

The Minnesota Alliance of Local History Museums will hold the 2017 Annual Meeting and Conference at Chase on the Lake in Walker, MN. A Pre-Conference Event at Itasca State Park will kick off events on Tuesday, April 25, followed by two full days of sessions on Wednesday, April 26 and Thursday, April 27.

Please note that this schedule is subject to change. A final program will be published prior to the conference; this draft is provided to give attendees the opportunity to preview the topics and types of programs presented. To register, please see the Minnesota Alliance of Local History Museum’s website: <http://www.mnhistoryalliance.org/annual-conference.html>

Bus tour to Itasca State Park

- **Times are tentative:** 1 p.m. Departure from Chase on the Lake to Itasca (35 to 40 minute trip); 1:40 arrival. Stowing of coats, bathroom break and gift shop stop; 2 p.m. to 3:45 Session with head naturalists

How does Itasca State Park manage to train its temporary docents – both volunteers and seasonal employees – to deliver an accurate and engaging tour to its thousands of visitors each year? Naturalists Connie Cox and Sandra Lichter will lead a tour of historic CCC cabins and other areas of the park while demonstrating tour training tips. They will follow up at the Jacob Brower Visitor Center with a discussion of various interpretation techniques – brochures, signs, tours, and exhibits – and the best way to deliver the information. They also will share free guides and other resources from the federal park system. Whether you’re working in outreach and want to learn new ways to engage your audiences or a program director looking for training ideas, this program is for you.

Dinner on your own

Informal Mixer at Chase on the Lake

8 p.m.
30 minutes of free appetizers and drinks, followed by cash bar.

	Local History Museums 101	Outreach/Education	Collections/Research
9:15 to 10:30 am	<p>Don't take yourself so F'ing Serious: What being an Executive Director of a small historical society has taught me.</p> <ul style="list-style-type: none"> • <i>Hayes Scriven, Executive Director Richard I. Bong Veterans Historical Center</i> • <i>Dustin Heckman, Executive Director Goodhue Historical Society</i> <p>The life of small historical society director (or employee) can seem glamorous and fun, but did you ever think you would have to clean up three inches of s&!\$ in your workspace during the busiest event of the year? Or call the policeDustin and Hayes will share some of their most memorable moments as EDs of small museums and what these episodes have taught them. Attendees will learn that yes, we work in a fun field, and yes, some tasks just ruin our day, but we have to look at the more humorous side of our job to keep us all sane.</p>	<p>Exploring Paranormal Activity at Your Museum</p> <ul style="list-style-type: none"> • <i>Dustyn Dubuque, Museum Manager - Hay Lake School and Johannes Log House - Washington County Historical Society</i> • <i>Justin Miner, Johnsdale Paranormal</i> <p>Join Dustyn Dubuque as he shares what it is like to host events at historical sites based around the paranormal. For the past four years, Dubuque has worked at the Washington County Historical Society and Dunn County Historical Society (WI) and has implemented different "ghostly" programs. These programs are often the most successful throughout the year in attendance, money, and advertising. Dubuque will be joined by Justin Miner, lead researcher of Johnsdale Paranormal, who will speak on his fascination with the paranormal, what his group does during an investigation, working with historical societies, and how they help impact organizations. Whether you have a house museum or historical society, paranormal type events reach a wide audience and bring awareness to your organization.</p>	<p>Collection Management Software Update – Progress at Last</p> <ul style="list-style-type: none"> • <i>Ann Grandy, Collections Manager Pope County Historical Society</i> • <i>Joe Hoover, Digital Technology Outreach Specialist, Minnesota Historical Society</i> <p>At long last, there are new developments on the Collection Management Software front! MAHLM and several partner museums and repositories have applied for a Heritage Partnership grant to migrate data and run CollectiveAccess at five organizations. Learn about MALHM's proposed pilot project and recent changes in the Collection Management Software landscape. You will also have the opportunity to have input on the design and functionality of CollectiveAccess.</p>
10:45 am to noon	<p>Exhibit Graphic Design 101 <i>Erin E. Anderson and Larry Hutchings, Principals Museology Museum Services</i></p> <p>Exhibit designers are charged with the important job of visually representing complex ideas, stories, and topics to enhance the visitor experience. Good graphic design starts with decision-making about space layout, color,</p>	<p>How Do I Meet Their Standards? <i>Kevin Maijala, Manager, K-12 Programs & Services Minnesota Historical Society</i></p> <p>It has been six years since the new academic standards for Social Studies were launched. In this session we will give an overview of the new standards, look at trends in how they are being</p>	<p>The Art of Photographing Collections at the Museum</p> <ul style="list-style-type: none"> • <i>Adam Smith, Curator Carver County Historical Society</i> • <i>Heather Hoaglund, Collections Manager Hennepin History Museum</i> <p>Taking photographs of your artifacts is an important part of collections care. This session</p>

