FLORIDA ASSOCIATION OF MUSEUMS

FAM

2022 Annual Conference & Exposition



EMBRACING *change*

MIAMI, FLORIDA
SEPTEMBER 18TH – 21ST, 2022

THANK YOU TO OUR PLATINUM PARTNERS!

CULTURE BUILDS FLORIDA
FLORIDA DEPARTMENT OF STATE
DIVISION OF ARTS & CULTURE

VISITFLORIDA®

VISITFLORIDA®

Together, We Shine Brighter.

Explore how VISIT FLORIDA Marketing Partnerships can shine a light on your museum, grow the State's tourism economy, and help your organization reach millions of visitors each year that utilize VISITFLORIDA.com for travel planning. Go to VISITFLORIDA.org/join to get started today.



Thank You to Our Sponsors

RLA Conservation of Art & Architecture
Los Angeles Miami

ST. AUGUSTINE LIGHTHOUSE & MARITIME MUSEUM

UNIVERSITY of WEST FLORIDA
HISTORIC TRUST
MUSEUMS

MIAMI-DADE COUNTY

With the support of the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners.

M·F·H MUSEUM of Florida History

NET WEAVE
SOCIAL NETWORKING
netweaveonline.com

Creative Arts UNLIMITED INC.

CULTURE BUILDS FLORIDA
FLORIDA DEPARTMENT OF STATE
DIVISION OF ARTS & CULTURE

NATIONAL ENDOWMENT for the ARTS
arts.gov

NATIONAL ENDOWMENT FOR THE HUMANITIES

THINKPROXI
Location Intelligence

VISITFLORIDA®

NEDCC
NORTHEAST DOCUMENT CONSERVATION CENTER

Dedicated in Memory of Dot Melton — the FAMily "Mom"

GENERAL MEETING INFORMATION

This year's theme is *Embracing Change!* Look for educational and general sessions that will inspire your museum work. Don't miss the FAM Awards and reception at Miami Children's Museum! All evening events take place in Miami area museums and are included in your registration fee. These events provide ideal opportunities for networking.

FAM STAFF ASSISTING YOU:

Malinda Horton, *Executive Director*
Carmen Godwin, *Program Manager*
Gary McKenzie, *Technical Manager*

REGISTRATION OFFICE HOURS

Terrace Level Foyer

Sunday, September 18, 2:00 – 5:00 pm
Monday, September 19, 8:00 am – 3:30 pm
Tuesday, September 20, 8:00 am – 4:15 pm

Closed during lunch each day.

BADGES

Badges must be worn for admission to all FAM events. Thank you!

#TWEET ALL ABOUT IT!

Let's be friends…on Facebook! And follow the FAM Annual Conference on Twitter for photos and gossip while at the conference. Simply use the official conference hashtag: #FAM2022 in your posts and tweets.

CONFERENCE APP

Download the FAM App, created by THINKPROXI for the 2022 FAM Annual Conference. Visit the iTunes App Store or Google Play Store on your mobile device and search "FAM CONF" to download the FAM Mobile App before arriving in Miami. The digital version of the FAM Conference Program provides key conference details at your fingertips.

GET YOUR PUBLICATIONS OUT THERE

Table space is available in the Terrace foyer to display and distribute your museum's publications.

ANNUAL CONFERENCE TOTES

Totes are compliments of RLA Conservation of Art + Architecture and St. Augustine Lighthouse & Maritime Museum. Thank you for the generous sponsorship.

ANNUAL CONFERENCE TRANSPORTATION

This year, transportation is provided by NetWeave Social Networking. Please thank them for their support.

SILENT AUCTION

Outbid your museum colleagues to take home that fabulous prize! Auction items will be on display in the Expo Hall. High bidders will be announced at the end of the auction. A table will be available for prize pickup. Thanks to Gary McKenzie for organizing the Silent Auction.

HELP DESKS

This year FAM has several specialty Help Desk hours. Visit the Registration Desk to sign up for a one-on-one session with one of the following organizations: DRMTM Arts and Culture Brands (Brand Research, Messaging, Design & Activation), IMLS (Institute of Museum and Library Services), or NetWeave Social Networking (Social Media Management).

VISIT LOCAL RESTAURANTS

Miami Marriott Dadeland offers several in-hotel dining options. Whitney's is classic American cuisine open for breakfast and lunch. Le Mirage is a casual bar and restaurant located on the lobby level that opens at 2 pm and serves food until 11pm. There are also dozens of local restaurants within walking distance to the hotel with your choice of American, Bar-B-Q, Chinese, Italian, Japanese, Mexican, seafood, and Thai cuisines.

