2020 Annual Meeting and Conference

Start your day with a continental breakfast.

April 28, 29, 30 in Austin, MN

Minneapolis, MN | Local History Museums
Thank you to our Program Committee

Steve Penick, Chair
Head Archivist, Stearns History Museum

Andy Bloedorn
Curator of Collections & Archivist, Winona County Historical Society

Rebecca Ebnet-Desens
Executive Director, Anoka County Historical Society

Nicole Elzenga
Executive Director, Renville County Historical Society

Dustin Heckman
Alliance Coordinator, MALHM

Missy Hermes
Education Coordinator, Otter Tail County Historical Society

Jill Wohnoutka
Executive Director, Kandiyohi County Historical Society

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EXECUTIVE DIRECTOR,
MOWER COUNTY HISTORICAL SOCIETY

Holly Johnson,
CO-CHAIR
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HORMEL HISTORIC HOME

Dustin Heckman
AND
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EXHIBITS & PROGRAMS with INSPIRATION & SOUL

MUSEOLOGY

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Wednesday, April 29

CONFERENCE DAY 1

SCHEDULE OVERVIEW

8:00–9:00AM
REGISTRATION & CHECK-IN, BREAKFAST, VENDOR HALL OPENS
Holiday Inn Austin Conference Center A full breakfast buffet will be available for all attendees as part of registration at Torges. The Vendor Hall will be in the Harvest Room and Teddy Roosevelt Room. Registration will be available by the Conference Center entrance with doors to the Grand Ballroom opening at 8:40 am.

9:00–9:15AM
WELCOMING REMARKS Grand Ballroom

9:20–10:20AM
BREAKOUT SESSIONS #1
Salon I & II: Executive Director Track
Salon III & IV: Education & Outreach Track
Salon V & VI: Collections & Exhibits Track
Regency Room: Historic Preservation & Building Maintenance Track

10:20–10:40AM
MORNING BREAK Harvest & Teddy Roosevelt Rooms

10:40–11:40AM
BREAKOUT SESSIONS #2
Salon I & II: Executive Director Track
Salon III & IV: Education & Outreach Track
Salon V & VI: Collections & Exhibits Track
Regency Room: Historic Preservation & Building Maintenance Track

11:40AM–1:30PM
LUNCH & KEYNOTE ADDRESS Grand Ballroom Lunch will be served starting at 12 PM. Keynote Address will begin at 12:30 PM. Our keynote address will be delivered by TBD.

1:30–2:30PM
BREAKOUT SESSIONS #3
Salon I & II: Executive Director Track
Salon III & IV: Education & Outreach Track
Salon V & VI: Collections & Exhibits Track
Regency Room: Historic Preservation & Building Maintenance Track

2:30–2:50PM
AFTERNOON BREAK Tinta Wita Room

2:50–3:50PM
BREAKOUT SESSIONS #4
Salon I & II: Executive Director Track
Salon III & IV: Education & Outreach Track
Salon V & VI: Collections & Exhibits Track
Regency Room: Historic Preservation & Building Maintenance Track

4:00–5:00PM
2020 ANNUAL MEETING Grand Ballroom

5:00–7:00PM
DINNER ON YOUR OWN Shuttle service will be available for those who wish to dine in downtown Austin. The shuttle will leave from the front of the hotel at 5:15 pm for downtown. The mixer is located in the downtown area. For those wanting to enjoy the restaurants available near the Holiday Inn, a shuttle will leave from the front of the hotel at 6:45 pm to bring riders to the mixer.

