

NEW MEXICO ASSOCIATION OF MUSEUMS
2013 ANNUAL CONFERENCE
 November 6 – November 9, 2013

Exhibiting
NEW MEXICO

CHALLENGES, OPPORTUNITIES & UNIQUE RESOURCES

LAS CRUCES, NM



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WELCOME NOTES:

As the host city for the 2013 NMAM Annual Conference, Las Cruces offers an exciting array of museums, galleries, monuments, parks, and historic sites where visitors can explore and discover the history, art, culture, and natural beauty of southern New Mexico.

From the Prehistoric Trackways National Monument to New Mexico's Spaceport America, southern New Mexico has a lot to offer. The committee has been planning your visit for over a year. There are exciting activities, fascinating speakers, and informative educational conference sessions.

The NMAM Board of Directors wishes to thank the local arrangements committee, the museums of the Mesilla Valley, the always helpful and capable museum staff, the dedicated volunteers, and the local sponsors for their support of this conference. We hope you enjoy your southern New Mexico adventure!



Wednesday, November 6

**PRE-CONFERENCE TOUR
 TRACKWAYS NATIONAL MONUMENT
 9:00 AM TO APPROX. 2:00 PM**

Cost: \$25 (includes transportation and a box lunch)
 Limited to 12 Participants (An additional vehicle may be chartered if there is sufficient interest.)

Hidden in the Robledo Mountains of southern New Mexico, the Trackways Monument includes a major deposit of Paleozoic Era fossilized footprint megatracks. The trackways contain footprints of numerous amphibians, reptiles, and insects plus fossilized plants and petrified wood dating back 280 million years.

The hike follows an uneven, sometimes rocky trail for a round trip of about two miles. Be prepared with water, closed-toed shoes, a hat, and plenty of sunscreen.

TOUR GUIDES:

McKinney Briske, Park Ranger, Bureau of Land Management
Michael Walczak, Director, Las Cruces Museum of Nature & Science

GENERAL INFORMATION:

All conference sessions take place at **Hotel Encanto de Las Cruces**. The locations of special events, tours, and workshops vary. Transportation to off-site events and activities is on your own. If you need assistance with transportation to an off-site activity or would like to car-pool, please contact a volunteer at the registration desk.

Hotel Encanto de Las Cruces

705 South Telshor Blvd • Las Cruces, NM 88011
 575-522-4300 or 1-866-383-0443

REGISTRATION DESK HOURS – LOBBY

Wednesday, November 6 1:00 pm – 5:00 pm
 Thursday, November 7 8:00 am – 5:00 pm
 Friday, November 8 8:00 am – 11:45 am

Pre-conference Workshops

2:00 PM – 4:00 PM

1. NIGHTMARES IN CONSERVATION

New Mexico Farm & Ranch Heritage Museum
 4100 Dripping Springs Road

Cost: \$35 – Limited to 20 Participants

Silvia Marinas-Feliner and her students will be on hand to look over your worst conservation problems during this pre-conference workshop. Bring in the scariest object from your collection. Let these conservators assess your problems and offer practical and professional solutions to stabilize your treasures.

Silvia Marinas-Feliner, Director, New Mexico State University Conservation Program

2:30 PM – 4:30 PM

2. NATURE UNDER GLASS: PLANNING AND CREATING LIVING EXHIBITS

Museum of Nature & Science, 411 N. Main Street

Cost: \$35 – Limited to 20 Participants

Creating effective living exhibits is a blend of science and art. It requires thorough research and planning to effectively convey something about an animal in its natural habitat. The environment has to work for the animals, the viewer, and the keeper who maintains the exhibits. Small or large, simple or elaborate, they are great fun and a challenge to create. Get inspired, learn the basics, and try your hand at creating your own living nature display.

Richard Quick, Naturalist, Las Cruces Museum of Nature & Science



**WELCOME RECEPTION AT
NEW MEXICO STATE UNIVERSITY
5:00 PM – 7:00 PM**

New Mexico State University welcomes you to Las Cruces. Receptions and special viewing hours will be held at three of the on-campus museums. The University Art Gallery will showcase the work of contemporary Spanish artist Pedro Zubizarreta. Displays at the University Museum feature anthropological collections and celebrate the cultural diversity of the border in the Greater Southwest and northern Mexico. The Zuhl Geology Collection is a preeminent display of petrified wood, fossils and minerals. This event is included in the registration fee. Light refreshments will be served and shuttle service between the collections will be provided. Additional guests are \$10 per person.