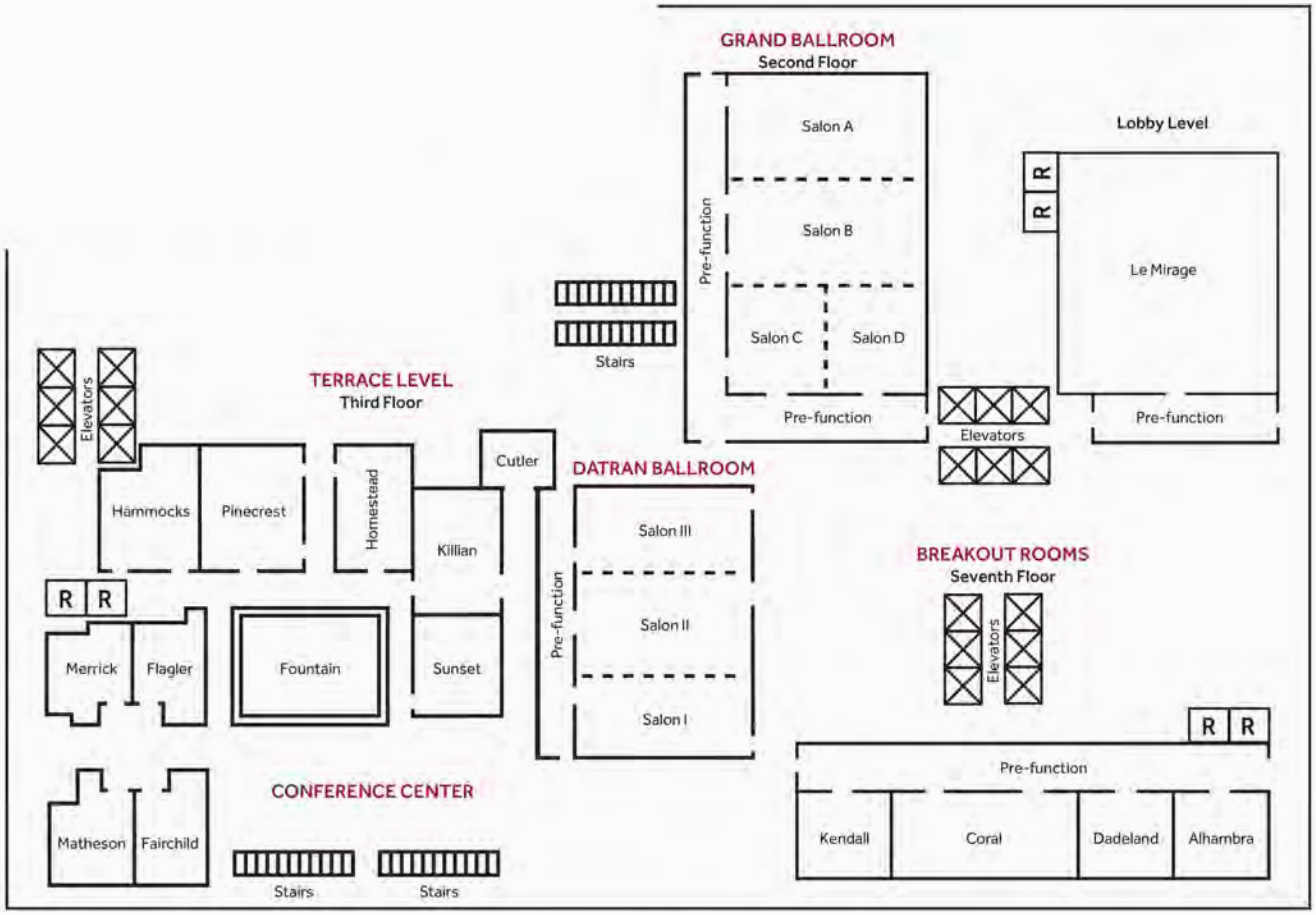
EVALUATION FORM

Please help us understand what worked at the conference, what didn't, and what you would like to see next year. You can complete either a paper survey or submit one through the FAM Conference App for each session you attend. After the conference, we'll email a Survey Monkey to all attendees as well. Please tell us what you think! Help us continue to develop a conference that meets your needs.

REGISTRATION LIST

Registration lists, complete as of September 9, 2022, accompany your registration materials.

HOTEL FLOOR PLAN



THANK YOU TO OUR LOCAL HOSTS

Thank you to the following local staff for all of their assistance and planning: Deborah Spiegelman, Yanet Fernandez-Goncalves, Tina Menendez, Michele Reese, Morgan Masa, Hana Squires, Suarmis Travieso, Katie Kapczynski, and Adrienne Kaiser. Thank you to our evening event hosts HistoryMiami Museum, Miami Children's Museum, and Vizcaya Museum & Gardens.

THANK YOU REVIEW COMMITTEE

A special thank you to the FAM Program Review Committee members. They play an important role in the conference process by lending their expertise for reviewing proposals, providing feedback, and identifying co-presenters. The 2022 committee members are: Erin Wolfe Bell, Tiffany La Britt, Lindsay Huban, Terrance Hunter, Victoria Billig, J. Marshall Adams, Erin Blankenship, and Tina Menendez.

And last, thank you to FAM staff, Malinda Horton, Carmen Godwin, and Gary McKenzie for their tireless work organizing the annual conference.

CALL FOR PROPOSALS

Consider organizing a session for the 2023 FAM Annual Conference. The Session Proposal Form will be available online in the fall. Fill out the online form at www.flamuseums.org.

NO SMOKING

Please do not smoke in the registration area, meeting rooms, exhibit hall, or in any of the museums toured during the conference. Hotel is a smoke-free property

RESPONSIBLE DRINKING POLICY

FAM recognizes the value of networking through receptions and social events and the potential for alcohol abuse. FAM encourages responsible drinking. In support of this policy, all receptions and evening events will also offer non-alcoholic beverages. Alcohol will not be served to anyone under the age of 21. Be safe and have fun!



Creative Arts
UNLIMITED INC.

727.525.2066
www.creativeartsinc.com
3730 70th Avenue North, Pinellas Park, Florida 33781

DESIGN·BUILD·INSTALL

We Build Environments That Tell Stories

PLANNING. DESIGN.
MARKETING. DONE.

A full-service marketing & planning firm
in Winter Haven, Florida.

- Strategic Planning
- Fund Development
- Full-Service Marketing
- Grant Writing

We're your partner
in helping your
museum succeed.

zaxissolutions.com

ZAXIS
SOLUTIONS

SCHEDULE AT-A-GLANCE

SUNDAY, SEPTEMBER 18

2:00 pm – 5:00 pm
REGISTRATION OPEN

1:00 pm – 5:00 pm
OPTIONAL TOURS
(Pre-registration required, additional fee)
The Deering Estate Private Tour

5:30 pm (load buses – front of hotel)
EVENING EVENT
Vizcaya Museum & Gardens
**Buses depart at 9:30 pm*

MONDAY, SEPTEMBER 19

8:00 am – 3:30 pm
REGISTRATION OPEN

8:00 am – 10:00 am
Welcome Breakfast with New Attendee Orientation and Community Forum
Opening Session (all invited) {GEN}

10:15 am – 11:45 am
Sessions
- Collections Care Conversations {COL}
- A Garden for All: Authentically Increasing Visitor Access and Diversity {CE}
- Integrating Standards into K-12 Programming {ED}
- Creating, Managing & Promoting Traveling Exhibits {EXH}
- Museum Storytelling & Engagement through Florida Humanities' Grants {INC}
- Digital Decisions to Evolve, Change & Adapt {TEC}

12:00 pm – 1:30 pm
KEYNOTE LUNCHEON {GEN}
Welcome: Secretary of State Cord Byrd
Keynote: Bruce Turkel

1:45 pm – 3:15 pm
Sessions
- Workshopping DEIA Scenarios {CE}
- Building & Maintaining Teen Volunteer Programs {ED}
- Thingamajig for Whositwhatsit – Materials & Production for Museums {EXH}
- Creating Connections Through Cultivation {INC}
- Resilient Deering: Facing Climate Change with LiDAR Technologies {TEC}
- Bold Brand Best Practices for New Times {PR}

3:30 pm – 5:30 pm
EXPO OPENING RECEPTION

6:00 pm (load buses – front of hotel)
EVENING EVENTS
HistoryMiami Museum
**Buses depart at 9:30 pm*

TUESDAY, SEPTEMBER 20

8:00 am – 4:15 pm
REGISTRATION OPEN

8:00 am – 5:30 pm
EXPO OPEN

8:00 am – 9:00 am
BREAKFAST IN EXPO HALL & EXHIBITORS EVENT

9:00 am – 10:30 am
Sessions
- Communication is Key: Volunteers in Collections {COL}
- Redesigning Education in a Virtual Format {ED}
- Exhibits to Rehabilitate & Revitalize Historic Structures {EXH}
- Grant Writing for the Future {INC}
- Instagrammable Sites: Managing Visitor Expectations {PR}
- Expanding Technology: Creating a Vision Board {TEC}

10:30 am – 11:30 am
BREAK IN EXPO HALL & EXHIBITORS EVENT

11:30 am – 1:00 pm
LUNCH ON YOUR OWN

11:30 am – 1:00 pm
DIRECTORS ONLY LUNCHEON
(pre-registration required)

1:15 pm – 2:15 pm
BRING & BRAG {GEN}
Hosted by: Melissa Kendrick

2:15 pm – 2:45 pm
BREAK IN EXPO HALL

2:45 pm – 4:15 pm
Sessions
- Build the Right Board for Your Organization {MGT}
- A 360-degree Shift Towards Visitor Experience {CE}
- History Alive! Funding, Design & Construction of Exhibits {EXH}
- Grant Opportunities for Florida Museums {INC}
- New Trends in Social Media {PR}
- Holding Space for Virtual Access {TEC}

