



National Conference
10.17-20.16 • WASHINGTON, DC

(Titles and schedule subject to change)

MONDAY, OCTOBER 17

- 9:00 a.m. – 4:00 p.m. **Pre-scheduled meetings with Smithsonian staff**
(Affiliates interested in meeting with specific Smithsonian staff members must contact their [Affiliations National Outreach Manager](#) to pre-arrange a meeting)
- 9:30 a.m. – 4:00 p.m. **Conference Registration**
Lobby, Holiday Inn Washington-Capitol
- 10:00 a.m. – 12:00 p.m. **Workshop 1: What's a Wikipedia Editathon?**
*Room 4018/19, National Museum of the American Indian
(Guests MUST bring laptops; they will not be provided).
Effie Kapsalis, Head of Web and New Media, Smithsonian Institution Archives
Sara Snyder, Chief, Media and Technology, Smithsonian American Art Museum
Harness the knowledge and enthusiasm of your community while establishing greater presence for your organization on the world's largest encyclopedia. Learn tips and strategies for collaborating with the Wikipedia community, and for attracting new, tech-savvy audiences into your museum.*
- 12:00 – 12:30 p.m. *Shuttle picks up Advisory Council members at Holiday Inn. Stops at the National Museum of the American Indian to pick up any attendees going to the Learning Lab Workshop. Final stop will be at the National Museum of American History.*
- 12:30 p.m. – 3:30 p.m. **Affiliations Advisory Council Meeting** *(by invitation only)*
Presidential Reception Suite, National Museum of American History
- 12:30 p.m. – 3:30 p.m. **Workshop 2: Smithsonian Learning Lab FULL**
*S.C. Johnson Center, National Museum of American History
(Guests MUST bring laptops; they will not be provided).
Mariruth Leftwich, Education Manager, Senator John Heinz History Center
Darren Milligan, Senior Digital Strategist, Smithsonian Center for Learning and Digital Access
Ashley Naranjo, Learning Initiatives Specialist, Smithsonian Center for Learning and Digital Access
Stephanie Norby, Director, Smithsonian Center for Learning and Digital Access
The Smithsonian Learning Lab is a new, user friendly, online tool that enables everyone to find, organize and share digital museum resources. This workshop will give an*

overview of the Learning Lab, its educational potential, and how it is already being used by museum educators and teachers at the Senator John Heinz History Center in Pittsburgh, Pennsylvania. Create your own “collections” by drawing on the diverse resources of the Smithsonian and customize them to augment learning strategies and promote student engagement.

3:30 – 4:00 p.m. *Shuttle will take attendees from Holiday Inn to Smithsonian Castle for orientation.*

4:00 p.m. – 6:00 p.m. **Affiliate Orientation: A Vision Shared**

Smithsonian Castle Commons

Welcome to our family! Are you aware of all the ways we work together? Becoming a Smithsonian Affiliate can often feel like entering a giant maze. This session is designed to give you the information you need to navigate successfully: obtain traveling exhibits and artifact loans, bring Smithsonian speakers to your community, develop workshops for teachers and innovative educational programs for students and schools, offer Smithsonian membership to your own members, and so much more. Meet Affiliations staff, network with other Affiliates, and help us learn more about your organization’s goals and vision. We’re here to be your guides; this is where it begins.

6:00 p.m.- 8:45 p.m. *Shuttle begins at 6:00 from Holiday Inn. Stops at Smithsonian Castle for attendees at orientation, drops everyone off at NMAAHC. Shuttle begins again at 8:15 p.m. from NMAAHC. Stops only at Holiday Inn after reception concludes.*

6:30 p.m. – 8:30 p.m. **Welcome Reception**

3rd & 4th Floors, National Museum of African American History and Culture

Remarks from Smithsonian Secretary, David J. Skorton, and National Museum of African American History and Culture Director, Lonnie Bunch.

TUESDAY, OCTOBER 18

6:30 a.m. – 7:00 a.m. **Fun Run on the National Mall**

Meet Jennifer Brundage in the Lobby, Holiday Inn Washington-Capitol

8:00 a.m. – 3:00 p.m. **Conference Registration**

4th Floor, National Museum of the American Indian

8:00 a.m. – 9:15 a.m. **“Let’s Eat!” Mitsitam Breakfast**

Mitsitam Native Foods Café, National Museum of the American Indian

9:15 a.m. – 9:30 a.m. *Break*

9:30 a.m. – 10:45 a.m. **Opening Session: Saluting our Past, Shaping our Future**