Wednesday, April 26 Morning Sessions

	materials, lighting, typography, and visitor participation. This session will observe and analyze a variety of these considerations in museum exhibits, as well as exploring the basic principles of good design.	implemented (both good and bad) and explore how linking your resources and experiences to English Language Arts and STEM standards can increase use of your offering AND support student learning about history.	will go over the basics of photographing artifacts and provide tips and tricks for taking high quality usable photographs on a budget. We will also discuss how to utilize these photographs to preserve and promote your collections.
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**Keynote speaker and lunch
Noon to 1:30**

	Local History Museums 101	Outreach/Education	Collections
1:30 pm to 2:45 pm	<p>Panel on collections: What is This and What do I Do With It?</p> <ul style="list-style-type: none"> <i>Moderator Cathy Osterman, Curator and Archives Manager, Northfield Historical Society</i> <i>Theresa Norman, Curator, Minnesota Masonic Heritage Center</i> <i>Mo Galvin, Curator, Institution: Sherburne History Center</i> <i>Stephanie Hess, Curator of Special Collections and Digitization, Northfield Historical Society</i> <i>Christopher Welter, Archivist, Minnesota Discovery Center</i> <p>This informal, drop-in session will feature five museum professionals knowledgeable about various areas of collections management. These professionals will be available one-on-one during the session to take individual questions and provide solutions to collections challenges. A resource list recommended by the presenters will be compiled and available to further aid participants after the conference. The topics</p>	<p>Facebook - your new newsletter, your best educational platform and your best way to bring new visitors.</p> <p><i>Dan Hartman, Director Glensheen</i></p> <p>Learn some some strategies to adapt to the new era of Social Media. Even though some of us are bored with it, Facebook is still the #1 social platform that all of our audiences engage in. Whether we like to admit it or not, it has become our newsletter to many of our loyal fans. Also, with the creation of Facebook Live it has become easily one of the best educational tools in our arsenal, especially for reaching into the classroom. Of course, it also has become the 1# marketing platform for reaching visitors in almost all geographic and demographic areas. During the presentation Dan will advise strategies that are mostly free and things that can be adapted immediately if desired. Also, during the presentation Dan will go live on Facebook to have the audience interact and watch first hand how it is not as scary as folks</p>	<p>Help! I'm Drowning in Genealogists: Tips & Tricks to Effectively Assist Researchers Without Losing Your Mind</p> <p><i>Jennifer Rian, Reference Library Minnesota Historical Society, Gale Family Library</i></p> <p>Genealogists can be the most enthusiastic and dedicated users of local history collections, conversely they can also be some of your most demanding researchers. Learn tips & tricks for assessing information needs, leveraging pre-existing resources, developing your own reference tools, and managing workflow all so you don't lose your mind. Formal presentation will conclude with an opportunity for participants to share their own institutional approaches for working with genealogists.</p>