7:00–9:00PM
EVENING MIXER Hormel Historic Home, 208 4th Avenue Northwest
Take a stroll through the lifestyle and legacy of George and Lillian Hormel, the founders of the Geo. A. Hormel and Co., now Hormel Foods. Their home tells the story of hard work and family devotion amid a time of architectural creativity and craftsmanship. An optional It All Started With Sausage activity will be available. Trivia begins at 7:30 p.m. in the Carriage Hall Event Center. Refreshments will be served with one drink ticket provided.
CONFERENCE SESSIONS
9:20–10:20AM

EXECUTIVE DIRECTOR | 4 BUILDING BLOCKS FOR PLANNED GIVING SUCCESS
Mariah Brook, Saint Paul & Minnesota Foundation

Every nonprofit wants legacy gifts from their donors, but staff capacity, budget limitations, current needs and the perceived complexity of gift planning often stand in the way of helping donors make their most meaningful gift. This session will expand the tools in your toolbox to grow your planned gift expectancy, sustaining your organization for years to come and ensuring dollars aren’t left on the table.

EDUCATION/OUTREACH | CREATING A SUCCESSFUL LIVING HISTORY EVENT: FROM TALENT TO GUEST EXPERIENCE FOR INCREASED VISITATION
Adam Lindquist, Teddy Roosevelt Live
Mark Morrison, Bloomington Parks & Recreation

Interactive living history can be a powerful education and visitor engagement tool. Museum Professionals and performers will share their experiences and best practices for creating a living history event that engages the community, volunteers and guests. In this session, we will: discuss what it takes to create a successful event, learn how to find appropriate talent and work with them to organize and promote your event, utilize social media and other tools for promotion, discuss other tools for driving revenue and excitement, budgeting and fundraising, logistics before, during, and after, measuring success.

COLLECTIONS & EXHIBITS | USING GRANTS TO FUND COLLECTIONS CARE: WHERE TO START
Megan Narvey, Minnesota Historical Society

Preserving your collections is a high priority, but how do you get started? What’s more important, transferring your collections into archival boxes or changing your lighting to LEDs? How do you fund these projects? The answer is by starting with a General Conservation Assessment and Long Range Preservation Plan. This session will discuss how to apply for a Long Range Preservation Plan grant through MNHS, what to expect during the grant, and how to use the plan when it is complete.

HISTORIC PRESERVATION & BUILDING MAINTENANCE | DOCUMENTING YOUR HISTORIC STRUCTURE
Jessica Fortney, Northern Bedrock Historic Preservation Corps

Ever notice something new on your historic building and wonder if it has been like that for a day or for years? Photo documentation can be very helpful to create a timeline and a record for your historic building. This session will give helpful hints and tips on how to photograph and document your building in a useful way to help show its condition over time and to ask for help to fix and maintain the buildings.
**EXECUTIVE DIRECTOR | THE REVIEW PROCESS—IT’S NOT SCARY!**

Randal Forster, Mower County Historical Society

Does your organization have a formal review process for its employees? If the answer is no, how do you start from scratch? If the answer is yes, how is your current process working? How can it be improved upon to inspire your staff to get more done? The review process should not be difficult or feared. The review process should encourage everyone within your organization to be more productive in a positive collaborative manner.

**EDUCATION/OUTREACH | TURNING A THOUSAND STORIES INTO ONE: HOW TO TELL YOUR STORY**

Alan Schutte, Platt Hollow Road

In this session, attendees will be taken through examples on how to find their organizations personality in order to create a consistent brand, carve a marketing niche and deliver a great experience. We’ll discuss how to focus on the stories that are most relevant to your audience and your community, the ones that make each community special and how to take those special stories and wrap them in a narrative that can help you stand out more as a destination with your marketing.

**COLLECTIONS & EXHIBITS | VIRTUAL VOLUNTEER PROGRAM**

Kathy Evavold, Otter Tail County Historical Society

Are you ready to harness the power of volunteers to index research materials from the comfort of their own homes? That’s what Otter Tail County Historical Society has been doing since 2010. Kathy will share the ups and downs of running such a program.

