



FLORIDA ASSOCIATION OF MUSEUMS
**2023 Annual
Conference & Exposition**

**ENGAGING &
EMPOWERING**
Communities

SEPTEMBER 17TH – 20TH, 2023 • EMBASSY SUITES USF TAMPA



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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 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.

FAM STAFF ASSISTING YOU:

Malinda Horton, *Executive Director*
Carmen Godwin, *Program Manager*

REGISTRATION OFFICE HOURS

(Convention Office)

Sunday, September 17, 12:30 – 3:00 pm

Monday, September 18, 8:00 am – 3:30 pm

Tuesday, September 19, 8:00 am – 4:15 pm

Closed during lunch each day.

BADGES

Badges must be worn for admission to all FAM events.

#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: #FAM2023 in your posts and tweets.

CONFERENCE APP

Download the FAM App, created by THINKPROXI for the 2023 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 Tampa. 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 lobby to display and distribute your museum's publications.

ANNUAL CONFERENCE TOTES

Totes are compliments of Carter, St. Augustine Lighthouse & Maritime Museum and RLA, Rosa Lowinger & Associates.

Thank you for the generous sponsorship.



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& MARITIME MUSEUM



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NET WEAVE

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.

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

VISIT LOCAL RESTAURANTS

A list of local restaurants will be provided as suggestions for lunch on your own and dinner.

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 13, 2023, accompany your registration materials.

THANK YOU AWARDS COMMITTEE

A special thank you to the FAM Annual Awards Committee members. They review submissions and assist with the awards presentation for special recognition awarded to Florida museums, museum professionals and other key leaders who help make museums successful. The 2023 committee members are: Janet White, Phyllis Davis, and Tiffany Baker.