Rasmuson Theater, National Museum of the American Indian

Harold A. Closter, Director, Smithsonian Affiliations

Devon Akmon, Director, Arab American National Museum

Sarah Holbrooke, Executive Director, The Pinhead Institute

Allyson Nakamoto, Director of Education, Japanese American National Museum

Jose Santamaria, Executive Director, Tellus Science Museum

Affiliate partnerships can be enriching and occasionally transforming. What have we learned from 20 years of experimentation and collaboration, and what do we envision for the future? Four Smithsonian colleagues offer their keynote insights into the power of partnership and the ways in which working together has benefitted their organization and community, while helping the Smithsonian fulfill its national outreach mission. Bring your questions and ideas for the follow up Q&A; help plan the next 20 years! *Session will be webcast on www.affiliations.si.edu*

10:45 a.m. – 11:00 a.m. *Break (coffee/tea served in Room 4025)*

CONCURRENT MORNING SESSIONS

11:00 a.m. – 12:00 p.m. **Smithsonian Infusion: Success Stories for a More Engaged Community**

Room 4018/19, *National Museum of the American Indian*

Jackie Barton, *Chief Programs Officer, Ohio History Connection*

Brenda Focht, *Senior Administrative Curator, Riverside Metropolitan Museum*

Elizabeth McMullen, *Development Manager, Senator John Heinz History Center*

Shannon Thomas, *Director of Marketing, Ohio History Connection*

Book a Smithsonian speaker, borrow a Smithsonian artifact, reserve a Smithsonian traveling exhibition—all great ways to bring the Smithsonian into your neighborhood. But what happens when you infuse everything your organization does with Smithsonian content? Would you see greater engagement? More museum visits? Better brand recognition? Three Smithsonian Affiliates provide examples of “thinking bigger than booking” and look at how integrating the Smithsonian into all aspects of your organization, from all departments, can leverage what you’re doing in a more engaging way.

11:00 a.m. – 12:00 p.m. **If You Build It, Will They Come? Surprising Discoveries from Online Collection Projects**

Patron’s Lounge, *National Museum of the American Indian*

Elizabeth Eder, *Head of Education, Freer Gallery of Art and Arthur M. Sackler Gallery*

Laura Leone, *Director of Archive and Library Services, Center for Jewish History*

Emily Lozon, *Inventory Project Coordinator, Kentucky Historical Society*

What happens after your collection goes online? As the demand for increased collection accessibility grows and organizations push to digitize everything, many are challenged with how to contextualize the content and use it for education and outreach. What may have started as an inventory project to reorganize storage, digitize records or expand an online database can now be used for innovative learning opportunities as well. In this session we look “beyond the numbers” and learn how digitizing a collection can have surprising results for all.

12:00 p.m. – 1:15 p.m. **Birds of a Feather Lunch / Free Time**

Attendees can visit museums or meet up with fellow Affiliates at the Mitsitam Café where space will be sectioned off for informal networking to chat about common interests. Make sure to post a comment to the Birds of a Feather board at registration to suggest a topic. Shuttle bus will be provided for attendees to visit NMAAHC.

CONCURRENT AFTERNOON SESSIONS

1:30 p.m. – 2:30 p.m. **Safe Spaces: What Does the Inclusive Museum Look Like?**

Room 4018/19, National Museum of the American Indian

John Herbst, *President and CEO, Indiana Historical Society*

Katherine Ott, *Curator, Division of Medicine and Science, National Museum of American History*

Ahmad Ward, *Vice President, Education and Exhibitions, Birmingham Civil Rights Institute*

Most would agree that museums serve as trusted, safe places for engaging with complex and contentious ideas. But are they really safe spaces for *all of us*? Going beyond the occasional program, three panelists talk about building long-lasting and sustainable partnerships with LGBTQ audiences and expanding outreach that relates to the entire community.

1:30 p.m. – 2:30 p.m. **Re-Boot, Re-Build, Re-Think Crowdfunding**

Patron's Lounge, National Museum of the American Indian

Jessica McNally, *Director, Donor Relations, National Air and Space Museum*

Alison Mitchell, *Public Affairs Specialist, National Air and Space Museum*

Charity Smith, *Graduate Assistant, Cummings Center for the History of Psychology*

Just fill out the online form and voila!, a crowdfunding campaign, right? Wrong. There's a lot to learn about the effort that goes in to raising money online. Panelists share highs and lows, lessons learned, and pointers for others interested in embarking on a crowdfunding experience for their organization.

3:00 p.m. – 5:00 p.m. **Smithsonian Resource and Exhibitor Fair**

Congressional Ballroom, Holiday Inn Washington-Capitol

Special treats will be available throughout the exhibit hall.

