

ASSOCIATION OF INDIANA MUSEUMS

2010 Conference & Annual Meeting
Old Growth • New Blooms
Bloomington, IN
Sunday-Monday August 8-9



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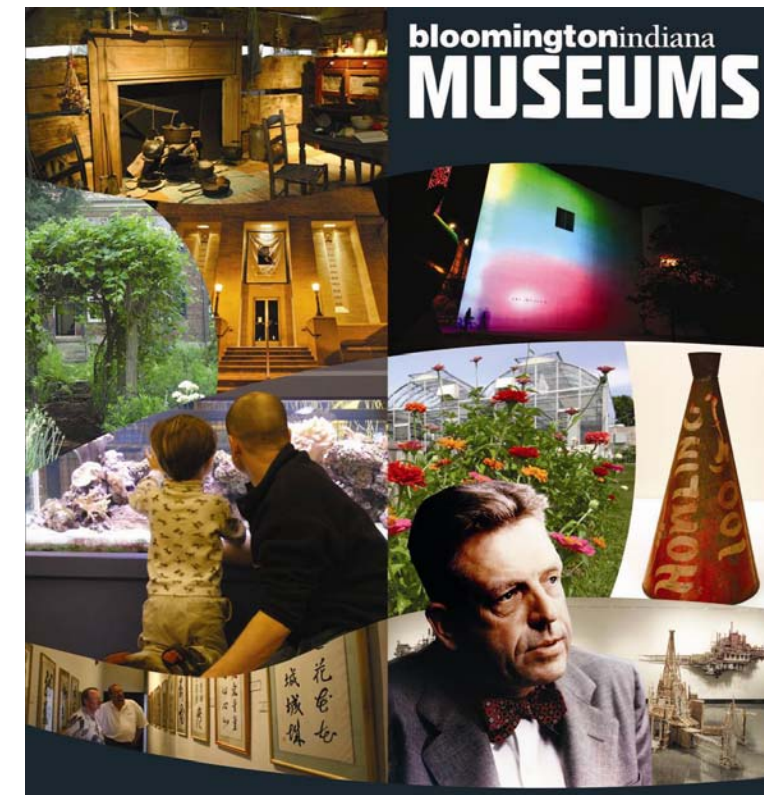


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2010 Conference & Annual Meeting
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Monroe County Convention Center, Bloomington, IN
Sunday August 8 — Monday August 9



Early Registration Ends: July 19
Standard Registration Ends: August 4

AIM Conference Accommodations

The Bloomington Courtyard Marriot is the conference hotel for the 2010 AIM Conference & Annual Meeting. Conference attendees are responsible for making their own arrangements or accommodations. A block of rooms has been reserved—mention Association of Indiana Museums Conference at time of registration.

The Courtyard Marriott is located just two blocks from the Bloomington Town Square and Kirkwood Avenue with its many restaurants and shopping opportunities. It is also located directly on the newly opened B-line Trail (a rail-to-trail project creating both an artery for pedestrians and bicyclists and an outdoor arts venue).



The Courtyard Marriott attached to the Monroe County Convention Center (the AIM Convention site).

310 S. College Avenue • Bloomington, Indiana 47403
Phone: 812-335-8000 • Toll Free: 888-321-2211

<http://www.marriott.com/hotels/travel/bmgcy-courtyard-bloomington>

To receive the conference rate of \$129 plus tax per night mention that you are with the Association of Indiana Museums; **after July 8, standard rooms rates apply** (if a room is available). Room rate includes: free high-speed Internet, video games, 42" LCD Televisions with HD, a complimentary weekday newspaper, and in-room coffee. The hotel also features an indoor pool, whirlpool, and fitness room.

Sunday August 8 — Schedule

10am-6pm Registration Table

11:30am Pre-Conference Lunches New!

Get a jump start on networking with the new pre-conference, roundtable lunches. These small group lunches are designed to foster conversation and to create an additional networking opportunity. Lunches are not included in conference fee; those not wishing to eat are still encouraged to attend. All locations are within 5 blocks of the host site. Select:

- L1) Education/Interpretation/Programming
Grazie — Italian (grazieitalianeatery.com)
- L2) Management/Governance
Farm — Local Food Focus (farm-bloomington.com)
- L3) Collections/Exhibits
Uptown — Creole and Sunday Brunch (the-uptown.com)
- L4) Emerging Museum Professionals
Snow Lion — Tibetan (bloomingpedia.org/wiki/Snow_Lion)
Note: An Emerging Museum Professional is classified as any person within the first 10 years of their museum career—this includes mid-life career changers.

1:30-5:30pm Topical Tours of Local Museums New!

Explore Bloomington museums while learning how different organizations have tackled collaborative efforts. Transportation and refreshments will be provided. For tour location details, please see the registration form. Select:

- TT1) Museum & University Collaboration
- TT2) Museum & Library Collaboration
- TT3) Small & Large Museum Collaboration
- TT4) Museums & Research

6pm Networking Dinner — Indiana University Art Museum

Join fellow attendees we enjoy heavy hors d'oeuvres and an opportunity to network with our fellow Indiana Museum People. We will be treated with a special tour developed just for the Association of Indiana Museums.

