FLORIDA ASSOCIATION OF MUSEUMS
2023 Annual Conference & Exposition

ENGAGING & EMPOWERING COMMUNITIES

September 17th – 20th, 2023
Host Hotel: Embassy Suites USF Tampa
PRELIMINARY CONFERENCE PROGRAM

GENERAL MEETING INFORMATION

This year’s theme is Engaging and Empowering Communities! Look for educational and general sessions that will inspire your museum work. Don’t miss the FAM Awards and reception on Tuesday evening at the Henry B. Plant Museum! All evening events take place in Tampa area museums and are included in your registration fee. These events provide ideal opportunities for networking.

REGISTRATION OFFICE HOURS (CRYSTAL REGISTRATION DESK)
Sunday, September 17, 12:30-3:30 pm
Monday, September 18, 8:00 am-3:30 pm
Tuesday, September 19, 8:00 am-4:15 pm
Closed during lunch each day.

GET YOUR PUBLICATIONS OUT THERE
Table space is available in the lobby to display and distribute your museum’s publications.

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.

VISIT LOCAL MUSEUMS
These local museums are offering free admission to conference attendees. Just show your conference badge to the museum’s front desk attendant to see all that Tampa-area museums have to offer.
- Museum of Science and Industry, Hours: 10am – 5pm daily, 4801 E Fowler Ave, Tampa, FL 33617
- Henry B. Plant Museum, Hours: Tues-Sat 10 am - 5 pm, Sun Noon - 5 pm, 401 W. Kennedy Boulevard Tampa, FL 33606

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 2023 committee members are: Erin Wolfe Bell (Chair), J. Marshall Adams, Victoria Billig, Erin Blankenship, Lindsay Huban, Terrance Hunter, and Tiffany La Britt.
CONFERENCE SCHEDULE
SUNDAY, SEPTEMBER 17

12:30 pm – 3:30 pm
REGISTRATION OPEN

1:00 pm – 3:30 pm
OPTIONAL TOURS – Meet in hotel lobby, transportation loading at 1:00 pm (Pre-registration required)
  • **Florida CraftArt** -- Florida CraftArt is a statewide nonprofit in the heart of downtown St. Petersburg. Over 220 Florida artists are featured in the first floor Gallery and the second-floor hosts ArtLofts, 20 artists’ studios. Tour the “Ghost Stories” exhibit with curator Catherine Bergman and meet the new CEO, Jorge Vidal. See art by more than 250 Florida artists, visit the ArtLoft artist studios, watch master artists demonstrate welding, throwing clay on the wheel, and more!
  • **Cracker Country** -- Cracker Country is a living history museum at the Florida State Fairgrounds. Our interpretive focus is on home life, transportation and commerce as it might have been in a rural Florida community just before the turn of the 20th century. Enjoy a stroll through four acres of historic buildings, meet our staff and docents and learn about one of Tampa's oldest and most popular field trip programs.

4:00 pm (load buses)
EVENING EVENT
**ZooTampa at Lowry Park**

MONDAY, SEPTEMBER 18

8:00am – 3:30pm
REGISTRATION OPEN

8:30am – 10:00am
OPENING SESSION: WELCOME & COMMUNITY FORUM (GEN)
Join us for the Opening General Session where we will welcome you to the 2023 FAM Annual Conference and give you an opportunity to network with colleagues in your field. This general session includes breakout groups 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! New attendees do not want to miss this session!

*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*
Succession Planning: Preparing Your Organization for Transition
Workshop
Whether a transition occurs due to an unexpected vacancy on the staff or board, being deliberative and thoughtful, and having a plan in place, can help a nonprofit weather the inevitable challenges of leadership transition. This session will help you to: identify the leadership qualities needed to navigate transition; create a roadmap to recruit and retain team members; and, develop a communication plan to stakeholders.

Michelle Turman, President & CEO, Catalyst Consulting Services
Terry Marks, CEO, St. Pete Art Alliance

Multimodal Active Learning for School-Age Kids
Presentation
This interactive session will explore different modalities to engage children. Together, Kylie Diaz from Clearwater Marine Aquarium, along with Caroline Figiel, award-winning children’s interpretation and special needs specialist will use real life applications such as music, activity books, programming and audio tours to help attendees reach their school-age visitors through active learning.

