

# CONFERENCE SESSIONS

Monday, April 25  
9:20-10:20 a.m.

## 'DEACCESSION' IS NOT A DIRTY WORD

COLLECTIONS  
& EXHIBITS

Hannah King, Wright County Historical Society

Deaccessioning can seem daunting. Where do you start? How do you decide if something needs to go? What will people think?! This session will cover the established legal and ethical guidelines for deaccessioning alongside practical advice for how to apply them. We will work through developing criteria, documentation, and public outreach (with plenty of examples). The session will be technical but beginner-friendly, leaving you ready to approach this important part of collection maintenance.

## WHAT WIKIPEDIA CAN DO FOR YOUR LOCAL HISTORY

EDUCATION  
& OUTREACH

Joe Hoover, Minnesota Historical Society

Why Wikipedia? Oftentimes Wikipedia is the first stop for students and researchers instead of historical societies. However, while historical societies may not be the first stop for those students or researchers, they can often be the authoritative source of historical information found on Wikipedia. Taking an active role in providing accurate and notable information of your communities history in Wikipedia articles can continue with that mission and drive traffic back to your organization.

## WHEN ALL THE SPAGHETTI STICKS: MANAGING THOUGH SUCCESSFUL CHAOS

EXECUTIVE DIRECTOR  
& BOARD MEMBERS

ROUNDTABLE

Rebecca Ebnert-Desens, Anoka County Historical Society

Excerpts from Sara Given, Erin McBrien

The Federal Cartridge Collection alone topped 100,000 items, then we added the podcast, a couple grants, increased video production, exhibit planning, a companion publication, and the Facing Change initiative. We're having fun, but our staff is wearing out--yet the public and board couldn't be more engaged. What now?! Let's talk about our culture of wanting to do it all, wishing we could, trying to make it happen, and the downside of making it all look easy.

# CONFERENCE SESSIONS

Monday, April 25  
10:40-11:40 a.m.

## MAKING SPACE: CREATING A COLLECTIONS PROCESSING LAB ON A BUDGET

COLLECTIONS  
& EXHIBITS

Emily Kulzer, Historical & Cultural Society of Clay County

Jenna Collins, Historical & Cultural Society of Clay County

Petra Gunderson-Leith, Historical & Cultural Society of Clay County

Collecting institutions--no matter their size--deserve a quality space to care for & photograph their objects. This can be achieved by creating a designated collections processing lab. But what do you do when you have no budget and limited space? This session seeks to answer that question through sharing how staff members at the Historical & Cultural Society of Clay County faced challenges to set up their own processing lab, and how this space has benefitted both the staff and the collection.

## NATIVE NATIONS MODULE: HOW UNDERSTANDING NATIVE NATIONS CAN SUPPORT YOUR WORK

EDUCATION  
& OUTREACH

Rita Walaszek Arndt, Minnesota Historical Society

Amber Annis, Minnesota Historical Society

David Sandager, Minnesota Historical Society

Minnesota is home to four Dakota and seven Ojibwe nations who are oftentimes overlooked or underrepresented in non-Native spaces. This session will share a training that the Minnesota Historical Society has developed with their Native American Initiatives and Interpretive Programs teams to share best practices in incorporating Native history and content across our organization. Participants will leave the session with a better understanding of how to talk about Native Nations in Minnesota.

## THE FUTURE OF MUSEUM MEMBERSHIP: GENERATIONS, LABELS, AND OUR BIGGEST SUPPORTERS

EXECUTIVE DIRECTOR  
& BOARD MEMBERS

ROUNDTABLE

T.J. Malaskee, Maplewood Area Historical Society

T.J. will present current statistics and first hand experiences on the status of membership based organizations and lead a roundtable discussion on the (present and) future of memberships in history and museum organizations.

# CONFERENCE SESSIONS

Monday, April 25  
1:30-2:30 p.m.