**HISTORIC PRESERVATION & BUILDING MAINTENANCE | PRESERVATION IN THE LAND OF 10,000 LAKES: AN UPDATE ON THE STATEWIDE HISTORIC PRESERVATION PLAN**

Michael Koop & Catherine Sandlund, State Historic Preservation Office

The Minnesota State Historic Preservation Office (SHPO) is in the process of preparing a new Statewide Historic Preservation Plan, which will share a vision for preservation of historic resources throughout the state. The Plan reflects the issues, concerns, and aspirations expressed by the public and a wide range of preservation partners. Come and learn what a preservation plan is, what the public has told us thus far through our engagement efforts, and what themes have emerged for the new plan.
EXECUTIVE DIRECTOR | BIG SHOES TO FILL
Todd Mahon, Minnesota Historical Society       Dustin Heckman, Richard I. Bong Veterans Historical Center
Cathy Osterman, Northfield Historical Society   Genia Hesser, Winona County Historical Society

Stepping into the role as a new director, you might find that you have big shoes to fill. The former director may have held the position for decades, was a beloved community member, or was a gregarious leader. Maybe the former director was not well liked or had made harsh decisions or had driven off a loyal following. Whatever the case, you are stepping into the leadership role AND the shadow left by the former director. How do you survive as well as make the position your own?

EDUCATION/OUTREACH | CORNFIELDS, GHOST TOWNS & ARTIFACTS:
APPROACHES TO PUBLIC ARCHAEOLOGY USING MINNESOTA LEGACY FUNDS
Matt Carter, Dakota County Historical Society       Chad Roberts, Ramsey County Historical Society
Jeremy Nienow, Nienow Cultural Consultants           Heather Hoagland, Scott County Historical Society

This panel will discuss the recent results of a Minnesota Legacy Amendment Heritage Partnership Grant covering Dakota, Ramsey, and Scott Counties. Conducted primarily in 2019, this project brought together professional archaeologists, volunteers, and historical society staff to complete a series of public archaeology events in and near the Twin Cities. Attendees will hear project results, the process of securing funding, pros and cons of partnership grants, and ideas for replicating this work.

COLLECTIONS & EXHIBITS | SIX EASY TRICKS FOR ARTIFACT MOUNTS
Larry Hutchings, Museology, LLC

Your collection is stunning, but what is the best way to showcase your most prized artifacts? In this session you will learn how to create mounts that won’t damage delicate items or distract from the object on display. Larry Hutchings will share six easy tricks for creating inviting mounts that encourage visitors to admire your collection as much as you do!

HISTORIC PRESERVATION & BUILDING MAINTENANCE | CEMETERY MEMORIAL
PRESERVATION/RESTORATION
Jeff Anderson, Anderson Memorials Inc.

The Do’s and Don’ts of Cemetery Memorial Cleaning, repair and restoration of cemeteries.
EXECUTIVE DIRECTOR | **SAFE AND SECURE: PREPARING FOR THEFT, VANDALISM, AND OTHER MUSEUM CRISIS**  
Crystal Boyd, Golden Valley Historical Society  
Imagine you've just discovered that your museum's donation box is missing and several collections items have vanished. What will you do next? This session explores lessons learned from a recent museum burglary and the value of security planning. Participants will learn three affordable actions that can help prevent theft and what grant opportunities exist for conducting a security assessment or developing a Disaster Plan.

EDUCATION/OUTREACH | **FRESH OUT OF THE TOOLBOX: GRANTS, EDUCATION AND DIVERSITY RESOURCE**  
Pat Koppa, Public Health Consultants  
Daardi Mixon, Minnesota State University, Mankato  
Carolyn Vesser-Egbide, Minnesota Historical Society  
Mai Vang, Hmong Museum  
Jaden Hansen, Museum of Minneapolis  
Susan Garwood, Rice County Historical Society  
How can you use new tools when you apply for grants, communicate with school personnel, or partner with nontraditional communities? LSA Priority Action teams will share:  
1. Use of a white paper on becoming an advocate for change for/with diverse communities.  
2. Navigating the Education Toolkit for in-services, and when partnering with school leadership.  
3. How MNHS Grants resources and processes have changed in response to feedback from Minnesota's history and cultural heritage community.

