Arts**

**Burger Theory**
10% if they show their badge. Does not apply to alcohol.

**Maglebys St George**
10% if they show their badge. Does not apply to alcohol.

**Twisted Noodle**
10% if they show their badge

**Cheesecake Culture**
10% if they show their badge

**Hilton Garden Inn - Grille**
10% if they show their badge. Does not apply to alcohol.

Area Museums

**DUP McQuarrie Memorial Museum**
145 North 100 East | St. George

**St. George Dinosaur Discovery Site at Johnson Farm**
2180 E. Riverside Drive | St. George

**Dixie State University Special Collections and Archives**
Jeffrey R. Holland Centennial Commons, Room 330
225 South 700 East | St. George

**Dixie State University Sears Art Museum**
225 South 700 East | St. George

**Hurricane Pioneer Museum**
95 S. Main Street | Hurricane

**Hurricane Valley Pioneer Heritage Park**
35 W. State Street | Hurricane

**Pilot Peak DUP Museum**
24 South Center Street | Enterprise5

**Rosenbruch Wildlife Museum**
1835 Convention Center Drive, Suite B | St. George

**Samuel R. Knight Santa Clara History Museum**
2603 Santa Clara Dr (basement of the Town Hall) | Santa Clara

**Santa Clara Heritage Square**
Santa Clara Dr midway between Victor St and Chapel St

**Silver Reef Museum**
1903 Wells Fargo Road | Silver Reef

**St. George Art Museum**
47 East 200 North | St. George

**St. George Children’s Museum**
86 South Main Street | St. George

**Washington City Museum**
25 E. Telegraph Road | Washington

**Washington County Utah Regional Repository**
Jeffrey R. Holland Centennial Commons, Room 312
225 South 700 East | St. George

**Western Sky Aviation Warbird Museum**
4196 S. Airport Parkway | St. George

**Zion Human History Museum**
Zion National Park | Springdale

UMA Annual Conference | St. George | Oct 27–29, 2021 | #UtahMuseums
Think Water Utah is a statewide collaboration and conversation on the critical topic of water presented by Utah Humanities and its partners. Join us throughout 2020 and 2021 for Smithsonian exhibitions, along with local exhibitions and events that explore how water is essential to Utah communities.

Visit the Smithsonian's Water|Ways exhibition and participate in great local activities!

- **August 22 – October 11, 2020** | Fremont Indian State Park Museum, 3820 Clear Creek Canyon Road, Sevier, UT 84766, 435.527.4631 with the Snow College Library - Richfield Campus | **SEVIER VALLEY ACTIVITIES**
- **October 17 – December 13, 2020** | Kanab Heritage Museum, 13 South 100 East, Kanab, UT 84741, 435.644.3506
- **December 19, 2020 – March 27, 2021** | Swearer Preserve & EcoCenter, 1258 Center Drive, Park City, UT 84098, 435.797.8943
- **April 3 – June 6, 2021** | John Wesley Powell River History Museum, 1765 Main Street, Green River, UT 84525, 435.564.3427

Special thanks to the Utah Museum of Fine Arts, our statewide partner providing education outreach programming and training for each tour location.

Visit the Smithsonian's H2O Today exhibition and participate in great local activities!

- **January 21 – April 19, 2021** | Utah Cultural Celebration Center, 1355 West 3100 South, West Valley City, UT 84119, 801.965.5100
- **April 26 – July 31, 2021** | Uintah County Heritage Museum, 155 E. Main, Vernal, Utah 84078, 435.789.7399
- **August 7, 2021 – February 5, 2022** | Bear River Heritage Area at the Hyrum City Museum, 50 West Main Street, Hyrum, UT 84315, 435.245.0208

Along with the Smithsonian Water|Ways and H2O Today exhibitions, visit additional community exhibitions around Utah in 2020-2021!

DETAILS AT WWW.UTAHHUMANITIES.ORG
The Utah Museums Association gratefully acknowledges support from

Utah Division of Arts & Museums

utahmuseums.org