Wednesday, April 26 Afternoon Sessions

	being covered are 3D collections, photograph collections, textile collections, archival collections, and collections documentation from policy to paperwork. Participants are encouraged to ask questions relevant to their own collections and hear their peers' advice or brainstorm solutions. Even those who have no specific questions are encouraged to drop in	think.	
	Local History Museums 101	Outreach/Education	Collections
3 pm to 4:15	<p>So You Want to be a Museum Geek?: Maximizing Internships and Volunteer Work to Build your Resume <i>Dustin Heckman, Executive Director</i> <i>Goodhue County Historical Society</i></p> <p><i>Panel</i></p> <p>So you want to join the wonderful world of museums and become a certified museum geek (or nerd depending on your preference)? Well there is more than just coursework that you need to do to get there! Hear from other museum professionals who have once been in your shoes and learn the importance that internships and volunteer experiences can have on landing your first museum job or working towards your dream job. Learn about other networking opportunities that may also provide you with a leg up when the job search begins. Ensure your cover letters and resumes get reviewed by avoiding common mistakes. This session will not simply be a discussion but a networking event in and of itself.</p>	<p>Gaming the Museum: Making history fun while staying true to your mission</p> <ul style="list-style-type: none"> • <i>Mike Worcester, Executive Director</i> <i>Cokato Museum and Akerlund Studio</i> • <i>Kim Purscell, Executive Director</i> <i>Steele County Historical Society</i> • <i>Gary Ruzman, Executive Director</i> <i>Beltrami County Historical Society</i> <p>Three Minnesota local history museums' unique programs have drawn huge crowds and media attention. Their secret – fun, innovative and interactive games based on local history.</p> <p>Cokato Museum created Minnesota's first "escape room." Participants must solve a historical puzzle inside a locked room within the allotted time, or an alarm sounds.</p> <p>Steele County Historical Society's "History Uncorked" invites visitors to serve as jurors as real attorneys argue a real case from the county's past. (Unlike real jurors, however, visitors can sip on wine and beer as they consider the case.)</p>	<p>Curators Affinity Group session: Archival Work for the Non-Archivist <i>Tom Steman, University Archivist/Professor</i> <i>St. Cloud State University</i></p> <p>In most history organizations, processing archival collections is often a curator's responsibility. This session, featuring Tom Steman, University Archivist/Professor at St. Cloud State University, will provide an overview of archival processing for the non-archivist (of course, actual archivists are welcome to attend, too!). Tom will cover the basics of processing, standards/best practices, retention schedules, and so on, giving participants an overview of the process from start to finish. His presentation will be followed by a Q & A. Then, if time permits, the Affinity Group will enjoy a roundtable meeting.</p>

Wednesday, April 26 **Afternoon Sessions**

		Beltrami County Historical Society hosts a “History Mystery” party. Costumed party-goers solve a murder mystery from the community’s past. The whodunit is a twist on the board game Clue.	
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Dinner on your own

Evening Mixer – with a trivia game and prizes!