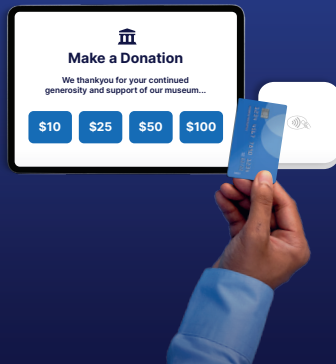


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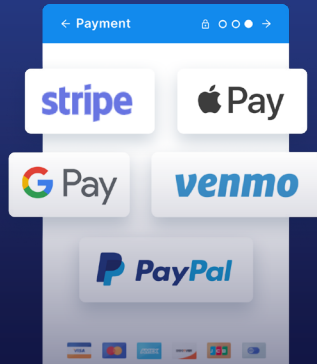
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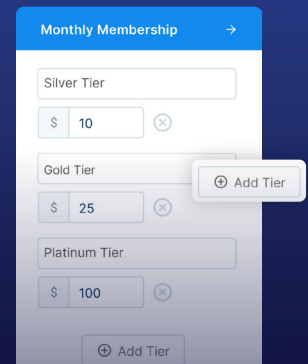
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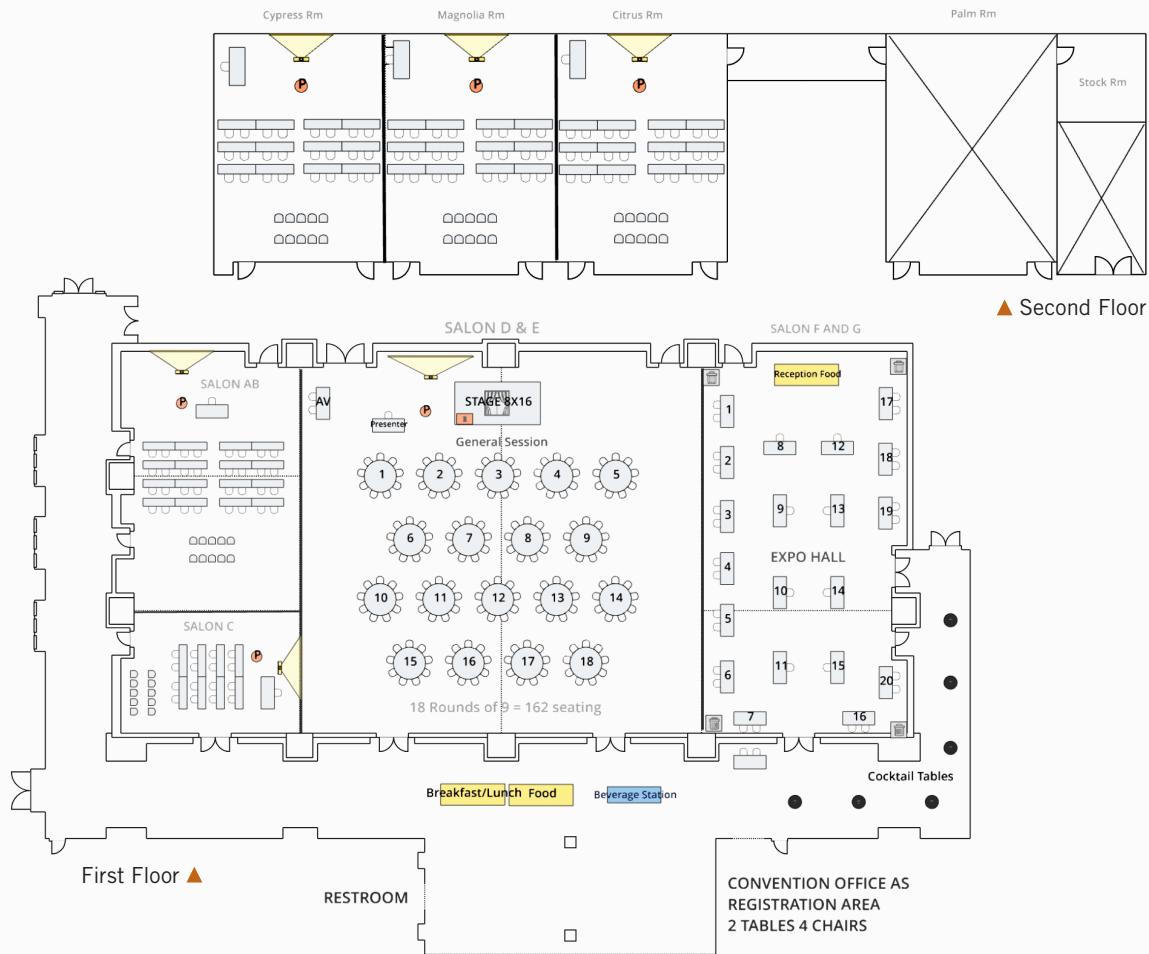


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HOTEL FLOOR PLAN



THANK YOU TO OUR LOCAL HOSTS

Thank you to our local arrangements committee for their assistance and planning: Lindsay Huban, Ruth Meyers, Janet White, CJ Roberts, and Nancy Pesce. Thank you to our evening event hosts ZooTampa at Lowry Park, Tampa Bay History Center, Henry B. Plant Museum, and Scarfone/Hartley Gallery.

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.

Also, many thanks to the museum studies volunteers from Florida State University. And last, thank you to FAM staff, Malinda Horton and Carmen Godwin for their tireless work organizing the annual conference.

CALL FOR PROPOSALS

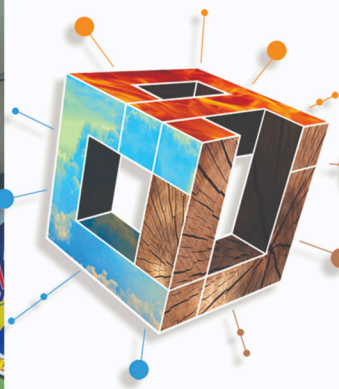
Consider organizing a session for the 2024 FAM Annual Conference. The Session Proposal Form will be available online in the fall. Fill out the online form at www.flamuseums.org.