4:15pm – 5:30pm
EXPO CLOSING RECEPTION

6:00pm (load buses – front of hotel)
EVENING EVENT & FAM AWARDS PRESENTATION & RECEPTION
Miami Children's Museum
**Buses depart at 9:30pm*

WEDNESDAY, SEPTEMBER 21

8:00 am – 9:30 am
BREAKFAST WITH SPEAKER
Speaker: Professor Dinizulu Gene Tinnie

9:30 am – 11:00 am
ANNUAL MEETING & COMMUNITY FORUM WRAP UP

11:00 am
CONFERENCE CONCLUDES

PLEASE SEE FULL SCHEDULE BELOW FOR MEETING ROOM NAMES AND MORE SPECIFIC INFORMATION

CONFERENCE SCHEDULE

SUNDAY, SEPTEMBER 18

2:00 – 5:00 pm

Registration Open
TERRACE LEVEL FOYER

1:00 – 5:00 pm

Optional Tour
MEET IN HOTEL LOBBY
TRANSPORTATION LOADING AT 1 PM
(PRE-REGISTRATION REQUIRED)



RICHMOND COTTAGE
THE DEERING ESTATE



STONE HOUSE
THE DEERING ESTATE

The Deering Estate

The Deering Estate preserves the 1920s era Miami estate of Charles Deering, Chicago industrialist, early preservationist, environmentalist, art collector, and philanthropist. Nestled along the coast in South Dade, the Deering Estate is a cultural asset and historic site listed on the National Register of Historic Places. As a 21st Century Museum destination, guests can enjoy viewing a selection of Charles Deering's fine art and antiquarian book collection, historic furnishings, and significant family heirlooms. Today, the site is a center for cultural and artistic development, and a vibrant field station working in partnership with multiple governmental agencies for conservation and learning in the natural sciences.



VIZCAYA MUSEUM & GARDENS

5:30 pm (load buses – front of hotel)

EVENING EVENT

★ Vizcaya Museum & Gardens

Imagine a historic Italian estate in a spectacular subtropical setting and you'll begin to imagine Vizcaya! Built as the winter home of American businessman James Deering in the early 1900s, Vizcaya is one of the most intact remaining examples from this era in the United States, when the nation's most successful entrepreneur-built estates were inspired by the stately homes of Europe. Vizcaya features a Main House filled with a decorative art collection, 10 acres of formal gardens, a rockland hammock (native forest), mangroves shore, and a historic village that is being restored to tell Vizcaya's full story and provide additional spaces for programs and community outreach. Vizcaya Museum and Gardens is a National Historic Landmark recognized internationally for its cultural and historic significance, exemplary preservation, and dynamic visitor experience. We invite you to experience an evening enjoying the beauty and history of Vizcaya's majestic Main House and expansive Bayfront gardens. Enjoy delicious food and refreshing beverages on the lawn overlooking the bay.

* BUSES DEPART FROM VIZCAYA MUSEUM & GARDENS AT 9:30 PM RETURNING TO THE CONFERENCE HOTEL

SESSION TRACKS

This year's conference includes topical sessions loosely organized under the following headings:

- Collections {COL}
- Community Engagement {CE}
- Museum Learning {ED}
- Exhibitions {EXH}
- General {GEN}
- Income/Fundraising {INC}
- Administration/Finance/Management {MGT}
- PR & Marketing {PR}
- Technology {TEC}

MONDAY, SEPTEMBER 19

8:00 am – 3:30 pm

Registration Open
TERRACE LEVEL FOYER

8:00 – 10:00 am

Welcome Breakfast with New Attendee Orientation and Community Forum Opening Session (all invited) {GEN}
GRAND BALLROOM

- **Welcome Breakfast and Orientation**
  The FAM and FAM Foundation Board of Directors invite all attendees to a Welcome Breakfast and Orientation. Join us to learn what to expect at this year's annual conference and where to find answers. Then we will have some fun getting to know one another with some Meet & Greet exercises.
- **Community Forum Opening Session**
  Want to network with colleagues in your area of study? This general session includes breakout groups by your professional position with guiding questions to get your creative learning juices flowing. Let's get the conference started right with a networking exercise that will set the stage for what is to come!

Malinda Horton, Executive Director, FAM

Steven High, Executive Director, The John and Mable Ringling Museum of Art

Erin Wolfe Bell, Director of Exhibitions & Special Programs, Naples Botanical Garden

Rob Overton, Executive Director, UWF Historic Trust

Sponsored by: NEDCC NORTHEAST DOCUMENT CONSERVATION CENTER

10:15 – 11:45 am

SESSIONS

Collections Care Conversations {COL}
HOMESTEAD
PRESENTATION

Preservation resources often emphasize "best practices" but having an optimal collections care program isn't always feasible. This session will focus on how institutions forgo the "best" in favor of "good" and "better" approaches to preservation, highlighting how to make preservation a component of any museum, even one with few resources. Through discussion and presentation the panelists will discuss cost-effective methods of addressing urgent collections needs.

Colin Brady, Ph.D., Director of Collections and Exhibits, Tallahassee Museum

Susan Carter, Curator & Registrar, Henry B. Plant Museum

A Garden for All: Authentically Increasing Visitor Access and Diversity {CE}
SUNSET
PRESENTATION

Though they are 120 miles apart, Naples Botanical Garden and Marie Selby Botanical Gardens in Sarasota found they had the same problem to address: the demographics of their visitors did not reflect their local community. As we know, issues of diversity and equity are not unique to these institutions, and each garden took a different approach to re-evaluating their outreach strategies and initiatives to welcome new visitors. In just a few years, the Gardens have seen a dramatic shift in visitation including more families and more diverse audiences – with data to back it up. Learn how they did it and how they are continuing to strengthen community connections, then break into groups to discuss how your organization can support a more diverse audience in an authentic, holistic manner.

Erin Wolfe Bell, Director of Exhibitions & Special Programs, Naples Botanical Garden

Kelsie Childs, Associate Director of Museum Exhibitions and Assistant Curator, Marie Selby Botanical Gardens

Integrating Standards into K-12 Programming {ED}
KILLIAN
HANDS-ON ACTIVITY

In an ongoing pandemic world, field trips face significant limitations despite research suggesting educational and social benefits. Integrating the B.E.S.T. English Language Arts or Nature of Science standards into unique, mission-based programs can boost field trip participation and create more meaningful connections to Florida curriculum. In this hands-on workshop, participants will learn how skills-based standards connect to museum interpretive strategies and how to apply them to existing programs at their own organizations.

Katie Nickel, Head of Educational Programs, The John and Mable Ringling Museum of Art

Casey McCabe, Co-Curator of Learning, The Bishop Museum of Science and Nature

Christine Michael, Co-Curator of Learning, The Bishop Museum of Science and Nature

Creating, Managing, and Promoting a Traveling Exhibition {EXH}
MATHESON
PRESENTATION

Learn how traveling exhibitions can effectively publicize your museum, as well as how to create traveling exhibitions that consider decolonization, increased inclusivity, and diversity. Two different institutions will share their experiences in creating and managing traveling exhibitions. One has developed two successful traveling exhibitions, while the other created their institution's first traveling exhibition. Join Florida CraftArt and the Tampa Bay History Center as they discuss challenges and wins of exhibition planning and managing.