Caroline Figiel, Interpretation Specialist, Creative Digital Productions
Danny Jones, Interpretation Specialist, Tour Mate
Kylie Diaz, Director of Tourism Marketing, Clearwater Marine Aquarium

Engage: Building an Exhibit with Skeptical Stakeholders
Roundtable
When telling the history of the recent past, engaging those who lived through it is essential to producing ethical, accurate exhibits. But these partnerships can present unique challenges: How do you build trust? How do you balance expectations with logistical limitations? Speakers and attendees will share lessons learned from building exhibits with apprehensive stakeholders, inspiring reflection and critical thinking on engaging the communities we need to hear from most.

Phyllis Davis, Executive Director, Amelia Island Museum of History
Summer Bias, Curator, Amelia Island Museum of History
Mary Anna Murphy, Exhibit Designer, MAM Exhibit Design

Say What You Mean and Mean What You Say!
Workshop
Engaging audiences effectively and authentically requires strategic, consistent and timely communication among museum staff to support integrated external communications that foster long-term relationships with diverse audiences. This interactive workshop will focus on strategic message development for oral, written and visual communication. Strategies for social media, integrating communication across platforms, and tactics for effectively handling Q&A will be featured.

Martha Wells, Managing Director, Carter / President, Conservation Communications, Inc.
Kevin McNulty, President & CEO, NetWeave
Lauren Aristizabal, Director of Grants and Special Projects, The Bishop Museum of Science and Nature
Augmenting Cultural Experiences with AR

Workshop
This workshop walks you through the basics of implementing augmented reality experiences in cultural settings. We will discuss the challenges and opportunities of emerging technology, workshop stories that attendees feel can be aided by AR, and sketch out ideas to demonstrate tour prototypes built with these ideas. Also learn how AR supports a gamification strategy for engaging youth! All are welcome to this workshop from any department, discipline or experience level. Make sure to bring your laptop and sign into wifi for the guided portion of the program, where you will receive a hands-on experience using your laptop and mobile phones.

Lauren Jenson, Chief Commercial Officer, ARtGlass

12:00 pm – 1:30 pm
KEYNOTE LUNCHEON (GEN)
There’s no doubt about it: It’s been a strange few years for museums. But while there’s been a great deal of focus on the challenges facing museums, these organizations have also experienced meaningful shifts in audience perceptions within the state of Florida and beyond. In this presentation, Colleen Dilenschneider of IMPACTS Experience will bring the hard data on the reputational gains secured by museums in Florida in the last three years to arm attendees with an understanding of the top trends impacting community engagement. From building trust to strengthening the belief in organizations’ missions to cultivating even stronger communities of potential members and supporters, Dilenschneider will share the positive and powerful – but still internally overlooked – gains Florida museums have made over these past few years and what they mean for empowering and engaging the communities these museums serve.

About the Speaker: Colleen Dilenschneider, Managing Partner, IMPACTS Experience
Colleen Dilenschneider is the Managing Partner of IMPACTS Experience and oversees audience engagement initiatives on behalf of clients in the cultural sectors. Colleen uses data to identify and predict emerging market opportunities, and helps nonprofit organizations maintain relevance and secure their long-term financial futures by building affinity with onsite and virtual audiences. Colleen currently serves as the Vice Chair of the Board of Directors at the National Aquarium. She is the author and publisher of the popular website Know Your Own Bone, a data-informed resource for cultural organizations, and has been frequently featured as an expert resource in publications such as The Wall Street Journal and Washington Post. Colleen earned her undergraduate degree from The University of Chicago and a Master of Public Administration from the University of Southern California.
1:45 pm – 3:15 pm

Sessions

**Best Practices for Small Museums grow Engagement, Impact, and Sustainability**

Conversation

This session shares specific best practices for small museums in all areas—Development, Governance, Education, Exhibitions, and Collections—that increase community engagement, impact, and the sustainability of the organization itself. Through brief presentations with real-world examples, small group problem solving, and whole group conversations, participants will gain an understanding of how best practices create genuine community ownership that translates into higher impact and organizational sustainability.

Grace Robinson, Executive Director, Gadsden Arts Center & Museum  
Ashley Williams, Curator, Gadsden Arts Center & Museum  
J. Marshall Adams, Executive Director, A. E. Backus Museum & Gallery

**Connecting with Your Community**

Presentation

The Florida Children’s Museum and the Polk Museum of Art are only a few miles apart, and they will share efforts they’ve made to connect with their community, both how they welcome community into their spaces and empower diverse populations beyond their museums’ walls. Grants, intentional outreach, constituent input, and involvement with partner agencies support this work. Participants will hear, share, and brainstorm applications for their museums.