NO SMOKING

Please do not smoke in the registration area, meeting rooms, exhibit hall, or in any of the museums toured during the conference.

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!



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SCHEDULE AT-A-GLANCE

SUNDAY, SEPTEMBER 17

12:30 pm – 3:00 pm
REGISTRATION OPEN
Convention Office

3:30 pm (load buses)
EVENING EVENT
ZooTampa at Lowry Park
**Buses depart at 6:30 pm*

MONDAY, SEPTEMBER 18

8:00 am – 3:30 pm
REGISTRATION OPEN
Convention Office

8:30 am – 10:00 am
OPENING SESSION BREAKFAST:
WELCOME & COMMUNITY FORUM
{GEN}
Moderated by Malinda Horton, Steven
High, Erin Wolfe Bell, and Rob Overton

10:15 am – 11:45 am
Sessions
Succession Planning: Preparing Your
Organization for Transition {MGT}
Multimodal Active Learning for
School-Age Kids {ED}
Engage: Building an Exhibit with
Skeptical Stakeholders {EXH}
Say What You Mean and Mean What
You Say {PR}
Augmenting Cultural Experiences
with AR {TEC}

12:00 pm – 1:30 pm
KEYNOTE LUNCHEON {GEN}
Welcome
Keynote: Colleen Dilenschneider,
Managing Partner, IMPACTS
Experience
Trust, Engagement, and Community:
The Hard Data on Why Florida
Museums Matter So Much Right Now

1:45 pm – 3:15 pm
Sessions
Best Practices for Small Museums:
Grow Engagement, Impact, and
Sustainability {MGT}
Connecting with Your Community
{CE}
Ask a Conservator: The Basics of
Preservation & Treatment {COL}

You CAN Boost Your Funding
Ecosystem! {INC}
Crisis Communication Planning –
Yes, It Could Happen to You! {PR}

3:30 pm – 5:30 pm
EXPO OPENING RECEPTION &
NETWORKING EVENT

6:00 pm (load buses)
EVENING EVENT
Tampa Bay History Center
**Buses depart at 8:30 pm*

TUESDAY, SEPTEMBER 19

8:00 am – 4:15 pm
REGISTRATION OPEN
Convention Office

8:00 am – 8:45 am
BREAKFAST IN EXPO HALL
& EXHIBITORS EVENT

8:00 am – 5:30 pm
EXPO OPEN

8:45 am – 9:45 am
Sessions
EMPowering From Within: Resilient
Foundations {MGT}
Deaccessioning Done Right {COL}
Fire up Effective Storytelling {CE}
Swamp Heritage: Helping the
Gladesmen Find their Voice {ED}
Grant Opportunities with Florida
Humanities and the NEH {INC}

9:45 am – 10:15 am
BREAK IN EXPO HALL

10:15 am – 11:45 am
Sessions
Leveraging a Strong Board/Staff
Partnership {MGT}
Advocating for Collections {COL}
Virtual Volunteers for the Post-COVID
Landscape {CE}
New Professional Forum {GEN}
Getting to YES: Best practices for
Major Gift Fundraising {INC}

11:45 am – 1:15 pm
LUNCH ON YOUR OWN

11:45 am – 1:15 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
Autopsy: How Museums Die {MGT}
A1S Trail Case Study: Partnerships,
Paint, and QR Codes {CE}
Neurodivergent Programming as a
Superpower {ED}
Making Museums Matter: Community
Collaboration through Exhibitions
{EXH}
State of Florida DHR Grant Programs
{INC}

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

6:00 pm (load buses)
EVENING EVENT & FAM AWARDS
PRESENTATION & RECEPTION
Henry B. Plant Museum and
Scarfone/Hartley Gallery
**Buses depart at 9:30 pm*