COLLECTIONS & EXHIBITS | **ARTIFACT MOUNTS: WHAT THEY ARE & HOW TO USE THEM**  
Larry Hutchings, Museology LLC  
This hands-on workshop picks up where the previous session left off. After a brief review of general information about artifact mounts, participants will plan and execute a simple mount for an object. Bring an object from home, or use one of Museology's. (Exercise good judgment if you bring an object from your museum!) We’ll wrap up with a conversation about mounting challenging objects in your collections. Bring questions and photographs of artifacts, and we’ll brainstorm some solutions together.

HISTORIC PRESERVATION & BUILDING MAINTENANCE | **MAINTAINING YOUR HISTORIC LANDSCAPE**  
TBD, Glensheen  
Learn tips and tricks for maintaining your historic landscape.
Thursday, April 30
CONFEENCE DAY 2
SCHEDULE OVERVIEW

8:00–9:00AM
REGISTRATION & CHECK-IN, BREAKFAST, VENDOR HALL OPENS
Holiday Inn Austin Conference Center A full breakfast buffet will be available for all attendees as part of registration at Torges. The Vendor Hall will be in the Harvest Room and Teddy Roosevelt Room. Registration will be available by the Conference Center entrance with doors to the Grand Ballroom opening at 8:40 am.

9:00–9:15AM
WELCOMING REMARKS Grand Ballroom

9:20–10:20AM
BREAKOUT SESSIONS #5
Salon I & II: Executive Director Track
Salon III & IV: Education & Outreach Track
Salon V & VI: Collections & Exhibits Track
Regency Room: Historic Preservation & Building Maintenance Track

10:20–10:40AM
MORNING BREAK Harvest & Teddy Roosevelt Rooms

10:40–11:40AM
BREAKOUT SESSIONS #6
Salon I & II: Executive Director Track
Salon III & IV: Education & Outreach Track
Salon V & VI: Collections & Exhibits Track
Regency Room: Historic Preservation & Building Maintenance Track

11:40AM–1:30PM
LUNCH & HISTORY AWARDS PROGRAM Grand Ballroom Lunch will be served starting at 12 PM. History Awards will begin at 12:30 PM.

1:30–2:30PM
BREAKOUT SESSIONS #7
Salon I & II: Executive Director Track
Salon III & IV: Education & Outreach Track
Salon V & VI: Collections & Exhibits Track
Regency Room: Historic Preservation & Building Maintenance Track

THANK YOU FOR ATTENDING THE 2020 MALHM ANNUAL MEETING & CONFERENCE!

WE LOOK FORWARD TO SEEING YOU NEXT YEAR IN
ALEXANDRIA
APRIL 27 to 29, 2021
at ARROWWOOD RESORT & CONFERENCE CENTER
EXECUTIVE DIRECTOR |
HOW TO FUNDRAISE FOR YOUR ORGANIZATION: IT’S NOT AS SCARY AS YOU MIGHT THINK!
Christian Hakala, Carleton College
This session will offer attendees a process and a framework for raising money from your organization’s supporters. We will cover who you should ask and how you should ask. You will learn the fundamentals for how to be an effective advocate and fundraiser for your organization, along with suggested phrasing and strategies for soliciting and cultivating your donors. Session will be followed by a robust question and answer session where you can get advice on specific situations.

EDUCATION/OUTREACH |
CONNECTING COMMUNITY&CONTENT WITH TWIN CITIES PBS
Ashleigh Rowe & Daniel Bergin, Twin Cities PBS
Engage your communities with free local history content from Twin Cities PBS. Learn about our current award-winning history series and projects and navigate archival programs available for screenings and documentary series, Minnesota Experience, and Minnesota Journeys, the statewide Minnesota PBS initiative honoring our cultural history. The presenters will share inspiring clips and stories and encourage collaboration.