Julie Ward, Chief Learning Officer, Florida Children’s Museum  
Claudine Humber, Community Education Manager, Florida Children’s Museum  
Blanca Flores, Director of Early Learning, Florida Children's Museum  
Ellen Chastain, Education Manager, Polk Museum of Art

**Rewriting Your Narrative for Well-Being: Moving Differently after COVID**

Hands-on Activity

Well-being requires moving through the world a little differently after COVID. Join us for a practical session of didactic and experiential work focused on well-being and self-care with useful tools for sustainable empowerment.

Maria Hane  

**You CAN Boost Your Funding Ecosystem!**

Exercise

Revenue streams for attendance venues are multilayered—truly an ecosystem! We will share what has worked from our experiences in melding these layers (earned income and contributed income) and we will utilize the brain trust of the participants to talk through ideas and examples from their organizations. Join us for a lively and creative brainstorming session as we build a solid foundation that can weather a “storm” or whatever crisis might be ahead.

Brynne Besio, Managing Director, Carter  
John Smith, CEO and President, MOSI
Crisis Communication Planning – Yes, It Could Happen to You!

Workshop

By definition, a crisis, whether in the real world or in the digital realm, is outside your museum’s daily operations. Having a crisis communication plan allows everyone to jump into action quickly and effectively. This session will lead you through the planning process to develop a customized plan for your museum to handle any eventuality with your reputation and relationships intact. Social media, message development and internal communication will be explored in depth.

Kevin McNulty, President & CEO, NetWeave
Martha Wells, President, Conservation Communications, Inc.
Andrew Sandall, CEO, The Bishop Museum of Science and Nature

3:30pm – 5:30pm
EXPO OPENING RECEPTION & NETWORKING EVENT
Join us in the Expo Hall for the Opening Reception where you can visit with our vendors and enjoy light fare. We will also have some networking opportunities for you to meet and greet new people in the field!

6:00pm (load buses)
EVENING EVENTS
Tampa Bay History Center

Tuesday, September 19

8:00 am – 4:15 pm
REGISTRATION OPEN

8:00am - 8:45am
BREAKFAST IN EXPO HALL & EXHIBITORS EVENT
Join us in the Expo Hall for a continental breakfast and network with your colleague and exhibitors.

8:00 am – 5:30 pm
EXPO OPEN

8:45am – 9:45am
Sessions

EMPowering From Within: Resilient Foundations
Discussion Panel
Museums depend on responsive organizational structures, involved governance, professionalism, and keen business functionality. Designed for emerging professionals, this session will include discussions about the makeup of the museum organization, internal roles and functions, and the distinct responsibilities of governance and management. We will work together to develop viable structures that thrive upon teamwork, agility, flexibility, and leadership across the organization.

Susan Davis Baldino, Visiting Professor of Museum Studies, Florida State University
Olivia Hackney, Graduate Student, Museum and Cultural Heritage Studies, Florida State University
Deaccessioning Done Right
Conversation
For many museums, deaccessioning is viewed as taboo or does not appear in great detail within collections policies. Done correctly, deaccessioning can be a healthy undertaking to ensure collections adhere to the institutional mission statement. Join us to talk about the various reasons for deaccessioning, how to be transparent to donors and supporters, successful strategies for making a permanent collection stronger, and learn about an institution that triumphantly navigated the process.

Cori Convertito, Curator & Historian, Key West Art & Historical Society
Kristen Rudy, Registrar and Exhibition Coordinator, The Society of the Four Arts
Dr. Colin Brady, Director of Collections & Exhibitions, Tallahassee Museum

Fire Up Effective Storytelling
Presentation
Fire-up fundraising and donor involvement with powerful storytelling! What is your organization’s story, and why should anyone care? Learn how to connect with your community of volunteers, donors, and board members with seven steps of compelling storytelling.

Katie Deits, Director, Florida CraftArt

Swamp Heritage: Helping the Gladesmen Find their Voice
Presentation
Museum of the Everglades Manager Thomas Lockyear will discuss his experience in the rural community of Everglades City: earning trust, building confidence, listening to locals, learning the unwritten history, and ultimately working to inspire community leaders to share their stories and cement their culture. Jack Shealy of the Gladesmen Heritage Foundation will provide an overview of the gladesmen culture and discuss the role that collaborations with partner organizations like Museum of the Everglades and the National Park Service are playing in the development of their own Swamp Heritage Museum.