WEDNESDAY, SEPTEMBER 20

8:00 am – 9:30 am
HOT TOPIC BREAKFAST {GEN}
Artificial Intelligence in Museums:
Bridging the Past and Future,
Kevin McNulty, President & CEO,
NetWeave

9:30 am – 11:00 am
COMMUNITY FORUM & ANNUAL
MEETING {GEN}
Hosted by Malinda Horton, Steven
High, Erin Wolfe Bell, and Rob
Overton

11:00 am
CONFERENCE CONCLUDES

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

CONFERENCE SCHEDULE

SUNDAY, SEPTEMBER 17

12:30 – 3:00 pm

☀️ **Registration Open**
CONVENTION OFFICE

3:30 pm (load buses)

EVENING EVENT

★ **ZooTampa at Lowry Park**

Welcome to ZooTampa at Lowry Park!

Voted Tampa's Best Family Attraction and 11-time winner of TripAdvisor Travelers' Choice Award, ZooTampa offers unforgettable adventures for all ages. The Zoo manages 63 acres of naturalistic animal habitats in a lush, tropical garden setting. Accredited by the Association of Zoos and Aquariums (AZA), we emphasize endangered, threatened, and vulnerable species from climates like Tampa Bay's, with park realms devoted to Asia, Africa, Australia and Florida. Of 266 species represented, 99 are currently managed through AZA's Species Survival Plans, with many of our Animal Department staff serving on species management teams. Our animal habitats balance support for the maximum well-being of the animals



with the importance of engaging our guests and inspiring them to protect and preserve wildlife. Animal encounters, behind-the-scenes tours, and other special personalized experiences create unforgettable natural connections for guests. We design extensive educational programming to inspire respect and appreciation for the natural world so that guests leave motivated and empowered to take positive conservation action. Our Florida Environmental Education Center, or "Zoo School," is a year-round, full-time, licensed childcare center enrolling children ages one through five that opened in 1988 as the first such

center operated by a US zoo. Year-round recreational amenities and engaging seasonal events have helped us win accolades as one of the country's most family-friendly zoos.

Feel free to tour the Zoo on your own, but we especially invite you to enjoy our Florida realm where Zoo staff will be stationed throughout the evening to share stories about our red wolves, Florida panthers, black bears, alligators, and manatees. Drinks and hors d'oeuvres will be served at Reilly's Reserve in our Africa realm with a special presentation by our Africa team.

* BUSES DEPART AT 6:30 PM.

MONDAY, SEPTEMBER 18

8:00 am – 3:30 pm

☀️ **Registration Open**
CONVENTION OFFICE

8:30 – 10:00 am

☀️ **Opening Session Breakfast:
Welcome & Community Forum**
{GEN}
SALON D & E

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

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}

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: 

10:15 – 11:45 am

SESSIONS

★ Succession Planning: Preparing Your Organization for Transition {MGT}

CYPRESS
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 {ED}

MAGNOLIA
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 {EXH}

SALON A & B
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! {PR}

CITRUS
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

Andrew Sandall, CEO, The Bishop Museum of Science and Nature

★ Augmenting Cultural Experiences with AR {TEC}

SALON C
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 Jensen, Chief Commercial Officer, ARTGlass

Queen Thomas, Client Services Director, ARTGlass

12:00 – 1:30 pm

🌟 Keynote Luncheon {GEN}

SALON D & E

● Keynote: “Trust, Engagement, and Community: The Hard Data on Why Florida Museums Matter So Much Right Now”

Colleen Dilenschneider, Managing Partner, IMPACTS Experience

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*.