Thursday, November 7

**BUFFET BREAKFAST (GUADALUPE/SOLEDAD)
7:00 AM – 8:30 AM**

Concurrent Sessions A

8:30 AM – 9:45 AM

**1. STALKING THE WILD PATRON: AUDIENCE DEVELOPMENT
(SAN AGUSTIN)**

**Chair - Kimberly Hanson, Museum of Nature & Science, Las Cruces
Andrew Albertson, Museum of Art, Las Cruces
Joanne Beer, Railroad Museum, Las Cruces**

Join the City of Las Cruces Museums' Education Curators for this audience-building panel focusing on the methods used to attract diverse groups to museum educational programs. Panelists will identify the ways they have worked across institutional boundaries to better develop and utilize their resources.

**2. EXHIBIT DEVELOPMENT: TOOLS AND MODELS
(SAN RAFAEL A)**

**Chair - Charlie Walter, Executive Director, NM Museum of Natural History and Science, Albuquerque
Joe Hastings, Executive Director, Explora!, Albuquerque
Linda Deck, Director, Bradbury Science Museum, Los Alamos**

Exhibition development is both an art and a science. It comes with built-in tensions, complexity, and resource challenges. Come to this panel prepared to talk about your exhibition development challenges. Learn from two museum leaders about the tools and strategies that have helped them develop successful projects.

**3. NIGHT AT THE MUSEUM: AN INNOVATIVE LIVING
HISTORY PROGRAM (SAN RAFAEL B)**

**Chair - Megan Rupp, Exhibits Designer, NM Farm & Ranch Heritage Museum, Las Cruces
Scott Green, Curator of Education, NM Farm & Ranch Heritage Museum**

Taking advantage of other media trends, like the family film "Night at the Museum," the museum community is creating new ways to interact with visitors. This session covers the concept, the requirements, and just how the NM Farm & Ranch Heritage Museum created a unique program using volunteers and a little bit of ingenuity.

**MORNING BREAK (TULAROSA)
10:00 AM – 10:30 AM**

Join Certified Health Coach **Katie LeMone** in the **San Agustin Room** and learn about wellness and stress relief herbs.



Keynote Address (Guadalupe/Soledad)

10:45 AM – 11:45 AM

**PRESERVING THE PAST,
EXHIBITING MEMORY, AND
UNDERSTANDING CULTURE**

Delano Lewis,

Former U.S. ambassador to South Africa and retired Chief Executive Officer of National Public Radio



Delano E. Lewis, Sr. received his Bachelor's degree from the University of Kansas and a Juris Doctorate from Washburn University School of Law, Topeka. After ten years as a practicing attorney with the Federal Government, he was named Associate Director of the U.S. Peace Corps in Nigeria and later Country Director in Uganda. Upon his return from Africa, and after rising through the ranks of C&P Telephone Company in Washington, DC, he was an Officer of Bell Atlantic and retired as President and CEO of the District of Columbia operations. Later, Lewis was named President and CEO of National Public Radio in Washington, DC and served for four years. In 1999, President Bill Clinton nominated Lewis as the U.S. Ambassador to the Republic of South Africa. He assumed his Ambassadorship in Pretoria, South Africa and served until July 13, 2001.

Mr. Lewis now serves on the boards of the Colgate Palmolive Company and the American Institutes for Research. He and his wife Gayle reside in Doña Ana County near Las Cruces, New Mexico. They have four adult sons and eleven grandchildren.

**LUNCH AT THE NEW MEXICO FARM & RANCH
HERITAGE MUSEUM**

NOON – 1:30 PM (cost included in registration fee, transportation on your own)

Enjoy a box lunch and explore the NM Farm & Ranch Heritage Museum, a 47-acre facility packed with real stories about real people. The interactive museum has welcomed visitors from all over the world and brings to life the 3,000-year history of farming and ranching in New Mexico.

Concurrent Sessions B

1:45 PM – 3:00 PM

**1. TIME TRAVELING THROUGH NEW MEXICO'S PAST
(SAN AGUSTIN)**

Chair - Jon Hunner, Ph.D., Professor of History, New Mexico State University and board member of Bridging Ages

Henry Ludwig, Ava Luther, and Julie Wojtko,
former students from the NMSU "Time Travel" course

This panel explores an innovative living history method that has been taught at New Mexico State University since 2002. During the session, the 'Time Travel Technique' will be explained, and examples from semesters when students went back in time to the years 1776, 1912, and 1937 will be illustrated. The audience will participate in a debate about a controversial issue from one of these years.