Benson’s Eating & Drinking Emporium, downtown Walker

	Executive Director	Outreach/Education	Collections
9:15 to 10:30 am	<p>Sensitive Subjects: I Was Never Trained for This!</p> <ul style="list-style-type: none"> • <i>David Grabitske, Manager of State History Services, Minnesota Historical Society</i> • <i>Todd Mahon, Field Services Specialist, Minnesota Historical Society</i> <p>History organizations are part of the fabric of any community, and sometimes those communities are a little messy. This session will feature group discussions on how history organizations and their leadership can handle crises, and near-crises that tend to crop up around all nonprofits. The session features group discussion on example situations, including how to handle culturally sensitive objects, human resources issues, ethical considerations and more.</p>	<p>Think Outside of the (Historic House) Box: How to Create Experience-Based Programming at House Museums</p> <ul style="list-style-type: none"> • <i>Jayne Becker, Program Manager Ramsey House and James J. Hill House</i> • <i>Holly Johnson, Executive Director Hormel Historic Home</i> <p>Visitors, in ever-increasing numbers, are looking for experience-based programming at historic sites. But what does that mean and what does that look like at a historic house museum? This session looks at the nuts and bolts behind developing unique and creative programming for all ages. Participants will have the opportunity to “think outside of the historic house box” and learn how to create programs that attract new audiences and encourage repeat visitation. Discover what experiences historic houses can offer, while still staying true to their educational mission.</p>	<p>Your Collections can Bring in Money!</p> <p><i>Steve Penick, Head Archivist Stearns History Museum</i></p> <p>Managing collections take time and money, but your artifacts also can bring in dollars to your organization. Steve Penick will talk about how you market what your organization already does by focusing on your strengths. This can be a simple process from making photos available online for public purchase. Exhibits, newsletter articles and programs are other possibilities. More in-depth fundraising strategies can include dinner/speaker presentations, behind-the-scenes tours to relationship building events. In any case, it’s time to be creative in connecting the museum’s value to your community – and in the end, help generate funds for your organization!</p>
10:45 to noon	<p>How to be Historical without coming across as Hysterical</p> <ul style="list-style-type: none"> • <i>Moderator: Kathleen Klehr, Executive Director Scott County Historical Society</i> • <i>Mike Worcester: Cokato Museum</i> • <i>Rebecca Ebnert-Mavencamp: Anoka County Historical Society</i> • <i>Chris Schuelke: Otter Tail County Historical Society</i> • <i>Susan Garwood: Rice County Historical Society</i> 	<p>Prototyping 101: What It Is & How to Do It</p> <p><i>Erin E. Anderson and Larry Hutchings, Principals Museology Museum Services</i></p> <p>History museums sometimes get a bad rap for being a “no touch zone.” This session will explore ways to create in-gallery, hands-on opportunities that are integral to the museum experience – not just an afterthought. Participants will discover the meaning of prototyping and the importance of front-end testing for history exhibits and programs, hear stories and ideas to take back to their</p>	<p>Deaccession: Considerations from the Field</p> <ul style="list-style-type: none"> • <i>Moderator Adam Smith, Stearns History Museum</i> • <i>Leah Bowe, Collections Associate – NAGPRA, Minnesota Historical Society</i> • <i>Anjanette Schussler, Government Records Asst., MN State Archives</i> • <i>Ann Grandy, Collections Manager, Pope County Historical Society,</i> • <i>Cathy Osterman, Curator and Archives Manager, Northfield Historical Society</i> <p>At some point or another, every historical</p>

	<p>Local history is often overlooked by officials and even the community - with the caveat we do not provide an “essential service.” Those of us in public history rightly dispute that notion. The key to thriving into the future depends on our ability to convey that message to local government entities, businesses, grantors, and the general public.</p> <p>This panel discusse how do we in the field, especially in the day of instant communication and information overload, effectively convey that importance?</p>	<p>museums, and engage with a prototype.</p>	<p>society will have to engage in deaccessioning. With this in mind, five museum professionals will share their experiences on how to make deaccessioning collections easier for our colleagues and an easier practice in the field itself. The session will begin with the basics of deaccessioning – what it is, why we do it, and how we do it. Special attention will be given to how NAGPRA laws and culturally sensitive items affect local museums and what should be done with these collections. The discussion will also cover obsolete media formats and the importance of reappraisal of items. Real-life experiences will be shared regarding what works and what does not with deaccessioned items. And finally, the link between accession and deaccession will be considered as well as how collections practices have and will continue to change deaccessioning.</p>
<p>Noon to 1:30 pm</p>	<p>Lunch Annual Meeting and Minnesota History Awards</p>		
	<p>Executive Director</p>	<p>Outreach/Education</p>	<p>Collections</p>
<p>1:30 to 2:45 pm</p>	<p>Recruiting the Right Volunteer: <i>Julie Vreeland, Greater MN Outreach and Partnership Manager, Minnesota Association for Volunteer Administration (MAVA)</i></p> <p>Often when staff or members of an organization are involved in recruitment, they are so anxious to fill slots or add to the membership that little care is given to finding the right person(s). Everyone can relate to the impact on the volunteer and the organization when the wrong person is recruited.</p>	<p>Partners in education: local history museums and schools. <i>Rebecca Ebnet Mavencamp, Executive Director Anoka County Historical Society</i></p> <p>We'll share ways that Anoka Public Schools 6th grade team has collaborated with the Anoka County Historical Society in staff development, the creation of "Museum Boxes" and an after school History Club! Several "Museum Boxes" - collections of hands-on artifacts - will be available during the session for participants to</p>	<p>Crash Course: Preventive Conservation for History Museum Collections</p> <ul style="list-style-type: none"> • <i>Elisa Redman, Director of Preservation Services</i> • <i>Nicole Grabow, Senior Objects and Preservation Services Conservator Midwest Art Conservation Center (MACC)</i> <p>This double session will explore the concepts behind Preventive Conservation and how small and mid-sized history museums can actively</p>