National Museum of African American History and Culture

National Museum of African Art

National Air and Space Museum

Smithsonian American Art Museum and Renwick Gallery

National Museum of American History

National Museum of the American Indian

Smithsonian Anacostia Community Museum

Hirshhorn Museum and Sculpture Garden

National Museum of Natural History

National Portrait Gallery

National Postal Museum

Smithsonian Latino Center

Project SEARCH (Smithsonian Accessibility Program)

The Smithsonian Associates

Smithsonian Center for Folklife and Cultural Heritage / Smithsonian Folkways

Smithsonian Institution Traveling Exhibition Service

Smithsonian Center for Learning and Digital Access

Smithsonian Enterprises (Smithsonian.com)

Smithsonian Exhibits

Smithsonian Channel

Smithsonian Libraries

Smithsonian Astrophysical Observatory

Smithsonian Early Enrichment Center

Smithsonian Cultural Rescue Initiative

Academic Appointment Diversity and Publicity

Taskforce (Smithsonian Office of Fellowships and Internships)

Advantage Performance

Tessitura

Guru

The Harrington Agency

Newseum

- 6:30 p.m. – 7:00 p.m. *Shuttle transportation begins from Holiday Inn-Capitol to the National Portrait Gallery. Final shuttle leaves at 7:00 p.m.*
- 7:00 p.m. – 9:00 p.m. **20th Anniversary Dinner Reception**
Great Hall, National Portrait Gallery
Kim Sajet, Director, National Portrait Gallery
Business casual.
- 8:45 p.m. – 9:15 p.m. *Shuttle transportation begins from National Portrait Gallery to Holiday Inn-Capitol. Final shuttle leaves at 9:15 p.m.*

WEDNESDAY, OCTOBER 19:

- 6:30 a.m. – 7:00 a.m. **Fun Run on the National Mall**
Meet Jennifer Brundage in the Lobby, Holiday Inn Washington-Capitol
- 8:00 a.m. – 9:30 a.m. **Special Exhibitor Breakfast Program: “Finding the Soul of a Museum”**
Congressional Ballroom, Holiday Inn-Capitol
Adriel Luis, Curator of Digital and Emerging Media, Smithsonian Asian Pacific American Center
 A self-taught musician, poet, curator, coder, and visual artist, Luis believes imagination is key to transforming cultural paradigms. Get ready for the day while listening to an energetic, motivating talk and learn that your best programs don’t necessarily happen within your walls.
- 9:30 a.m. – 9:45 a.m. *Tour groups meet in Holiday Inn Lobby to board shuttles. Shuttle departs at 9:45 a.m.*
- 10:15 a.m. – 11:30 a.m. **Concurrent Tours**
- Spark!Lab and Wegmans Wonderplace: Exercises in Imagination (Full)***
1 West, National Museum of American History
Carrie Heflin, Wegmans Wonderplace Exhibit Coordinator
Tricia Edwards, Head of Education,
Smithsonian’s Lemelson Center for the Study of Invention and Innovation
 Three Smithsonian Affiliates—Anchorage Museum, Science City at Union Station Kansas City, and Berkshire Museum—are new homes for *Spark!Lab*. Geared for children ages 6-12, *Spark!Lab* incorporates traditional STEM programming with art, history and creativity. *Wegmans Wonderplace* is the first exhibition on the National Mall designed for children 0-6 years old. A launching pad for lifelong learning, *Wonderplace* is built around the things kids are naturally curious about and branches out to make connections to the museum’s diverse collections and exhibitions. Guests get a hands-on experience at each space where they can test, explore, and experiment with *Spark!Lab* and *Wegmans Wonderplace*.
- American Democracy: A Great Leap of Faith (Full)***
National Museum of American History
Rosemary Phillips, NMAH Affiliations Program Manager
Harry R. Rubenstein, Chair and Curator, Division of Political History
 Against all odds, 18th-century Americans declared independence and launched a bold experiment to create a government “of the people, by the people and for the people.” A new exhibition opening in summer 2017, *American Democracy: The Great Leap of Faith*, will explore how a nation

committed to the principles of popular sovereignty debated how to make this idealistic vision work, and what living in a democracy really means. As we prepare for a new presidential election, go behind-the-scenes and learn how political collections are acquired, exhibited, and the stories they can tell.

The Challenge of Space: Revitalizing the National Air and Space Museum (Full)

National Air and Space Museum

Roger Launius, *Associate Director, Collections and Curatorial Affairs*

It's one of the world's most popular museums, accommodating more than 8.3 million visitors every year, and now 40 years old. As the museum embarks on a multi-year revitalization project, staff have an opportunity not only to update the physical facility but to rethink the display of exhibitions and collections. Launius will lead a tour of the museum discussing successes, challenges, and opportunities for reinventing a national and international treasure.