COLLECTIONS & EXHIBITS |
THE EXHIBIT LABORATORY—INSTALLATION AS MATERIAL CULTURE RESEARCH
Gillian Maguire, Minnesota Historical Society
The act of exhibiting our collections is usually about interpretation, but it doesn’t always have to be. I will speak about material culture research, with a focus on the kinds of vernacular objects that many of us have in our collections. Developing an easy, cheap testing ground for putting objects on display can be a vital opportunity for seeing our objects in innovative, more accessible ways. I will also talk about how Legacy Grants can be used to fund material culture research projects.
EXECUTIVE DIRECTOR I

INTERVIEW LIKE A ROCKSTAR
Cathy Osterman, Northfield Historical Society
Chad Roberts, Ramsey County Historical Society
Brent Peterson, Washington County Historical Society

Have you ever interviewed a candidate for a job only to realize your hiring choice was the wrong person for the job? Or maybe you’ve experienced the disappointment of learning that a new board member is thoroughly disengaged with your organization, or worse, has conflicting ideas from the rest of the board. How do you prevent that from happening again? Three executive directors share their tips and techniques for interviewing candidates.

EDUCATION/OUTREACH I

WHY CAN’T WE BE FRIENDS: HOW ARTS & HISTORY CAN WORK TOGETHER TO CHANGE THE WORLDS
Chris Schuelke, Otter Tail County Historical Society
Ashley Hanson, PlaceBase Productions
Michele Anderson, Springboard for the Arts

Often viewed as polar opposites, history and the arts are, in fact, neighbor disciplines. The practice of story-sharing and story-bearing, whether expressed through creative arts or historical interpretation, can be a collaborative community act. This session will explore how cross-disciplinary engagement can provide a platform for creative and diverse programming. By working together, arts and history organizations can nurture and celebrate the past, present, and future of place.

COLLECTIONS & EXHIBITS I

INCORPORATING ACCESSIBLE DESIGN FROM THE BEGINNING
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!
EXECUTIVE DIRECTOR | BEHIND THE CURTAIN: THE PROCESS OF GRANT DECISIONS!
Carolyn Vesser-Egbide, Minnesota Historical Society
TBD member of the Historic Resources Advisory Committee
TBD, Grants Office Content Reviewer
TBD, Grants Office Administrative Reviewer
Come learn about the grant decision making process for the Minnesota Historical and Cultural Heritage Grants program for both the small and large grant rounds. Hear from a panel of expertise about their role in the process. Audience members will have time to ask questions about the process.

EDUCATION/OUTREACH | DISCOVER HISTORY: ENGAGING STUDENTS IN HISTORY
Jim Haney, Albert Lea High School
Linda Evenson, Freeborn County Historical Museum
TBD, Albert Lea High School
Discover History, a unique, multi-generational program, is a collaboration between the Albert Lea High School, Freeborn County Historical Museum, and area schools. The program pairs high school juniors with adult mentors to explore Freeborn County history from 1858 to 1911 in 12 topic areas. The juniors then become the teachers for area 5th graders. In addition to the ins and outs of the program, they will share the benefits to the students, 5th and 11th grades, as well as the mentors.

COLLECTIONS & EXHIBITS | A LITTLE WATER NEVER HURT ANYONE, RIGHT?: A NOT QUITE BUT ALMOST DISASTER AT OFF-SITE STORAGE
Johanna Ellison, Cokato Historical Society
Sally Stevens, Wright County Historical Society
Todd Mahon, Minnesota Historical Society
Megan Narvey, Minnesota Historical Society
Last May, water seeped up through the floor of the Cokato Museum's off-site storage building. This thin layer of water prompted a rapid rescue mission of collection items (the majority of which were saved thanks to our volunteers and the WCHS and MNHS staff). By sharing our critique of the experience—from discovery, to rescue, to our post-crisis process—we hope to help better prepare your organization if your collection ever encounters a “little bit” of water.
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**AUSTIN ARTWORKS FESTIVAL**

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**AUSTIN AREA ARTS**

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Platt Hollow Road is a Minnesota-based graphic design firm specializing in visual storytelling. We partner with museums, communities and retailers to expand your story, reveal your personality, and create a destination experience that delights your audience.