Sponsored by:



1:45 – 3:15 pm

SESSIONS

★ Best Practices for Small Museums: Grow Engagement, Impact, and Sustainability

{MGT}

SALON A & B

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

J. Marshall Adams, Executive Director, A. E. Backus Museum & Gallery

★ Connecting with Your Community {CE}

CYPRESS

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

★ Ask a Conservator: The Basics of Preservation & Treatment

{COL}

SALON C

PRESENTATION

Florida museums are impressively resourceful, but conservation doesn't always make it into the budget. Diana Galante of Galante Art Conservation, LLC (Orlando) will discuss the learning curve related to conservation and share valuable information about museum preservation and conservation. She invites you to join in the discussion, so bring your burning questions! Find out what should be in your conservation tool kit and when to call a professional.

Diana Johnson Galante, Conservator, Galante Art

★ You CAN Boost Your Funding Ecosystem! {INC}

MAGNOLIA

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 Anne Besio, Managing Director, Carter John Smith, CEO and President, MOSI

★ Crisis Communication Planning – Yes, It Could Happen to You! {PR}

CITRUS

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, Managing Director, Carter / President, Conservation Communications, Inc.

Andrew Sandall, CEO, The Bishop Museum of Science and Nature

3:30 – 5:30 pm

🌟 Expo Opening Reception & Networking Event

SALON F & G

Join us in the Expo Hall for the Opening Reception where you can visit with our vendors and enjoy light fare and libations. We will also have some networking opportunities for you to meet and greet new people in the field!

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6:00 pm (load buses)

EVENING EVENT



★ Tampa Bay History Center

Founded in 1989 by the Hillsborough County Board of County Commissioners, the History Center opened its new 60,000 square-foot facility on Tampa's Riverwalk in 2009. Accredited in 2015 by the American Alliance of Museums and a Smithsonian Affiliate museum since 2012, the History Center includes three floors of permanent and temporary exhibition galleries focusing on 12,000 years of Florida's history.

During the evening event, all galleries will be open for attendees to explore and several guided gallery talks will be available throughout the evening, focusing on new exhibit, *Travails & Triumphs*. Also, you can visit the

Museum gift shop and enjoy finding the perfect souvenir.

Enjoy delicious fare and libations from the Columbia Café.

*BUSES DEPART AT 8:30 PM RETURNING TO THE CONFERENCE HOTEL.

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TUESDAY, SEPTEMBER 19

8:00 am – 4:15 pm

☼ Registration Open
CONVENTION OFFICE

8:00 – 8:45 am

☼ Breakfast in Expo Hall & Exhibitors Event
SALON F & G

Join us in the Expo Hall for a buffet breakfast and network with your colleagues and exhibitors.

Sponsored by:  donorbox

8:00 am – 5:30 pm

☼ Expo Open
SALON F & G

8:45 – 9:45 am

SESSIONS

★ **EMPowering From Within: Resilient Foundations** {MGT}
CITRUS
DISCUSSION

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** {COL}
CYPRESS
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** {CE}
MAGNOLIA
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** {ED}
SALON C
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** {INC}
SALON A & B
CONVERSATION

This session will explore and discuss the statewide and national opportunities that exist and how they may align with your organizational goals. Learn about the many funding opportunities offered by Florida Humanities, the statewide, nonprofit affiliate of the National Endowment for the Humanities (NEH), and how they can support your museum programming.

Nashid Madyun, Executive Director, Florida Humanities

9:45 – 10:15 am

☼ Break in Expo Hall
SALON F & G

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.

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10:15 – 11:45 am

SESSIONS

★ Leveraging a Strong Board/ Staff Partnership {MGT}

MAGNOLIA
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. Brynne Anne Besio, Managing Director, Carter Andrew Sandall, CEO, The Bishop Museum of Science and Nature

★ Advocating for Collections {COL}

SALON A & B
ROUNDTABLE

Collections are the foundation of a museum, but are often the last on the list to be funded in many institutions. 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 {CE}

CITRUS
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 Dalance, Director of Education, Tampa Bay History Center

★ New Professional Forum {GEN}

SALON C
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 {INC}

CYPRESS
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

11:45 am – 1:15 pm

☀️ **Lunch on Your Own**

11:45 am – 1:15 pm

☀️ **Directors Only Lunch**
(PRE-REGISTRATION REQUIRED)
SALON D & E

1:15 – 2:15 pm

☀️ **Bring & Brag {GEN}**
SALON D & E
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.