Thomas Lockyear, Museum Manager, Museum of the Everglades- Collier County Museums
Jack Shealy, President, Gladesmen Heritage Foundation

Grant Opportunities with Florida Humanities and the NEH
Conversation
This session will explore and discuss the statewide and national opportunities that exist and how they may align with your organizational goals. Within the hour 6 grant initiatives will be discussed ranging from 5k to 100k, all of which will carry deadlines on the horizon.

Nashid Madyun, Executive Director, Florida Humanities

9:45am - 10:15am
BREAK IN EXPO HALL
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.
10:15am – 11:45am
Sessions

**Leveraging a Strong Board/Staff Partnership**

**Exercise**
A strong relationship with your board is a value-add to your success as a leader. But the CEO/ED works for the Board Chair and ultimately the Board. How can you help your board reach their highest and best use as board members as a staff member? We will share some leading practices in governance and look at some case studies in small groups to identify ways staff can manage up and encouraging board member engagement.

**Bryne Besio, Managing Director, Carter Andrew Sandall, CEO, The Bishop Museum of Science and Nature**

**Advocating for Collections**

**Roundtable**
Collections are the foundation of a museum, but often are last on the list to be funded. Join presenters for a round table discussion on ways that collections management staff can advocate for collections to their board and visitors. Attendees are encouraged to bring their ideas, successes, and failures on how they have engaged both their board and visitors to become active participants in the care and conservation of their museum collections.

**Melissa Morgan, Curator, Manatee County Agricultural Museum/Manatee Clerk**
**Crystal Diff, Executive Director, Boca Grande Historical Society**
**Heather Culligan, Curator of Collections, Tampa Bay History Center**

**Virtual Volunteers for the Post-COVID Landscape**

**Roundtable**
Want to start a virtual volunteer program but don’t know where to begin? Or do you already have one but need ideas on how to continue maintaining it? Join this roundtable session and discuss with your professional peers how to spot virtual volunteer opportunities, identify key elements of virtual volunteer training and program policies, and get low-cost program ideas.

**Allyson OLeary, Education and Volunteer Coordinator, Manatee Village Historical Park**
**Janet White, Director of Education, Museum of Science and Industry**
**Nancy Dalence, Director of Education, Tampa Bay History Center**

**New Professional Forum**

**Roundtable**
Have you been in the field under five years? Join three young professionals from a diverse selection of institutions as they lead a moderated discussion about important topics to new professionals. Your moderators will bring topics to share to spur discussion followed by some group work where you can learn from each other. Bring your own questions and meet new colleagues in the field!

**Tiffany Baker, Museum Director, Florida Historic Capitol Museum**
**Tiffany La Britt, Curator of Collections, The Bishop Museum of Science and Nature**
**Lindsay Huban, Executive Director, Henry B. Plant Museum**
Getting to YES: Best Practices for Major Gift Fundraising

Presentation

Is your fundraising program laser focused on events, memberships, and direct mail but struggles to raise big gifts? Then this session is for you! Join Alyce Lee as she reveals proven strategies to build authentic relationships, connect people to their passion, engage board members, and unlock bigger gifts.

Alyce Lee Stansbury, CFRE, Consultant, Speaker & Coach, Stansbury Consulting LLC

11:45am - 1:15pm
LUNCH ON YOUR OWN

11:45am - 1:15pm
DIRECTORS ONLY LUNCHEON (pre-registration required)

1:15pm - 2:15pm
BRING & BRAG (GEN)
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. Presenters are pre-registered.

2:15pm - 2:45pm
BREAK IN EXPO HALL & EVENT

2:45pm - 4:15pm
Sessions

Autopsy: How Museums Die
Presentation
A post-mortem of organizations from the smallest volunteer-run museums to larger inter-county institutions. Examine real case studies to parse out the warning signs which led to their collapse, the pitfalls which accompanied those death-throes, and the harsh aftermath: collections dispersal, lost records, and fragmented communities. Comparison and contrast offers a methodology by which this past can inform the present, perhaps soften this fate in other organizations, or even avoid it altogether.