**2. CLIMBING ON THE TECHNOLOGY BANDWAGON
(SAN RAFAEL A)**

**Chair - Linda Deck, Director, Bradbury Science Museum, Los Alamos
David Rohr, Creative Director, NM Department of Cultural Affairs
Mike Walczak, Director, Las Cruces Museum of Nature & Science**

Not only do cutting-edge technologies provide exciting enhancements for the museum visitor experience, visitors use these technologies routinely in their daily lives and have come to expect them to be a part of a museum visit. How do museums introduce new technologies that can be notoriously fickle? Panelists will report on their experiences getting on the bandwagon with new technologies and will offer advice for adapting these technologies to your institution.



3. SHOW ME THE MONEY! HOW THE CITY OF LAS CRUCES SECURED \$5 MILLION FOR THE MUSEUM OF NATURE & SCIENCE (SAN RAFAEL B)

David Dollahan, Director of Community & Cultural Services, City of Las Cruces

It's no secret that tourism is one of New Mexico's largest industries, and that it creates jobs. Discover the critical role that museums and cultural institutions play in community and economic development. Learn about the planning process involved in major projects, and discover new resources by examining this project from the planner's perspective.

AFTERNOON BREAK

3:15 PM – 3:45 PM (TULAROSA)

Join Certified Pilates Instructor *Judith Stauber*, in the San Agustin Room for a mini-Pilates session. Judith is a Museum Specialist at Los Alamos Historical Museum and an Organizational Advancement Specialist at the Center for Contemporary Arts, Santa Fe.

Concurrent Sessions C

4:00 PM – 5:15 PM

1. STORIES FROM THE LAND: PLACE BASED LEARNING AND MUSEUM-LIBRARY COLLABORATIONS (SAN AGUSTIN)

Chair - Melanie LaBorwit, Educator, Collaborative Programs: NM History Museum, NM Historic Sites, and NM Museum of Art, Santa Fe

Tamara Sandia, Librarian, Pueblo of Jemez

Matt Barbour, Manager, Jemez Historical Site

Richard Sims, Director, NM Historic Sites, Santa Fe

The panel focuses on a recent project combining the efforts of several agencies to provide enhanced learning opportunities for area students. The program is focused on direct experience with the history, prehistory culture and natural history of the Jemez country region and Jemez Pueblo. The project culminates in the exhibition of works produced by the participants, and will become a model for other integrated programs developed at other New Mexico Historic Sites in collaboration with area libraries.

2. A YEAR IN THE MAKING: NEW MEXICO MUSEUMS AND THE MAKER MOVEMENT REVOLUTION (SAN RAFAEL A)

Chair - Mariano Ulibarri, Director, Parachute Factory, Las Vegas

Miles Tokunow, Graduate Student, NM Highlands University

Miriam Langer, Professor of Media Arts, NM Highlands University

Stanley Cohen, Ph.D., Center for Art and Exhibit Electronics Design (CAEED)

The Maker movement involves DIY (do-it-yourself) and DIWO (do-it-with-others) techniques to develop unique creations. Come hear about this phenomenon from some people who are making the Revolution happen and involved in new spaces, such as the Parachute Factory in Las Vegas and the StartUp Studio in Albuquerque.

3. LIVING EDUCATIONAL EXHIBITS: EFFECTIVE PLANNING AND MANAGEMENT CONSIDERATIONS (SAN RAFAEL B)

Co-chair - Erin Brown-Meeks,

Education Co-Op, Las Cruces Museum of Nature & Science

Co-chair - Richard Quick, Naturalist, Las Cruces Museum of Nature & Science

Live animal exhibits are invaluable tools that can be used to captivate museum audience attention. This panel will evaluate how the goal of live animal exhibits can be influenced by habitat and exhibit design. It will emphasize three important considerations: the health and well-being of the animals, the keepers' ability to maintain the habitat, and the desired audience take-away message.



EVENING EVENT

AZUL LOUNGE (Cash Bar)

5:30 PM – 7:00 PM

TECHNOLOGY/ VENDOR SHOWCASE + MUSEUM PROFESSIONALS: THE NEXT GENERATION (SAN RAFAEL A & B)

See the latest technologies developed for New Mexico's Museums and visit with tech vendors offering a variety of services.