2:15 – 2:45 pm

☀️ **Break in the Expo Hall & Event**
SALON F & G

Sponsored by: **AMELIA ISLAND
MUSEUM
OF HISTORY**
UNLOCK THE PAST

2:45 – 4:15 pm

SESSIONS

★ **Autopsy: How Museums Die**
{MGT}
CYPRESS
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 {CE}**
SALON C
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 {ED}**
CITRUS
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 programming 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 programming, curatorial designs, and staffing policies in museums.

Veronique Cote, Galleries Director, 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**
{EXH}
SALON A & B
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 Grant
Programs {INC}**
MAGNOLIA
PRESENTATION

Successful grant applications to the Florida Department of State's 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.
Eric K. Case, M.A., FCCM Historic Preservation Grants Supervisor, Office of the Director, Division of Historical Resources, Florida Department of State

4:15 – 5:30 pm

☀️ **Expo Closing Reception**
SALON F & G

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

Sponsored by:



6:00 pm (load buses)

☀️ **Awards Presentation,
Reception and Evening Event**

● **Henry B. Plant Museum and
Scarfone/Hartley Gallery**

The Scarfone/Hartley Gallery is the main gallery of the College of Arts and Letter Galleries at the University of Tampa. As a learning laboratory for our

YOUR STORIES. OUR HISTORY.



Since 1973, Florida Humanities has awarded more than \$20 million to museums, historical societies, libraries and other cultural organizations to support humanities-based programs that offer Floridians a better understanding of themselves, their communities, and their state.

Learn more about our work and apply for funding:
floridahumanities.org

17TH ANNUAL AMELIA ISLAND MUSEUM OF HISTORY

HOLIDAY HOME TOUR



December 1st & 2nd, 2023 10 AM to 4 PM

Tickets on Sale October 2nd



Visit five beautiful homes in Historic Fernandina Beach, each decorated for the holidays.

Tickets are \$35 before Nov. 27th and \$40 After

TICKETS MAY BE PURCHASED AT THE MUSEUM

OR

ONLINE AT AMELIAMUSEUM.ORG

B.A. in Museum Studies program and outreach portal of the College to the Tampa Bay Region, exhibitions in this space seek to push the boundaries of visitor engagement for both town and gown. The current exhibition is Zooming Superheroes from Dyes to DPI: The Visual and Technical Evolutions of Comic Book Printing. In this space, visitors can engage with the medium, exploring the examples we have on loan and try their hand at making their own comic book."

The Henry B. Plant Museum interprets the Tampa Bay Hotel and the experiences of the diverse individuals who contributed to its success. Original furnishings and artifacts and a dynamic self-guided audio tour immerse visitors in the opulence of the 1891 Tampa Bay Hotel and its rich history. This fall, explore Captain's Log: Voyages in the Age of Steam, an exhibit that revisits the glamour and spectacle of steamship travel in Gilded Age America and

celebrates the central role played by the Plant Line in the creation of multiethnic Tampa.

During the evening event, attendees can explore both museums, including special exhibitions at both sites. At the Henry B. Plant Museum, refreshments will be available, and you can enjoy finding the perfect souvenir at the Henry B. Plant Museum Store.

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



Reception Sponsored by:

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WEDNESDAY, SEPTEMBER 20

8:00 – 9:30 am

Hot Topic Breakfast {GEN}
SALON D & E

Sponsored by: **NEDCC** 50th
NORTHEAST DOCUMENT CONSERVATION CENTER

• **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**

Speaker: 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!



KEVIN MCNULTY

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: Kevin McNulty,
President & CEO, NetWeave

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.