	<p>Successful recruitment involves marketing your organization's volunteer needs to the segment of people who can fill your needs while simultaneously filling their own. Recruitment is not merely following prescribed techniques to attract potential volunteers but rather designing a strategy to find the right volunteer and then utilizing an appropriate outreach technique to invite them to consider becoming a volunteer or member. The Primary Purpose of this training is to explore targeted volunteer recruitment: a strategy of invitation to reach the best people to fill your volunteer positions.</p>	<p>preview. We'll also share some ideas of how to fund these projects.</p>	<p>build a preventive conservation program for their collections.</p> <p>What is the difference between “archival” and “acid free”? What is Preventive Conservation? We will start by defining essential terms, and will broadly cover a variety of topics in the overall care of a mixed media history collection. Topics covered will include: defining collection parameters and related policies; environment, light, and agents of deterioration; basic concepts in artifact handling, maintenance, storage, and display; classes of materials and their highest vulnerabilities; Integrated Pest Management and mold prevention; volunteer management; and a discussion of preservation versus access. You don't need to be a conservator to implement Preventative Conservation practices that will protect and sustain you collection for generations to come.</p>
<p>3 to 4:15 pm</p>	<p>The Principles and Practices for Nonprofit Excellence</p> <ul style="list-style-type: none"> • <i>Emily Steinmetz, Central Regional Coordinator</i> • <i>JoLynn Langaas, NW Regional Coordinator Minnesota Council of Nonprofits</i> <p>Many executive directors find that while they know the museum and history field, they're unprepared for the responsibilities of running a nonprofit. Along with collections care and outreach programs, executive directors must deal human resources, financial management and other administration issues. In 1994, the Minnesota Council of Nonprofits became the first state association of nonprofits to develop a set of accountability principles and management practices to support nonprofit leaders in their roles. Learn how <i>The Principles and Practices for Nonprofit Excellence</i>, can help you in your leadership role.</p>	<p>Beyond the Questionnaire: Alternative Methods for Museum Evaluation <i>Erin E. Anderson and Larry Hutchings, Principals Museology Museum Services</i></p> <p>Evaluation is an important tool in helping you communicate your museum's impact. Increase your evaluation capacity by learning alternatives to the standard questionnaire. Pop-up polls, informal interviews, visits to community events and other tools can bestow greater insight and more immediate results. This session will explore three main types of evaluation, and provide a toolbox of ideas that will enable you to take your evaluation practices to the next level.</p>	<p>build a preventive conservation program for their collections.</p> <p>What is the difference between “archival” and “acid free”? What is Preventive Conservation? We will start by defining essential terms, and will broadly cover a variety of topics in the overall care of a mixed media history collection. Topics covered will include: defining collection parameters and related policies; environment, light, and agents of deterioration; basic concepts in artifact handling, maintenance, storage, and display; classes of materials and their highest vulnerabilities; Integrated Pest Management and mold prevention; volunteer management; and a discussion of preservation versus access. You don't need to be a conservator to implement Preventative Conservation practices that will protect and sustain you collection for generations to come.</p> <p>The session will integrate lecture, discussion, and demos in basic handling and cleaning.</p>