## MUTUAL ASSISTANCE: TACKLING DISASTERS TOGETHER

COLLECTIONS  
& EXHIBITS

PANEL

**Adam Smith, Minnesota State University, Mankato**

**Megan Narvey, Minnesota Historical Society**

**Nicole Grabow, Midwest Art Conservation Center**

**Celeste Suter, Chippewa County Historical Society**

MALHM's Mutual Assistance Team is working to develop a new model of mutual assistance, learn about the work being done to improve regional disaster response. Megan will discuss creating disaster kits, grant opportunities through MNHS and introduce the Minnesota Alliance for Response. Nicole will discuss emergency planning, response and how MACC can support your museum. Celeste will talk about her experiences creating a disaster plan and applying for grant funding.

## HOW REGIONAL HISTORICAL ORGANIZATIONS ARE USING THE HERITAGE PARTNERSHIP GRANT PROGRAM

EDUCATION  
& OUTREACH

PANEL

**John Fulton, Minnesota Historical Society**

**Milissa Brooks-Ojibway, Glensheen**

**Jessica Potter, Blue Earth County Historical Society;**

**Chris Schuelke, Otter Tail County Historical Society;**

**Dustin Heckman, Glensheen**

The Heritage Partnership Grant Program provides funding for organizations to do cooperative capacity building and program development. MALHM veterans, members of history organizations and the MNHS Grants Office will dig into the details about how partnered organizations have used Partnership grants to increase capacity. This panel will address questions like: How did it work? Who else should attempt this? What should they prepare for? Was it worth it?

## STRATEGIC PLANNING ON A SHOESTRING

EXECUTIVE DIRECTOR  
& BOARD MEMBERS

**Emily Thabes, Beltrami County Historical Society**

**Catherine Marchand, Beltrami County Historical Society**

Do you want to bring strategic planning to your organization but lack funding for an external consultant? Join us to discover leadership, goal-setting, communication, and team-building tools and resources for crafting your meeting plan and engage in quick tips for meeting facilitation and group engagement. Hear from board members and volunteers about their experiences in and after planning, and explore activities that will keep your initiatives top of mind all year.

# CONFERENCE SESSIONS

Monday, April 25  
2:50-3:50 p.m.

## ARSENIC AND OLD LACE: TESTING YOUR COLLECTIONS

COLLECTIONS  
& EXHIBITS

DEMO

**Nicole Grabow, Midwest Art Conservation Center**

From taxidermy to historic medicines, collections spaces are home to many hazardous or potentially hazardous materials. In this session, we'll talk about some of the more common collection hazardous and then focus in on arsenic, its history, use, and how to test for it. The majority of the session will be a demonstration of arsenic testing for historic collections. Materials and techniques will be introduced and shared, and options will be provided both for how to test your own collections for this particular hazard and for how to sample your collections for testing to be done elsewhere.

## UNUSUAL OUTREACH, SUPRISING RESULTS!

EDUCATION  
& OUTREACH

**Sally Stevens, Wright County Historical Society**

Five events will be highlighted as examples of unusual outreach activities, all with surprising results! From an indoor Christmas tree display--now the biggest in Minnesota--to a psychic's reflections on a downtown's past, each of the five events attempted to connect the Wright County Historical Society to our communities and bring people of all ages and interests to our building.

## IS YOUR COLLECTION WORKING FOR YOU?

EXECUTIVE DIRECTOR  
& BOARD MEMBERS

**Sondra Reiersen, Minnesota Historical Society**

What is your plan for curating your collection? In this session we will explore recent work by Minnesota Historical Society curatorial staff to develop and implement a Collecting Work Plan and Collecting Tiers. These scalable guiding documents are based on the organization's mission and strengths, providing clarity and identifying priorities. Participants will leave the session with a framework to apply to their own collections and talking points to share with their constituents.

# CONFERENCE SESSIONS

Tuesday, April 26  
9:20-10:20 a.m.