8pm After-Dinner Event — Irish Lion Restaurant

For those who would like to keep networking, we will have tables reserved at the famed Irish Lion (irishlion.com).

Key

- E—Education/Interpretation/Programming
- C— Collections/Exhibits
- T—Technology
- M—Management/Marketing/Governance
- S—Small Museum
- L—Libraries

Monday August 9 — Schedule

8am-4:30pm Registration Table Open

8am-1:15pm Silent Auction Open

8am-2:30pm Vendors Open During Breaks

8-8:45am Breakfast and Annual Meeting

Annual Meeting and launch of the Emerging Museum Professionals group.

9-10:15 Concurrent Sessions 1

1A) Geocaching—M T

Explore the potential of using GIS (Global Information Systems) technology for re-envisioning "the museum without walls" concept in a dynamic, interactive, and socially-constructed manner.

Presenter: Justin Makemson, Indiana University

1B) Digitizing Your Collection: A Small Museum Perspective on Grants, Software, and Drive—C S T L

Discover how one small museum has been able to start a large digitization program thanks to the right grants, software, and determination.

Presenter: Erica Kendall, Collections Manager, Monroe County History Center

1C) Planting and Transplanting: Cultivating Artistic Identities for Non-Arts Learners in a Museum—E

This presentation shares findings from a two-year study of elementary education majors and shares techniques for museums as teacher preparation institutes.

Presenter: Heidi Davis, Associate Instructor, Indiana University

10:30-11:45 Concurrent Sessions 2

2A) To Facebook & Beyond: How to Incorporate Web 2.0 Technology on a Low to No Budget—M S T L

Learn how a small museum with no budget has expanded marketing to reach new audiences by better utilizing both online resources and the Monroe County Public Library.

Presenter: Lisa Simmons, Outreach Coordinator, Monroe County History Center

2B) Curators are from Mars, Educators are from Venus—C E

How can exhibit developers, curators, and educators band together to make better exhibits? Learn from case studies and join a lively discussion of how to encourage collaboration not consternation.

Presenters: Janna Bennett, Curator; Cathy Hamacker, Exhibit Developer; Carey Meier, Educator, Children's Museum of Indianapolis

2C) Ball State University and Your Younger Visitors—E

Attract elementary school visitors and capitalize on the work of teachers by utilizing Ball State University's programs: Building Better Communities, State and World Connections.

Presenters: Ronald V. Morris, Ph.D., Professor; Kelly Huth, Project Manager, Fellows Program, Ball State University

12-1pm Lunch, Keynote, Mayor's Welcome

Introduction and welcome by Bloomington Mayor Mark Krizan followed by the Keynote by Indiana State Museum CEO, Tom King.

1:15pm Silent Auction Closes

1:15-2:30 Concurrent Sessions 3

3A) Raising a Million \$ During the Recession of 07-09—M S

Hear how the Howard Steamboat Museum raised \$500K to match a \$500K challenge grant while in the middle of a recession.

Presenters: David F. Fleming, President CEO, Fleming Consulting Group; and David Reinhardt, Past President and Capital Campaign Project Committee Chair; Rick Madden, Current President; Yvonne Knight, Administrator, Howard Steamboat Museum

3B) Learning to Share: The ISM, the ACPL, and the Lincoln Financial Foundation Collection—C L

Collection staff will discuss the development, operation, and future collaborative management of this unique collection owned by the State of Indiana and housed at both the Indiana State Museum and the Allen County Public Library.

Presenter: Jane E. Gastineau, Cindy VanHorn, Traci Cromwell all staff members of the Lincoln Financial Foundation Collection

3C) Working with Community Organizations to Provide Better Programming—E

Learn how the Children's Museum developed partnerships to provide a better opportunity for museum visitors to connect to program themes.

Presenters: Jill Gordon, Public and Youth Program Coordinator; Abby Brown, Information Coordinator and MAP Assistant, Children's Museum of Indianapolis

2:30-2:45 Final Vendors Open Time & Silent Auction Winners Announced New!

2:45-4:00 Concurrent Sessions 4 (New 4th session!)

4A) Promoting Your Organization Online: How to "Bloom" on a Budget—M T

Participants will be introduced to cost-effective, time-saving tools and strategies which will empower their organization to generate creative online promotions, and identify a budget-friendly solution.

Presenter: Mark Sties, Digital Storyteller, Sties Design; Jillian Koeneman, Founder of Freshlime Digital Marketing

4B) Museum/Community Collaboration 2.0: Creating Space for Public Voice—C S L

Discover the success of the Community Voices Gallery—a gallery that allows the community to exhibit its own history while expanding the museum's audience.

Presenter: Jenny Mack, Exhibits Assistant, Monroe County History Center

4C) I'll Order the Fun with a Side of Learning, Please: Drawing in the Lifelong Learner—E

Join the panel for an overview of adult and family learning followed by a lively discussion of how to frame programming to appeal to lifelong learners and their families.

Presenter: Janna Bennett, Curator, Children's Museum of Indianapolis; Sarah Tansy Zike, Assistant Director, Solutions Center at IUPUI

4:00-4:30 Silent Auction Pick-up