Katie Deits, Executive Director, Florida CraftArt

Heather Culligan, Curator of Collections, Tampa Bay History Center

Brad Massey, Curator of Public History, Tampa Bay History Center

★ Museum Storytelling and Engagement through Florida Humanities' Grant Opportunities {INC}

PINECREST

PRESENTATION

Join Florida Humanities, the statewide affiliate for the National Endowment for the Humanities, and grant-funded museums from across the state to hear how they successfully received a Florida Humanities grant and implemented game-changing programming. Attendees will walk away with ideas for future programming, awareness of Florida Humanities funding opportunities, best practices for engaging new and diverse audiences, and tips for crafting a winning proposal.

Stephanie Chill, Grants Coordinator, Florida Humanities

Kristin Sweeting, Consultant, Friends of the Florida Maritime Museum

Julie Dickover, Museum Director & Curator of College Collections, Crisp Ellert Art Museum, Flagler College

Phyllis Davis, Executive Director, Amelia Island Museum of History

★ Digital Decisions to Evolve, Change and Adapt {TEC}

HAMMOCKS

PRESENTATION

There are many ways museums can use technology to evolve, change, and adapt to proactively work through today's challenges. Case studies from the Lowe Art Musem, Wolfsonian-FIU, and Vizcaya Museum will be shared with members of the audience. The session will then be comprised of a series of questions to engage the audience to discuss how they use technology for social impact and change, audience insights, co-creation, iteration, advanced discovery, and revenue generation.

Mark Osterman, Director of Digital Engagement and Head of Education, Lowe Art Museum

Jeff Guin, Director of Technology and Digital Initiatives, Vizcaya Museum and Gardens

Isabel Brador, Assistant Director of Digital Experiences, Wolfsonian-FIU

12:00 – 1:30 pm

Keynote Luncheon {GEN}

GRAND BALLROOM

- **Welcome: *Secretary of State Cord Byrd***



CORD BYRD

Secretary of State Cord Byrd was appointed by Governor Ron DeSantis as Florida's 37th Secretary of State. Secretary Byrd has spent his life fighting to ensure the Constitution's promise of individual liberty, economic freedom and limited government.

Secretary Byrd is a fifth generation Floridian and native of the Jacksonville Beaches. He resides in Neptune Beach with his wife, Esther, and children, Dominic, age 18, and Lexie, age 8. He graduated from the University of North Florida and St. Thomas University School of Law.

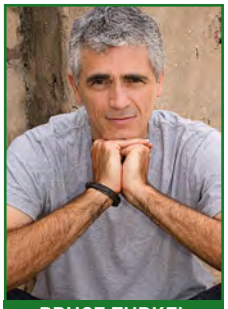
Secretary Byrd was elected to the 11th District of the Florida House of Representatives in 2016, and was subsequently reelected in 2020. During his entire tenure in the Florida House, Secretary Byrd served on the Public Integrity and Elections Committee, including two years as Vice Chairman. Secretary Byrd also chaired the State Redistricting Committee and served as Vice Chairman of the Judiciary Committee.

Throughout his life, Secretary Byrd has served his community, State and Country by teaching at-risk youth at a public middle school, practicing law, speaking to civic groups about government and the Constitution, supporting veteran programs and helping immigrants become citizens.

Despite his busy schedule, Secretary Byrd still makes time for devotion, reading, hunting, fishing, and enjoying the outdoors with his family. Secretary Byrd and Esther grow their family spiritually at Christ Church Beaches.

- **The Future Started Yesterday: How to Future Proof Your Business**

Speaker: Bruce Turkel, Turkel Brands



BRUCE TURKEL

Bruce travels the world helping leaders and companies thrive in the brave new world of increased consumer expectations and choice. He helps his clients and audiences uncover creative solutions and messaging strategies that can futureproof their brands in a world of constant disruptive upheaval.

Bruce's clients include Fortune 500 companies and industry associations around the world. Bruce brings them creative solutions and shares those solutions through keynote speeches and company presentations. His concepts help inspire leadership and spark innovations that propel his clients to new levels of success.

Bruce founded Turkel Brands, a global brand consultancy that has worked with clients including Discovery Networks, Bacardi Limited, Miami, Jewish Health Systems, and more.

Sponsored by: VISITFLORIDA

1:45 – 3:15 pm

SESSIONS

★ Workshopping DEIA Scenarios {CE}

SUNSET

WORKSHOP

Diversity, Equity, Inclusion and Accessibility (DEIA) initiatives offer museums the opportunity to broaden their mission and reach while offering more inclusive and welcoming programming, exhibits and story-telling. Using real-life scenarios, this session will break participants into groups that will brainstorm solutions followed by general discussion. We will wrap up with a discussion of resources and tools available to expand DEIA awareness and practices in your museum.

Jay Smith, Grants Manager, St. Augustine Lighthouse & Maritime Museum

Ursula Szczepinska, Director of Education & Research, The Florida Holocaust Museum

★ Building & Maintaining Teen Volunteer Programs {ED}

KILLIAN

PRESENTATION

Learn how to work with teenagers in your community as you hear from representatives from two organizations from different disciplines discuss building teen volunteer programs from the ground up. Learn about how teen volunteers can benefit your institution. Understand initial planning, recruiting volunteers, retention, project examples and more. Attendees will be able to apply the information covered in the session to build teen programs that are aligned with your organization's needs and mission.

Amanda Hoffman, Programs Manager, Tampa Bay History Center

Kessanda Abel, Community Engagement Manager, Tampa Museum of Art

★ Thingamajig for Whositwhatsit – Materials & Production for Museums {EXH}

PINECREST

WORKSHOP

Have you ever had a vision for an exhibit, program, or marketing campaign but struggled with sharing that vision with vendors and fabricators? This workshop will explore materials and fabrication processes appropriate to museums. We will discuss printing process and materials, the uses of laser etching, cutting, casting and CNC machining. Participants will leave with sample materials suited to their needs They can return to their museum confident in sourcing materials/products and talking with vendors.

Nora Pinell-Hernandez, Founding Creative Director, Atomic Carrots

Rebecca Mazeroski, Museum Manager, Marco Island Historical Museum

Cory Keester-O'Mills, Exhibit Developer, Phillip and Patricia Frost Museum of Science

★ Creating Connections Through Cultivation {INC}

HAMMOCKS

ROUNDTABLE

Creating successful cultivation events is easier said than done. Most CEOs and philanthropy staff can talk about their organization and its impact. Giving donors an experience that inspires personal insight and prompts a "wow, I never thought of it that way" or "now I get it" takes careful choreography. Creatively immersing supporters in your mission and creating "wow" moments strengthens the connection beyond a simple visit to the site or website.

Brynne Anne Besio, Managing Director, Carter

Janet White, Director of Education, MOSI

Martha Wells, Project Coordinator, Carter



★ Bold Brand Best Practices for New Times {PR}

MATHESON

EXERCISE

With so much at stake returning to full operation, is your brand ready to deliver on your promise? Learn the strategy of a bold, authentic brand for new times — one informed by community, built on DEI, designed to your higher purpose, and activated as your living mission. Session exercises and before/after case studies break down the elements to achieve a compelling brand of clarity and integrity in today's arts and culture climate.