## ANSWERS ABOUT COLLECTIVEACCESS MINNESOTA

COLLECTIONS  
& EXHIBITS

PANEL

**Ann Grandy, CollectiveAccess**

**Hannah King, Wright County Historical Society**

**Claudia Nicholson, The Museum Lady**

**Krista Lewis, Olmsted County Historical Society**

**Jaimie Timm, Mower County Historical Society**

**Rebekah Coffman, Plymouth Historical Society**

Have you heard about CollectiveAccess Minnesota? It is the web-based collection management software supported by the Minnesota Alliance of Local History Museums and shared by almost 40 Minnesota museums. If you are curious about CollectiveAccess software and this collaborative project, or have questions about joining, this is the session for you. There will be a brief demonstration of the software and current CollectiveAccess users will share their experiences and answer questions.

## BUILDING RESOURCES FOR LOCAL HISTORY & CULTURAL ORGANIZATIONS WITH DIGITAL HUMANITIES BASED COURSEWORK

EDUCATION  
& OUTREACH

**Brittany Johnson, Douglas County Historical Society**

**Austin Mason, Center for Digital Humanities, Carleton College**

**Amanda Seim, Runestone Museum Foundation**

The digital humanities include powerful tools for the modern historian or organization to conduct research and reach their audience. How can small, local institutions create partnerships and projects that leverage the unique power of local history with the talents of students enrolled in digital humanities courses? This session examines a completed collaborative DH project to offer valuable insights, suggestions, and a basic blueprint for organizations interested in exploring DH projects.

# CONFERENCE SESSIONS

Tuesday, April 26  
9:20-10:20 a.m. (Cont.)

## HOW TO FUNDRAISE FOR YOUR BIG IDEAS! IT'S NOT AS SCARY AS YOU MIGHT THINK

EXECUTIVE DIRECTOR  
& BOARD MEMBERS

**Christian Hakala, Carleton College**

This session will offer attendees a process and a framework for turning your big ideas into transformational gifts for your organization. We will cover who you should ask and how you should ask them. You will learn the fundamentals of how to be an effective fundraiser for your organization, along with suggested phrasing and strategies for soliciting and cultivating your donors. Session will include a robust question and answer period where you can get advice on specific situations.

## COLLABORATIVE APPROACHES TO CEMETERY RESTORATION

HISTORIC  
PRESERVATION

**Charley Langowski, Northern Bedrock Historic Preservation Corps**  
**Merlin Peterson, Pope County Historical Society**

Explore collaborative approaches to cemetery restoration as we discuss past Northern Bedrock Historic Preservation hitches with Pope County Historical Society. We will share how to include volunteers in hands-on training, Scopes of Work and logistics management for multiple locations, and an introduction to preventative maintenance.

# CONFERENCE SESSIONS

Tuesday, April 26  
10:40-11:40 a.m.

## BUILDING TOGETHER: A NEW MODEL OF CO-CREATED EXHIBITS HIGHLIGHTING LOCAL COMMUNITY PARTNERS

COLLECTIONS  
& EXHIBITS

**Abby Currier, History Center of Olmsted County**  
**Dan Nowakowski, History Center of Olmsted County**  
**Andre Crockett, Barbershop and Social Services**

Museums should share the stories of their communities. Learn how the History Center of Olmsted County has developed a new exhibit design model that uses strong community partnerships to co-create exhibits where our partners can tell their stories. The session will explore how this model can be adapted for different groups with an emphasis on our most recent partnership. Hear how these partnerships were developed and what steps you can take to create similar work in your institution.

## DIGITIZING MINNESOTA'S NEWSPAPERS

EDUCATION  
& OUTREACH

ROUNDTABLE

**Joe Hoover, Minnesota Historical Society**  
**Jillian Odland, Minnesota Historical Society**

Once a newspaper is digitized, each newspaper page will be keyword searchable. Computer searches of digitized newspapers can find people, phrases, places, and events people can overlook after hours of researching a newspaper page by page. Digital newspapers are a popular desire for many history organizations and their patrons. Join in an informative round table discussion with staff from the Minnesota Historical Society's Grants Program and Minnesota Digital Newspaper Hub as well as staff from the Minnesota Digital Library about the current state of digitizing Minnesota's newspapers, what the needs are, and where to go in the future.