Feather Forensics: National Bird Collection (Full)

National Museum of Natural History

Carla Dove, *Program Manager, Division of Birds*

More than 650,000 bird specimens make up the Division of Birds at the National Museum of Natural History, including the Feather Identification Lab where scientists work to improve aviation safety by applying forensic methodologies to determine species of birds from fragmentary evidence. Carla Dove, a leading expert in the field and investigator of "the Miracle on the Hudson" bird strike, will take guests on a behind-the-scenes tour of the collection.

Everything is Coming Up Roses: Smithsonian Gardens (unlimited)

Smithsonian Gardens – Walking tour. Wear comfortable footwear.

James Gagliardi, *Horticulturalist*

Sarah Hedeane, *Living Collections Manager*

Did you know that the Smithsonian includes a number of outdoor living museums? Throughout the Smithsonian campus, a dozen gardens have been designed to complement the museums they border and to enhance the overall museum experience. Put on your walkin' shoes and prepare to be dazzled by the living collections in the Pollinator Garden, Urban Bird Habitat, Victory Garden and Orchid collection. Tour guides will share how the Gardens collection is being used to engage visitors and the learning opportunities available for your own horticultural resources.

Trailblazing: 100 Years of Our National Parks (Limited to 25 guests)

Dan Piazza, *Chief Curator of Philately, National Postal Museum*

Featuring original postage stamp art from the United States Postal Service and artifacts loaned by the National Park Service, *Trailblazing* explores the myriad and sometimes surprising ways that mail moves to, through, and from our national parks. Which is the only park where mail is delivered by mule? Which national park was once so secret it used multiple undercover addresses? Guests will be taken on a curator-led tour of the new exhibition and learn about its potential travel opportunities.

Masterworks of the Hirshhorn Collection (Limited to 20 guests)

Stephane Aquin, *Chief Curator, Hirshhorn Museum and Sculpture Garden*

This tour features a new rehanging of *Masterworks from the Hirshhorn Collection*, the third-level permanent collection galleries that highlight Joseph Hirshhorn's original gift alongside some of the

newest additions to the collection. The exhibition includes several major artworks returning to view after more than a decade. Learn about this fascinating collection during a curator-led tour.

11:30 a.m. – 12:45 p.m. **Birds of a Feather Lunch/Free Time**

Attendees can continue to visit museums or meet up with fellow Affiliates at the Mitsitam Café (space with be sectioned off) for informal networking to chat about common interests. Make sure to post a comment to the Birds of a Feather board at registration to suggest a topic.

CONCURRENT AFTERNOON SESSIONS

1:00 p.m. – 2:00 p.m. **Examples from the Field: Unlock the Potential of Citizen Science**

Patron's Lounge, National Museum of the American Indian

Nicole Garneau, Curator and Chair, Health Sciences Department, Denver Museum of Nature and Science

Christine Goforth, Head, Citizen Science, North Carolina Museum of Natural Sciences

Tony Thomas, Education Program Coordinator, Smithsonian Anacostia Community Museum

Many museums are turning to “citizen science” as a way to build knowledge, engage members of the community, and solve critical problems. One example from the Denver Museum of Nature and Science examines the role your mouth plays in taste perception and health. The North Carolina Museum of Natural Sciences offers many opportunities to participate in citizen science through projects like *eMammals* and *Neighborhood Nestwatch*. The Smithsonian Anacostia Community Museum will share experiences from its Urban Waterways Project which has improved understanding of the biology and water quality of the Anacostia River Watershed.

1:00 p.m. – 2:00 p.m. **Not Growing Your Membership Fast Enough? Here's Why!**

Room 4018/19, National Museum of the American Indian

Moderator: Christina DiMeglio Lopez, External Affairs and Advancement Manager, Smithsonian Affiliations

Panelists:

Erica Griffin, Director of Annual Fund and Membership, DuSable Museum of African American History

Jessica Harrington, President, The Harrington Agency

Tracy Lea, Vice President, The Harrington Agency

Amber Phifer, Advancement Relations & Membership Manager, UTSA Institute of Texan Cultures

Learn how your Affiliate colleagues have re-launched and re-branded their institutional membership programs. What have they done right? What has been challenging? How are you maximizing branding partnerships and benefits? Are you employing best practices for renewal success and new membership acquisition? The Harrington Agency will walk us through the steps to develop a sustained, integrated acquisition and renewal program.