Laura Bessinger-Morse, Founding Partner & Brand Messaging, DRMTM Arts and Culture Brands

Surale Phillips, Founding Partner & Brand Research, DRMTM Arts and Culture Brands

Cheryl Baldwin, Founding Partner & Brand Design, DRMTM Arts and Culture Brands

Jennifer Hudson, Partner & Brand Activation, DRMTM Arts and Culture Brands

Jennifer O'Brien, CEO, Resource Depot

Resilient Deering: Facing Climate Change with LiDAR Technologies {TEC}

HOMESTEAD

PRESENTATION

Partnership, grass roots efforts, and multi-agency collaboration are key to creating institutional change within cultural and heritage sites when addressing resiliency initiatives. This partnership between the Deering Estate and Miami-Dade Parks uses 3D modeling produced with LiDAR technology to address environmental changes. Focus on stakeholders, a virtual model for replication, and access to data on coastal hazards. Data can be used in programming, garnering community support, increasing awareness, and identifying fundraising opportunities.

Martha Betancourt, Museum Registrar, Deering Estate

Adrienne Burke, Principal Planner, MDC Office of Historic Preservation

Sujin Kim, Ph.D., Director, Envision Heritage, University of Florida



3:30 – 5:30 pm

Expo Opening Reception

DATRAN BALLROOM

Join us in the Expo Hall for the Opening Reception where you can visit with our vendors and enjoy light fare and an open bar. This is a great opportunity to meet and greet new people in the field!

Sponsored by:

Creative Arts UNLIMITED INC.

6:00 pm (load buses – front of hotel)

EVENING EVENT



HistoryMiami Museum

HistoryMiami Museum, a Smithsonian Affiliate located in downtown Miami, safeguards, and shares Miami stories to foster learning, inspire a sense of place, and cultivate an engaged community. The Museum is a 70,000-square-foot facility and home to more than two million historical images and 30,000 three-dimensional artifacts, including a 1920s trolley car, artifacts from Pan American World Airways, and rafts that brought refugees to Miami. On Monday night, join the museum for a paella dinner with a must-see show from History Miami's former artist in residence, Puerto de Oro. Enjoy an open bar, music, and visit the museum's various exhibitions with guided tours throughout the night.

* BUSES DEPART AT 9:30 PM RETURNING TO THE CONFERENCE HOTEL.

TUESDAY, SEPTEMBER 20

8:00 am – 4:15 pm

Registration Open

TERRACE LEVEL FOYER

8:00 am – 5:30 pm

Expo Open

DATRAN BALLROOM

8:00 – 9:00 am

Breakfast in Expo Hall & Exhibitors Event

DATRAN BALLROOM

Join us in the Expo Hall for a delicious breakfast and network with your colleagues and exhibitors. Be on the lookout for the Exhibitor's Event and some special prizes.



9:00 – 10:30 am

SESSIONS

Communication is Key: Volunteers in Collections {COL}

HOMESTEAD

ROUNDTABLE

How do we utilize volunteers effectively in Collections? This session invites Collections staff and Volunteer Management staff to share strategies for volunteer selection, training, and managing in-person and virtual volunteer projects. When you leave this session, you will have project and training templates, insights from other museum professionals, and the confidence to begin collaborating with your colleagues on how to best utilize volunteers in Collections at your museum.

Allyson OLeary, Education and Volunteer Coordinator, Manatee Village Historical Park, Dept. of Historical Resources, Manatee County Clerk of Circuit Court and Comptroller

Tiffany La Britt, Curator of Collections, The Bishop Museum of Science and Nature

Redesigning Education in a Virtual Format {ED}

KILLIAN

PRESENTATION

During the pandemic, museums pivoted from an in-person to virtual mode. Museum staff faced challenges of providing a safe environment for teachers and students. Through trial and error, museums identified new, safe ways to provide free resources to teachers, including live and on-demand teacher trainings, special speakers, and interactive activities for students. Virtual programs enabled museums to broaden their reach. Presenters will share examples of replicable online initiatives for teachers and students.

Ursula Szczepinska, Director of Education and Research, The Florida Holocaust Museum

Tina Menendez, Director of Education, HistoryMiami Museum

Exhibits to Rehabilitate & Revitalize Historic Structures {EXH}

PINECREST

PRESENTATION

Rehabilitating exhibits in a historic building can seem like a daunting and dangerous task, but with some creative problem-solving and careful attention to detail, an old structure can become an ideal vehicle for community connection and appreciation for history. Join us and explore the possibilities for designing a space that maintains historic integrity without sacrificing modern exhibits, driving repeat visitation with a fresh and inviting entry point to history.

Rob Steele, Senior Graphic Designer, Riggs Ward Design

Jared Wright, Director of Development, Otis Redding Foundation

Rebecca Bush, Curator of History & Exhibitions Manager, The Columbus Museum

Grant Writing for the Future {INC}

HAMMOCKS

PRESENTATION

Participants will learn from colleagues who have a history of successful grant writing. The requirements, affiliations, partnerships, and metrics needed for a successful grant can be challenging to address within the constraints of the grant application. Speakers will address how to write and what to include in grants and share how they embraced the changing landscape of grant writing at the local, regional, and state level. Discussion and Q&A will follow.

Jennifer D'hollander, Director of Business Development, Z Axis Solutions

Vinnie Luisi, Executive Director, Dunedin History Museum

Rebekka Wade, Vice President & Chief Operations Officer, Tallahassee Museum

H. Alexander Rich, Executive Director and Chief Curator, Polk Museum of Art at Florida Southern College

Instagrammable Sites: Managing Visitor Expectations {PR}

MATHESON

PRESENTATION

Generations have taken their quinceanera, wedding and special event photos at Vizcaya. With social media and influencers on the rise, Vizcaya is a popular backdrop. Staff changes to the photography permit program have improved the visitor experience and reduced the impact on the gardens and hardscapes, while also increasing earned revenue. Reducing the negative impact on the site is a multi-departmental effort to preserve this program, our relationship with photographers, and the historic site.

Katie Kapczynski, Director of Visitor Experience, Vizcaya Museum and Gardens

Elgin Grey, Adult Learning and Engagement Manager, Vizcaya Museum and Gardens

Alejandra Serna, Director of Marketing & Communications, Vizcaya Museum and Gardens

David Hardy, Horticulture Manager, Vizcaya Museum and Gardens

Expanding Technology: Creating a Vision Board {TEC}

SUNSET

HANDS-ON ACTIVITY

Has your museum developed new online programing, classes, workshops, or built an interactive online community? Does your museum have a working CRM, social media campaign, or virtual tour that encourages visitors to access your content? Can you improve? Technologies can help us survive, grow, and thrive, but first we need to access them. This hands-on workshop will share knowledge and embrace change while building museum vision boards that incorporate planned growth using available technologies.

Martha JOY Rose, Director, Museum of Motherhood

Samuel Joseph, Chief Executive Officer, Urban Core Community Coalition, Inc.