# CONFERENCE SESSIONS

Tuesday, April 26  
10:40-11:40 a.m. (Cont.)

## MUSEUM REFRESH: REVITALIZING STRATEGIES FOR SMALL MUSEUMS

EXECUTIVE DIRECTOR  
& BOARD MEMBERS

**Rebekah Coffman, Plymouth Historical Society**

Many local history museums face challenges of how to best address meeting the needs of their facility, collection, and community in tandem, especially small, volunteer-run museums. Outdated displays. Improper storage. Untenable record keeping. Inconsistent operations. Declining programming engagement. Strained volunteer base. These are just a few of the many challenges faced. This session looks at the example of the Plymouth Historical Society in transitioning from a completely volunteer-run nonprofit to a City-run facility with a paid staff person to re-invigorate its operations. The session will discuss approaches taken and lessons learned in addressing items such as facility updates, collection inventory, planning collection storage, diversifying interpretive approach, and more, with an emphasis on lower-cost strategies and scalability for small staff or volunteer-run organizations.

## WELCOME BACK! A WORKSHOP IN PUBLICITY, PROMOTIONS AND EVENT PLANNING

MARKETING  
& SOCIAL MEDIA

ROUNDTABLE

**Anne Tabat, Wabasha County Historical Museum**

An informal workshop that takes a fresh look at current promotional materials and outreach efforts in order to bring in lapsed members and new visitors. Participants are asked to bring in samples of their current promotional materials, newsletters, press releases, and publicity for museum events if possible for this working session. Topics covered include; Identity, Message, Brand, Media, and more.

# CONFERENCE SESSIONS

Tuesday, April 26  
1:30-2:30 p.m.

## INCORPORATING ACCESSIBLE DESIGN FROM THE BEGINNING

COLLECTIONS  
& EXHIBITS

Larry Hutchings, Museology, LLC

Accessibility isn't a notion to be tacked on to the end of exhibit planning. It's essential! Incorporate accessible design from the beginning with the simple tips presented in this session. We will look at physical space use, peek at ADA regulations, and discuss making exhibit labels accessible. It doesn't cost anything to use accessible design, and it benefits all museum visitors!

## THE CONTROVERSY OF GRANDMA'S BEDROOM: REINTERPRETATION VS RESTORATION—A CASE STUDY

COLLECTIONS  
& EXHIBITS

T.J. Malaskee, Maplewood Area Historical Society

T.J. will dissect his organization's journey of taking a (non) historic - historic room and redesigning it in a contemporary skin to better interpret the history of one historic home from ED Board Member conversations to Board presentations, community buy-in and the eventual clean-sweep redesign that is "less historic" but better meets the historical society's mission of "Educating - Sharing - Preserving: Where the history & heritage of Maplewood lives!"

## HIVE MIND ROUNDTABLE

EDUCATION  
& OUTREACH

ROUNDTABLE

Sally Stevens, Wright County Historical Society

A round table discussion for all those who struggle to bring new groups to their facilities and want to draw on the strength of each other. I love the concept of a 'Hive Mind'--we should all be stealing from each other with full permission--and believe that a room full of open, frank discussion creates more solutions than when we do it alone.

## SCAMS, SCHEMES, AND FRAUD, OH MY! SAFEGUARDING YOUR MUSEUM FROM FINANCIAL THREAT

EXECUTIVE DIRECTOR  
& BOARD MEMBERS

Marie Ahles, Principal Project Manager Capital One Bank

Emily Thabes, Beltrami County Historical Society

The financial devastation of a phishing scam or fraudulent money transfer may only be a click away. Is that unexpected donation as good as it seems? Join current and former financial fraud specialists to learn how to identify potential financial scams hitting the museum profession and steps to take for safeguarding your accounts and information. Handouts will include a resources guide.