Hot Topic Sponsored by:



9:30 – 11:00 am

Community Forum & Annual Meeting {GEN}
SALON D & E

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 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

VENDORS AND CONSULTANTS

ARTGLASS

BOOTH NUMBER: 3

*Lauren Jensen, CCO,
lauren@artglassgroup.com
Queen Thomas, Director of Marketing,
queen@artglassgroup.com*

ArtGlass empowers cultural sites and attractions to distinguish and enhance their visitor experience through the new gold standard of interpretation - augmented reality. TourBuilder enables you to design and publish guided and self-guided tours to any device, including smartglasses, phones, and tablets, with or without WiFi, for indoor and outdoor sites.

CREATIVE ARTS UNLIMITED

BOOTH NUMBER: 20

*Roger Barganier, President - Creative
Director, rbarganier@creativeartsinc.com
William York, Art Director,
william@creativeartsinc.com*

Creative Arts Unlimited is a comprehensive design, build and installation firm that transforms ideas into inspiring destinations. For more than 30 years, we have worked on our own or collaboratively with other designers and builders to create consistently compelling spaces. Museums, hospitals, libraries, corporate headquarters and retailers have all benefitted from the immense professional pride and dedication to quality practiced daily by our artists and craftsmen. Our turnkey approach assures you will be working with the same dedicated team - from design, to build, to installation, to maintenance - and ensures a successful end product.

DONORBOX

BOOTH NUMBER: 14

*Jena Lynch, Nonprofit Advocate,
Jena@donorbox.org*

Donorbox's nonprofit fundraising software helps you raise more money. Seamlessly embed a custom Donation Form to your website that reduces donor drop-off with a 4x faster checkout, launch a crowdfunding or Peer-to-Peer campaign, sell memberships and event tickets, raise funds on the go with Live™ Kiosk, and much more.

DORFMAN MUSEUM FIGURES

BOOTH NUMBER: 5

*Chad Grob, Project Manager,
chad@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 DEPARTMENT OF STATE

BOOTH NUMBER: FOYER

*Sarah Stage, Arts Consultant:
Museums, Visual Arts & Artist Projects,
sarah.stage@dos.myflorida.com*

The Florida Department of State offers a wide variety of resources for museums and other cultural organizations. Stop by the booth to pick up information about grants programs, affordable traveling exhibits, and information materials from Division of Arts and Culture and Division of Historical Resources.

FLORIDA HUMANITIES

BOOTH NUMBER: 15

*April Myerscough, Grants Coordinator,
amyerscough@flahum.org
Patricia Putman, Associate Director,
pputman@flahum.org
Stephanie Chill, Programs Officer,
schill@flahum.org*

Florida Humanities is the state, nonprofit affiliate of the National Endowment for the Humanities. Since the organization's founding in 1973, we have worked to preserve, promote, and share the history, literature, cultures, and personal stories that offer Floridians a better understanding of themselves, their communities, and their state. In order to make the humanities accessible to all, we provide funding opportunities to cultural organizations and nonprofit organizations for public humanities programming. www.FloridaHumanities.org

G.A.I. EXHIBITS

BOOTH NUMBER: 4

*Eloise Wood, Director, Business
Development, eloise@gaibxhibits.com*

G.A.I. Exhibits is a Florida based custom design/build exhibit manufacturer.

Ask our clients what they love about G.A.I. Exhibits and they'll say our service. From initial concept through final installation, our talented team creates innovative solutions to fit any project.

GAYLORD ARCHIVAL

BOOTH NUMBER: 19

*Jody Chastain, Territory Sales
Representative, jody.chastain@gaylord.com*

Experience the AXS Showcase System from Gaylord Archival. Its patent-pending design combines magnets and security screws, creating a scalable, conservation-grade acrylic showcase. Ships flat, assembles in minutes, and can be accessed by a single-person. Ready to embrace innovation?