THANK YOU TO OUR EVENING EVENT HOSTS

HistoryMiami Museum

Miami Children's Museum

Vizcaya Museum & Gardens

10:30 – 11:30 am

Break in the Expo Hall & Exhibitors Event

DATRAN BALLROOM

Join us in the Expo Hall for a break from your morning sessions. Enjoy a light snack and drink and visit with exhibitors and your colleagues. Be on the lookout for the Exhibitors Event and some special prizes

11:30 am – 1:00 pm

Lunch on Your Own

11:30 am – 1:00 pm

Directors Only Lunch

(PRE-REGISTRATION REQUIRED)

CORAL GABLES

1:15 – 2:15 pm

Bring & Brag {GEN}

GRAND BALLROOM

Presented by Melissa Kendrick, President/CEO, Mel Fisher Maritime Museum

In this fun and engaging session, various museum representatives share a program or activity of which they are particularly proud. Multiple five-minute presentations not only allow our colleagues to pat themselves on the back, but also inspire innovation, creativity, and dedication.

Sponsored by:

UNIVERSITY of WEST FLORIDA
HISTORIC TRUST
MUSEUMS

2:15 – 2:45 pm

Break in the Expo Hall

DATRAN BALLROOM

2:45 – 4:15 pm

SESSIONS

Build the Right Board for Your Organization {MGT}

HOMESTEAD

WORKSHOP

Excellent volunteer leadership by your Board of Directors is a critical factor in the success of your organization. How should a Governance committee and top staff leadership approach the daunting task of recruitment, training and retention year in and year out? Join us to talk about best practices, examples of successful strategies and add your questions and successes to our conversation about Board building and Board development.

Brynne Anne Besio, Managing Director, Carter

Phyllis Davis, Executive Director, Amelia Island Museum of History

Russell Daws, President & CEO, Tallahassee Museum

A 360-degree Shift Towards Visitor Experience {CE}

PINECREST

PRESENTATION

This session is a conversation on how museums can become more accessible through a combination of design and community collaboration. James May, Deputy Director of Communications and Strategic Planning, and Margi Glavovic Nothard of Glavovic Studio, discuss how the Boca Raton Museum of Art and its architects worked closely to create inviting spaces for the public, and how community-based initiatives can activate a "front porch" concept that makes a museum even more welcoming to visitors.

James May, Deputy Director of Communications and Strategic Planning, Boca Raton Museum of Art

Margi Glavovic Nothard, Founder and Director of Design, Glavovic Studio

History Alive! Funding, Design & Construction of Comprehensive History Exhibits {EXH}

KILLIAN

PRESENTATION

Join the staff members of the Boca Raton Historical Society and their designers Creative Arts, Unlimited, as they discuss the challenges and rewards of building completely new permanent exhibits within the (masonry) walls of an almost 100-year-old building. Learn how the director, curator, education director, designers, architects, and building contractors faced constant compromise on every aspect of a major museum renovation – in the midst of a the COVID pandemic.

Mary Csar, Director, Boca Raton Historical Society

Susan Gillis, Curator, Boca Raton Historical Society

Laurie-Lynn Jones, Education Director, Boca Raton Historical Society

Roger Bargenier, President and Creative Director, Creative Arts Unlimited, Inc.

Grant Opportunities for Florida Museums {INC}

HAMMOCKS

PRESENTATION

Successful grant applications to the Florida Department of State's Division of Arts & Culture (DAC) and the Institute of Museum and Library Services (IMLS) help museums improve services to their communities. Learn more about these funding opportunities and what it takes to develop competitive applications to support programs, exhibits, and other projects.

Christopher Reich, Chief Administrator, Office of Museum Services, Institute of Museum and Library Services

Sarah Stage, Arts Consultant, Florida Department of State, Division of Arts & Culture

New Trends in Social Media {PR}

MATHESON

PRESENTATION

Short form video, rapidly-growing platforms, new trends in how Gen Z uses social... how do you keep up with it all? By attending New Trends in Social Media! In this session, Kevin McNullty from NetWeave Social Networking will cover everything from Tik Tok privacy problems, to Instagram Reels, to Discord servers, and much more. Bring your questions and find out what the industry and your peers are doing to catch these trends.

Kevin McNulty, President & CEO, Netweave Social Networking

Holding Space for Virtual Access {TEC}

SUNSET

PRESENTATION

As the pandemic wanes, the requests for in-person experiences increase dramatically, while numbers for virtual and hybrid experiences drop. Does the push for in-person signify that we should abandon online platforms? This program will provide an overview of virtual offerings such as V-R tours, the Cuseum app, and online collections, and discuss paths forward. Continued

growth and change in the digital space while maintaining the value of in-person engagement is key to accessibility.

Miriam Machado, Director of Education, The Patricia & Phillip Frost Art Museum @ FIU

4:15 – 5:30 pm

Expo Closing Reception

DATRAN BALLROOM

Join us for the Expo Closing Reception with delectable eats and open bar. Enjoy an opportunity to visit with vendors and your colleagues and make a last-minute bid on an auction item!

Sponsored by:

UNIVERSITY of WEST FLORIDA
HISTORIC TRUST
MUSEUMS



6:00 pm (load buses – front of hotel)

Evening Event including Awards Presentation & Reception

Miami Children's Museum

It's time to Play, Learn, Imagine and Create! Join us for a lively evening of exploration at our beautiful museum. After a long day, you'll have the opportunity to visit with our staff and educators while enjoying delicious local cuisine. Miami Children's Museum is dedicated to enriching the lives of all children by fostering a love of learning through play and enabling children to realize their highest potential. Our 56,500 square foot facility is located on Watson Island. It was designed by Arquitectonica International Inc., an award-winning Miami-based architecture and design firm. The building, for and about children, represents the elements of the world; earth, wind, water and fire. Our facility includes 17 galleries, a preschool, a charter school, the KidSmart educational gift shop, a 200-seat auditorium, and a Subway restaurant.

*BUSES DEPART AT 9:30 PM RETURNING TO THE CONFERENCE HOTEL.

WEDNESDAY, SEPTEMBER 21

8:00 – 9:30 am

Breakfast with Speaker

GRAND BALLROOM

South Florida: Epicenter of "Telling the Full History"

Speaker: Professor Dinizulu Gene Tinnie


DINIZULU GENE TINNIE

Dinizulu Gene Tinnie is a New York-born, Miami-based visual artist and designer, writer, retired educator, and an activist and consultant in historic preservation projects and cultural affairs, with an academic background in foreign languages, linguistics, and literature, having earned graduate degrees both in the U.S. and, as a Fulbright scholar, in France.

His museum and preservation projects include A Middle Passage Ship Research, Remembrance and Replication Project, The Key West African Cemetery and UNESCO Routes of Enslaved Peoples Project, a nationally-funded "Telling the Full History" project on Seminole Maroon history, Miami-Dade "Truth, Education and Reconciliation" initiative, and the City of Miami's restoration of a remarkable "Colored Beach" of the segregation era as a unique indoor/outdoor historic and environmental museum experience.

Mr. Tinnie is the recipient of numerous awards, grants, and recognitions.