Bennett Lloyd, Coordinator, Museum of Seminole County History
Savannah Poole, Museum Curatorial Assistant, Sanford Museum
Keidra Daniels, University of Central Florida

A1S Trail Case Study: Partnerships, Paint, and QR Codes
Presentation
Museum organizations need to engage with the community outside of the traditional buildings, interpretive panels, and information hubs. What if there is an easier and less expensive method available to interact with visitors? Hear how Pensacola developed the America’s First Settlement Trail in under a year using existing technology and private donations. You will learn how to use partnerships and simple technology to reach new visitors in your community.

Ross Pristera, Senior Director/Historic Preservationist, UWF Historic Trust
Rob Overton, Executive Director, UWF Historic Trust
Neurodivergent Programming as a Superpower
Conversation
Neurodiversity is an umbrella term representing over 15% of the world population. This session proposes to inspire our field to develop inclusive spaces by rethinking programing and recruiting for neurodiverse collaborators and staff. By sharing stories from our experience in the field we foster a discussion about what it takes to meaningfully "include" to broaden our shared understanding of DEAI programing, curatorial designs, and staffing policies in museums.
Veronique Cote, Neurodivergence Inclusion as a Superpower, Florida Atlantic University Galleries
Helen Edmund, Education Program Coordinator, Florida Atlantic University Galleries
Meredith Tekin, President, IBCCES (International Board of Credentialing and Continuing Education Standards)

Making Museums Matter: Community Collaboration through Exhibitions and Loans
Presentation
Museums find community collaboration to be rewarding yet challenging. Exhibitions and loans work differently when a museum’s community are involved. Flexibility, and forethought are required to accomplish community collaborations. This is especially true when planning exhibitions with sensitive topics, or when borrowing personal property for a project initiated by a community member. A high level of care and respect is necessary. We also need to break down professional walls between museums and their communities.
Tara Backhouse, Collections Manager, Ah-Tah-Thi-Ki Museum
Laura Dello Russo, Registrar, Ah-Tah-Thi-Ki Museum
James Patrick, Head of Exhibitions, Ah-Tah-Thi-Ki Museum

State of Florida DHR & DAC Grant Programs
Presentation
Successful grant applications to the Florida Department of State’s Division of Arts & Culture (DAC) and Division of Historical Resources (DHR) 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, historic preservation, and other projects.
Sarah Stage, Arts Consultant: Museums, Visual Arts & Artist Projects, Florida Department of State | Florida Arts & Culture
Eric K. Case, M.A., FCCM Historic Preservation Grants Supervisor, Office of the Director, Division of Historical Resources, Florida Department of State

4:15pm - 5:30pm
EXPO CLOSING RECEPTION
Join us for the Expo Closing Reception with light fare. Enjoy an opportunity to visit with vendors and your colleagues and make a last-minute bid on an auction item!

6:00pm (load buses)
Awards Presentation, Reception and Evening Event
HENRY B PLANT MUSEUM AND SCARFONE/HARTLEY GALLERY
**Wednesday, September 20**

8:00 am – 9:30 am  
**HOT TOPIC BREAKFAST {GEN}**

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

**Hot Topic: Artificial Intelligence in Museums: Bridging the Past and Future, Kevin McNulty, President & CEO, NetWeave**

AI is taking the tech world by storm, finding its way into various industries, including Museums! While it won't replace museum professionals, those who embrace AI might outshine those who don't. Want to stay ahead of the competition? Join us to explore this exciting technology!

Discover different types of AI, how it works, its capabilities, and limitations. Learn how AI can enhance writing, marketing, operations, and exhibits. You'll be amazed by its potential to create original music for commercial use, design eye-catching graphics for marketing and social media, and even generate content like newsletters, blogs, grants, and exhibit descriptions.

Ready to dive into the AI revolution? Join us and embrace the future of museum technology!

**About the Speaker:** Meet Kevin McNulty, co-founder of NetWeave Social Networking. With accolades from the Manatee Chamber of Commerce and the Florida Attractions Association, NetWeave serves over 70 clients, including major attractions, air shows, and various small businesses. Kevin's expertise has been recognized through workshops and seminars for prominent associations and universities.

9:30 am – 11:00 am  
**COMMUNITY FORUM & ANNUAL MEETING**  
(Insert Location)

Join us for a Community Forum where you can download all you learned from the conference and set goals for the future year! We will give circle back to our kickoff Community Forum where we had break out groups by your professional position with guiding questions. This is a great way to reconnect with all those you’ve met and solidify your ideas and takeaways! We will also hold the FAM Annual Meeting before we all head out and back to our fantastic Florida Museums!

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

11:00 am  
**CONFERENCE CONCLUDES**