GOOSEPEN STUDIO & PRESS

BOOTH NUMBER: 11

*Nathan Moehlmann, Principal,
nwm@goosepenpress.com
Vicki Vanderlinden, Representative,
nwm@goosepenpress.com*

A graphic design studio led by Nathan Moehlmann, Goosepen's primary focus is book design and production. Goosepen creates distinctive publications for museums, publishers, collectors, and artists. Goosepen book designs have won state, regional, and national awards.

MBA DESIGN & DISPLAY PRODUCTS

BOOTH NUMBER: 2

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

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Travails and Triumphs tells the story of the communities and families they forged, the hardships they endured, the jobs they worked, and the triumphs they celebrated. Visit the exhibit now at the Tampa Bay History Center!

riggs wardSM

NEDCC — NORTHEAST DOCUMENT CONSERVATION CENTER

BOOTH NUMBER: 18

*Tahe Zalal, Outreach Conservator,
tzalal@nedcc.org*

Founded in 1973, Northeast Document Conservation Center is a non-profit specializing in the conservation treatment of paper-based collections, digital imaging, audio reformatting, and preservation training.

NETWEAVE SOCIAL NETWORKING

BOOTH NUMBER: 9

*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.

OMNISPACE360

BOOTH NUMBER: 10

*Skyler Lawes, Producer,
skyler@omnispace360.com*

Omnispace360 just recently completed building the Dalí Alive 360° Dome for The Dalí Museum in St. Pete. We are passionate about creating immersive

experiences in Florida, and finding ways to innovate fine art with our immersive media technologies. We are experts in fabrication, installation, and content design. We are thrilled to be back in Florida and have the opportunity to bring your art, science, and history to life.

Q MEDIA PRODUCTIONS, INC.

BOOTH NUMBER: 1

*Stasha Boyd, President,
stasha@qmediaproductions.com*

*Mike Lutz, Technical Director,
mike@qmediaproductions.com*

For over 20 years Q Media Productions has been producing audio tour/mobile media tour content for facilities all over the United States. From interpretive tours to audio description, Q Media has provided award-winning content to help institutions produce the "stories you take with you."

ST. AUGUSTINE HISTORICAL SOCIETY

BOOTH NUMBER: 17

*Roger Smith, Historian/Grant Specialist,
roger@sahs1883.com*

*Christina Smith, Gift Shop Manager,
storemanager@gmail.com*

The St. Augustine Historical Society would like to host a table to promote our state and national programs, along with introducing new publications and items from our gift shop.

THINKPROXI

BOOTH NUMBER: 13

*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

BOOTH NUMBER: 6

Neil Poch, President, npoch@tourmate.com

Heidi Poch, npoch@tourmate.com

*Allison Goff, Regional Representative,
agoff@tourmate.com*

*Caroline Figiel, Interpretation Specialist,
carolinefigiel@yahoo.com*

*Danny Jones, Interpretation Specialist,
dannyjmusic@gmail.com*

Tour-Mate is one of North-America's leading providers of fully integrated Interpretive Solutions on multiple platforms (self-guided, Group guide, and Eco friendly stationary systems). Our high quality, easy to use hardware and software, as well as our approach to content creation ensures that each visitor has a significantly enhanced visitor experience.

The FAM and FAMF Boards Thank You for Attending the FAM 2023 Annual Conference

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ZooTampa at Lowry Park
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UNIVERSITY of WEST FLORIDA
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Museum of Florida History's Traveling Exhibits (Trex) Program

FLORIDA'S HISTORY

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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
The Art of Uncle Monday
Beaches, Creatures, and Cowboys: Florida Movie Posters
Centennial Faces
Civil Rights in the Sunshine State
Crate Expectations
Florida Citrus Labels
Florida Girls and Boys and Their Toys
Florida in World War II
Florida's Got the Blues
Forgotten Florida
French in Florida
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
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:

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MUSEUMOFFLORIDAHISTORY.COM/TREX