9:30 – 11:00 am

Annual Meeting & Community Forum Wrap Up

GRAND BALLROOM

Hosted by Malinda Horton, Steven High, Erin Wolfe Bell, and Rob Overton

Join us for the FAM Annual Meeting & the Community Forum Wrap Up General Session where we will give you an opportunity to circle back to our first Community Forum where we had break out groups by your professional position with guiding questions to allow you to download all you learned from the conference and set goals for the future year. This is a great way to reconnect with all those you've met and solidify your ideas and takeaways!

11:00 am

Conference Concludes

VENDORS AND CONSULTANTS

CREATIVE ARTS UNLIMITED, INC.
BOOTH NUMBER: 2

Chuck Stanmore, CEO, chucks@creativeartsinc.com
Roger Barganier, President, rbarganier@creativeartsinc.com

We design, build and install engaging and informative exhibits for all types of museums and nature centers. With over thirty years of experience Creative Arts partners with you to create a destination venue. We are a Florida based company and all work is made in house.

DORFMAN MUSEUM FIGURES, INC.
BOOTH NUMBER: 4

Tim Clifton, Principal / Co-Owner, tim@museumfigures.com

Dorfman Museum Figures features a broad line of artifact-appropriate, inert Ethafoam Conservation Forms for display and storage of historic uniforms, costumes, and clothing. Beyond our standard Forms, we also build unique customized bodies in both archival and non-archival materials. We also specialize in the creation of dynamic, life-sized Realistic Figures.

FLORIDA HUMANITIES
BOOTH NUMBER: 5

Nashid Madyun, Executive Director, nmadyun@flahum.org
Stephanie Chill, Grants Coordinator, schill@flahum.org
Andrew Quintana, Marketing and Communications Coordinator, aquintana@flahum.org

Florida Humanities Council, the state affiliate of the National Endowment for the Humanities, is dedicated to supporting Florida's diverse history, heritage and culture by providing funding to local communities and organizations to deliver humanities-rich programming across the state. These vital programs preserve our state's diverse histories, promote civic engagement and community dialogue, and provide opportunities to reflect on the future of Florida. Learn more about our funding opportunities at www.FloridaHumanities.org.

G.A.I. EXHIBITS
BOOTH NUMBER: 10

Eloise Wood, Dir. Business Development, eloise@gaiexhibits.com

G.A.I. Exhibits is a custom design-build exhibit manufacturer based in Oakland Park, Florida. Ask our clients what they love about G.A.I. Exhibits and they'll say our service. You just can't put a price on peace of mind and that is why our clients trust us to partner with them for their important projects — delivered on time and on budget.

GAYLORD ARCHIVAL
BOOTH NUMBER: 6

Jody Chastain, Sales Representative, jody.chastain@gaylord.com
Amanda Rose, Director of Sales & Marketing, amanda.rose@gaylord.com

Visit Gaylord Archival to see what we can do! You know our handcrafted customizable boxes and supplies – come see how we can help you plan your next exhibit. From idea to installation – we are by your side.

MBA DESIGN & DISPLAY PRODUCTS
BOOTH NUMBER: 12

Mark Fireoved, Regional Sales Manager, mfireoved@MBA-USA.COM

MBA mila-wall is a modular wall system ideal for changing exhibition spaces, multi-purpose areas and traveling exhibits. It is nailable, paintable and reconfigurable. MBA mila-wall is a cost effective & sustainable wall solution with flexible design, easy installation and efficient storage options.

NETWEAVE SOCIAL NETWORKING
BOOTH NUMBER: 7

Kevin McNulty, President & CEO, kevin@netweaveonline.com
Pamela Whitman, Senior VP & COO, pamela@netweaveonline.com

NetWeave Social is one of Florida's original social media agencies, working with attractions and museums for more than 13 years. Whether you need someone to show you how to run your social media effectively, or you need someone to do it for you, NetWeave can help.

PHILADELPHIA INSURANCE COMPANIES
BOOTH NUMBER: 8

Jeffrey Tang, Regional Sales Manager, jeff.tang@phly.com
Charley Schick, Marketing Representative, charles.schick@phly.com

Philadelphia Insurance Companies is a commercial lines property and casualty insurance carrier. For museums and cultural institutions we offer a comprehensive package policy, including property, general liability, and fine arts coverages that provides protection for the unique exposure of museums and cultural institutions.

Q MEDIA PRODUCTIONS, INC.
BOOTH NUMBER: 14

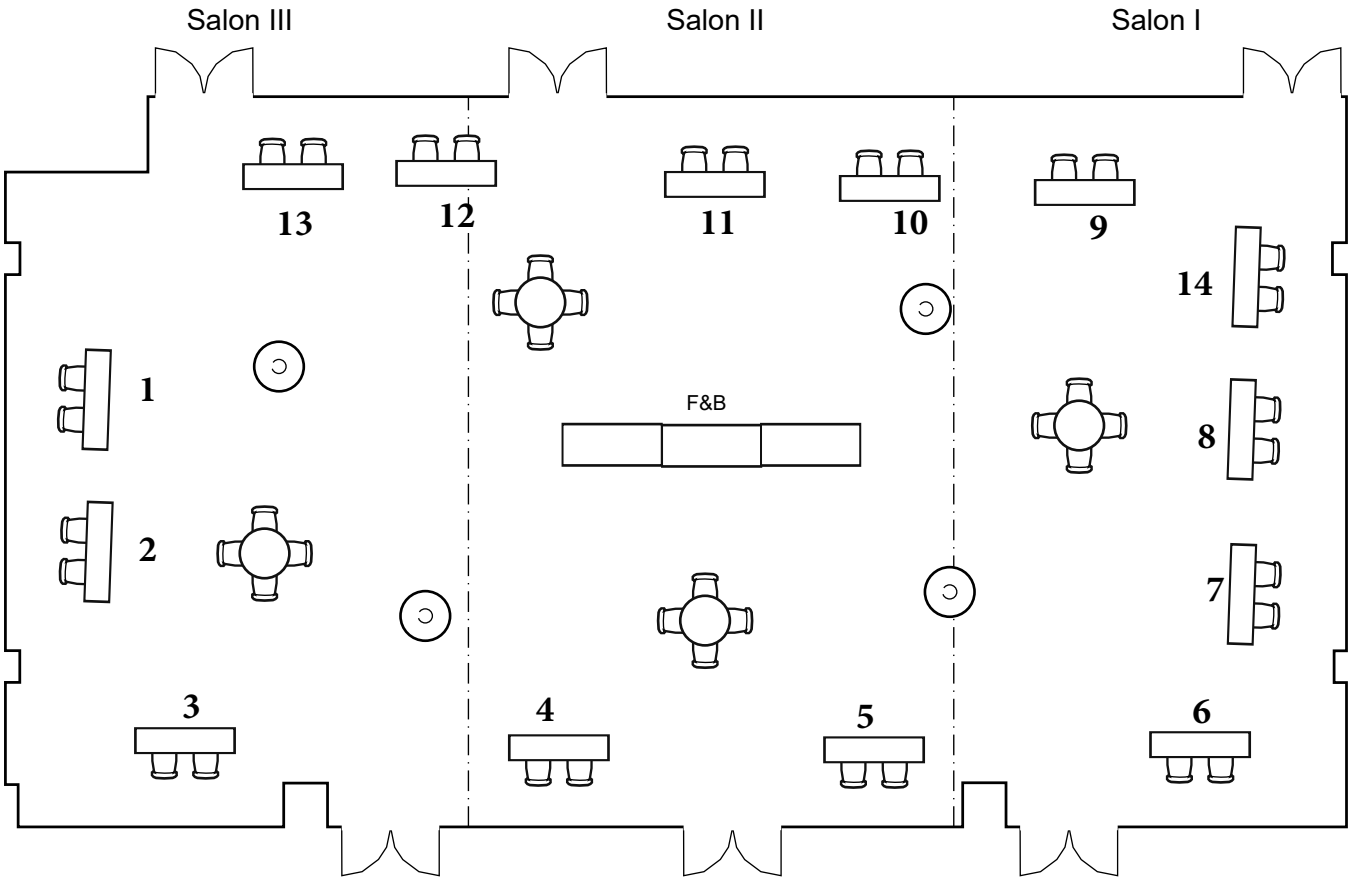
Mike Lutz, Technical Director, mike@qmediaproductions.com
Stasha Boyd, President, stasha@qmediaproductions.com