2:00 p.m. – 2:15 p.m. *Break (coffee/tea served in Room 4025)*

- 2:15 p.m. – 3:15 p.m. **STEMulating the Humanities**
Room 4018/19, National Museum of the American Indian
 Elysa Engelman, *Director of Exhibits, Mystic Seaport*
 Cathryn Ferree, *Vice President and Chief Operating Officer, Conner Prairie*
 Beth Wilson, *Museum Educator, National Air and Space Museum*
 Is there a way to combine science learning with history or art? As a science museum, it may be easy to make connections to science, technology, engineering, and math (STEM). But how can you make those connections as a history or art museum? Three case studies demonstrate that the same skills—problem solving, critical analysis and communication—are widespread in the humanities and can be transformed into rewarding experiences for young visitors.
- 2:15 p.m. – 3:15 p.m. **Museum Day Mobilization: Strategic Partnerships for Enhanced Programming**
Patron’s Lounge, National Museum of the American Indian
 Alma Douglas, *National Outreach Manager, Smithsonian Affiliations*
 Sarah Feit, *Volunteer Coordinator, University of Nebraska State Museum*
 Rene Rodgers, *Curator of Exhibits and Publications, Birthplace of Country Music Museum*
 In March 2016, Smithsonian Affiliations partnered with the National Endowment for the Humanities and 14 Affiliates to coalesce around a theme, "Inspiring Women and Girls of Color," for a special edition of *Smithsonian magazine* Museum Day LIVE! Building on the enthusiasm generated by this themed event, the session will explore the success of the programming, the partnership between NEH and Affiliates, and its potential for bringing new benefits to participating Affiliates.
- 3:15 p.m. – 3:30 p.m. *Break (coffee/tea served in Room 4025)*
- 3:30 p.m. – 5:30 p.m. **Smithsonian Advancement Academy: Win Donors and Supporters with Winning Words (FULL)**
Room 4018/19, National Museum of the American Indian
 Polly Thompson, *Partner, Advantage Performance Group*
 Darlene Coker, *Consultant, Advantage Performance Group*
 This session will provide professionals from across your organization – directors, educators, marketers and fundraisers, with a toolkit to enhance communication and presentation skills for gaining support of key initiatives. Drawing on ideas from the world’s best presenters (such as TED speakers, corporate executives and military leaders), the Advantage Performance Group, consultants to the Smithsonian, will guide participants through concepts and practice exercises to analyze the stages of relationship lifecycle with supporters, to position their conversations and talks strategically, and to prepare presentations that can be used in casual conversation, meetings, and formal presentations.
- 6:00 p.m. – 7:30 p.m. **Conference Happy Hour**
Potomac Atrium, National Museum of the American Indian

THURSDAY, OCTOBER 20

8:30 a.m. *Buses will be staged at the Holiday Inn to take attendees to the Congressional breakfast*

9:00 a.m. – 10:30 a.m. **A Morning on Capitol Hill: Bringing it All Back Home**

Caucus Room, Cannon House Office Building

Light breakfast will be served. Program begins promptly at 9:30 a.m.

Deborah Barnhart, CEO and Executive Director, U.S. Space and Rocket Center

Angelica Docog, Executive Director, UTSA Institute of Texan Cultures

Maura Ferguson, Director of Exhibits, Museum of American Finance

Affiliates are ambassadors from the Smithsonian to local communities across America, sharing collections, exhibitions, research and scholarship in local communities. During this special morning program on Capitol Hill, several Affiliates will share the impact a Smithsonian Affiliation has on their local community and the importance of this continued relationship.

CONCURRENT OFF-CAMPUS FIELD TRIPS

10:30 a.m. – 11:00 a.m. Tour Buses pick up attendees at the Congressional Breakfast then the Holiday Inn.

11:00 a.m. – 4:00 p.m. **George Washington's Mount Vernon Estate and Gardens (FULL)**

Meet at the hostess station in the Mount Vernon Inn.

Just a short drive south on the George Washington Memorial Parkway is one of the most iconic historic homes in America, and a fellow Smithsonian Affiliate. Guests on this tour will eat lunch at the Mt. Vernon Inn, tour the Mansion and Education Center and learn from staff about bringing this historic site to life 365 days per year.

11:00 a.m. – 4:00 p.m. **Steven F. Udvar-Hazy Center, National Air and Space Museum (FULL)**

Home to the space shuttle *Discovery*, a Lockheed SR-71 Blackbird and a Concorde jet, the Udvar-Hazy Center's two huge hangars display thousands of aviation and space artifacts. Guests on this tour will eat lunch (provided by McDonalds), get an exclusive tour of the facility and have free time to explore the entire Center.