Q Media Productions is an award-winning mobile media company that offers creative development, production, and project management for accessible (audio description and ASL), multi-language and interpretive mobile tours. In addition, we provide consulting, focus groups, design review and specialty training on serving visitors who are blind or have low vision.

SEREIA FILMS
BOOTH NUMBER: 9

Sarah Curry, Executive Director, sarah@sereiafilms.org

Sereia Films is an educational film nonprofit. We create short films about sustainable seafood to help consumers and chefs make smarter seafood choices. Our films feature local scientists, fish farmers, and seafood producers, giving a rare glimpse into local seafood production. These films feature families that have been in Florida for generations, young entrepreneurs working to make a business in the Blue Economy, and more.



THINKPROXI

BOOTH NUMBER: 3

Billy Sprague, Director of Sales, Billy@thinkproxi.com

Blake Higgins, Director of Implementation, Blake@thinkproxi.com

ThinkProxi is a digital marketing and interactive platform with beacon technology for museums. The sophisticated application of ThinkProxi integrated technology enables museums to track behavior as well as numbers of visitors, benefitting both the business and the visitor. Visitors can interact digitally with every micro-location within the museum.

TOUR-MATE SYSTEMS LTD.

BOOTH NUMBER: 1

Neil Poch, President, npoch@tourmate.com

Heidi Poch, Client Service Associate, hmpoch@tourmate.com

Tour-Mate has provided self-guided tour systems for both indoor and outdoor locations for over 30 years. In addition Tour-Mate provides an app based tour platform as well as content creation services. Visit us to find out why over 800 institutions have chosen Tour-Mate to be their interpretive partner.

VIRGINIA KEY BEACH PARK TRUST

BOOTH NUMBER: 13

Samantha Bloomfield, Education Coordinator, sambb1130@gmail.com

Luiz Galvao Serra, Educational Coordinator, lserraarenas@gmail.com

Sheila Foreman, Development Coordinator, sforeman@miamigov.com

We will provide materials outlining our new exhibit space within the Historic Virginia Key Beach Park that is currently showing an exhibition called "The Story Behind the Cars". We will also share materials on our upcoming educational programs, such as tours, Saturday classes, and volunteer options. Our table will also include give always such as, turtle egg activities, coloring pages, notepads, etc.

Z AXIS SOLUTIONS

BOOTH NUMBER: 11

Ben Mangum, Creative Director, ben@zaxissolutions.com

Trey Chapman, Sales Manager, trey@zaxissolutions.com

Katy Hadden, Marketing Coordinator, katy@zaxissolutions.com

Jennifer D'hollander, Business Development Director, jennifer@zaxissolutions.com

Z Axis Solutions is a U.S.-based, full-service marketing and business planning firm located in Winter Haven, Florida. We empower non-profit institutions through our organizational assessments and planning, fund development, full-service marketing & communications, and grant writing services. We're your partner in helping your museum succeed.

The FAM and FAMF Boards Thank You for Attending the FAM 2022 Annual Conference

FAM BOARD

President – Steven High, *The John and Mable Ringling Museum of Art*

Vice President – Robert Overton, *UWF Historic Trust*

Secretary – Phyllis Davis, *Amelia Island Museum of History*

Immediate Past President – Brynne Anne Besio, *Carter*

Tiffany Baker, *Florida Historic Capitol Museum*

Angie Barry, *Gadsden Arts Center & Museum*

Phyllis Davis, *Amelia Island Museum of History*

Russell S. Daws, *Tallahassee Museum*

Kathy Fleming, *St. Augustine Lighthouse & Museum*

Jon Hill, *Pensacola Lighthouse & Museum*

Terrance Hunter, *Central Florida Community Arts*

Melissa Kendrick, *Mel Fisher Maritime Museum*

JoAnn Newman, *Orlando Science Center*

CJ Roberts, *Tampa Bay History Center*

FAM Foundation Chair – Erin Wolfe Bell, *Naples Botanical Garden*

FAM FOUNDATION BOARD

Chair – Erin Wolfe Bell, *Naples Botanical Garden*

Wayne Atherholt, *City of St. Petersburg*

Samuel Joseph, *Bro, Joe & Co.*

Tiffany La Britt, *The Bishop Museum of Science & Nature*

Rosa Lowinger, *Rosa Lowinger & Associates*

Vinnie Luisi, *Dunedin Historical Museum*







Arts. Culture. History.

ALL WITHIN OUR 9-ACRE SITE IN THE HEART OF DOWNTOWN PENSACOLA.

HistoricPensacola.org







UNIVERSITY of WEST FLORIDA
HISTORIC TRUST

Museum of Florida History's Traveling Exhibits (TREX) Program

FLORIDA'S HISTORY *Within Reach*

TREX

M · F · H MUSEUM of Florida History

The TREX program brings Florida history to your community! Produced by the Museum of Florida History, these affordable and high-quality traveling exhibits are available to museums, libraries, and cultural institutions nationwide. Please visit the website for more information.

Available Exhibits Include:

Alligators: Dragons in Paradise
Beaches, Creatures, and Cowboys: Florida Movie Posters
Centennial Faces
Civil Rights in the Sunshine State
Crate Expectations
Florida Citrus Labels
Florida Girls & Boys & Their Toys
Florida's Got the Blues
Forgotten Florida
French in Florida
Florida in World War II
Holiday Traditions in Florida
Just Above the Water: Florida Folk Art
The Lure of Florida Fishing
The Maple Leaf: An American Civil War Shipwreck
Photographs: The Alvan S. Harper Collection
Seminole People of Florida: Survival and Success
The Art of Uncle Monday
Visions of Florida: The Photographic Art of Clyde Butcher
Viva Florida! Florida Before Statehood



Civil Rights in the Sunshine State



Florida Citrus Labels



Movie Posters



Dragons in Paradise



Florida's Got the Blues



The Art of Uncle Monday

M · F · H MUSEUM of Florida History

For more information, contact:
TREX Coordinator
Museum of Florida History
500 South Bronough Street
Tallahassee, Florida 32399
850-245-6416 • 850-245-6433 fax
mfhtrex@dos.myflorida.com

MUSEUMOFFLORIDAHISTORY.COM/TREX