In *Museum Professionals: The Next Generation* visit this interactive session and critique room for portfolio review as AmeriCorps Cultural Technology members present work produced during internships in New Mexico Museums.

7:00 PM – 9:00 PM

DINNER AT HOTEL ENCANTO (GUADALUPE/SOLEDAD)

Musical Entertainment by Dan Lambert

Cost included in registration fee. (Cash Bar)

Friday, November 8

BUFFET BREAKFAST (GUADALUPE/SOLEDAD)

7:00 AM – 8:30 AM

Concurrent Sessions D

8:30 AM – 9:45 AM

1. MUSEUMS AND PUBLIC MEDIA (SAN AGUSTIN)

Chair - Fran Levine, Director, NM History Museum/ Palace of the Governors, Santa Fe

Laurel Wyckoff, Education and Outreach Manager, New Mexico PBS/KNME, Albuquerque

Rene Harris, Collections and Education Programs Manager, NM History Museum/Palace of the Governors, Santa Fe

Collaborative partnerships between media outlets and museums can prove to be advantageous. Educational and community

Session D description continued from page 12

outreach initiatives provide an ideal arena for building such alliances. An example of a successful public media/museum partnership will be described in this panel. Presenters will elaborate on the rewards of collaboration.

2. COMPUTATIONAL PRESERVATION: FROM MARIONETTES TO DRONES (SAN RAFAEL A)

Chair - Megan Jacobs, Assoc. Professor of Media Arts, NM Highlands University, Las Vegas

Jonathan Lee, Assistant Professor, NM Highlands University, Las Vegas

Greg Williamson, Multimedia Developer, Ideum, Corrales

Paige Hicks, Multimedia Developer, Ideum, Corrales

Billy Grassie, graduate of Media Arts Program, NM Highlands University, Las Vegas

Joey Montoya, graduate student, NM Highlands University, Las Vegas

Photogrammetry is a practical and affordable tool for measuring, mapping, and making 3D models of objects or structures. These models are used for monitoring changes in conditions over time and can be used to create innovative museum exhibits. A discussion of techniques, a hands-on demonstration, and an overview of applications are included in this presentation.



3. OSHA - WHAT MUSEUM PEOPLE NEED TO KNOW (SAN RAFAEL B)

*Harry Buysse, Consultation Program Manager,
New Mexico Occupational Health and Safety Bureau*

MORNING BREAK (TULAROSA)

10:00 AM - 10:30 AM

Join *Sabette Pitcaithley*, Certified Yoga Instructor, in the *San Agustin* Room for a mini-session of chair yoga. Sabette has been practicing and teaching yoga for twenty years. Come to chair yoga prepared to empty your cluttered mind, to breathe deeply, and to treat your body to a good stretch. Loose clothing and slip-on shoes are helpful but not obligatory.

Concurrent Sessions B

10:45 AM - NOON

1. USING TECHNOLOGY TO ATTRACT NEW AUDIENCES AND INCREASE COMMUNITY INVOLVEMENT: MUGGLES, CROWDSOURCING, AND GEOCACHING (SAN AGUSTIN)

Co-Chair - Garland Courts, Director, Las Cruces Railroad Museum

Co-Chair - Gurufateh Kaur Khalsa, Yogi Bhajan Museum, Santa Cruz

Technology and family activities can be used at museum sites to entice tech-savvy visitors to your museum. Learn how Crowdsourcing can open channels and provide opportunities to enhance museum programs. Geocaching draws visitors to museums that might not otherwise have come through the door. Placing a geocache at your museum is easy and nearly maintenance free.

2. BUILDING TOMORROW TOGETHER (SAN RAFAEL A)

Sean McGlynn, Interim Deputy City Manager for Development and Tourism, City of El Paso

Dr. Julia Bussinger, Director, El Paso Museum of History

Patricia Dalbin, Public Art Program Manager, City of El Paso

On November 6, 2012, voters in the City of El Paso approved all three propositions included in the 2012 Quality of Life Bond, making

it the largest bond passed in the City's history at \$473,250,000. The propositions passed with one of the largest voting margins for similar bonds across the nation. This session will examine how arts, culture and the promise of economic development are coming together to help shape and define the city. Two case studies will be closely examined: The El Paso History Museum's *Touch City Wall* Project and *Percent for Art* Program.

3. EXHIBITING NEW MEXICO SCIENCE: FROM THE ORIGIN OF LIFE TO THE SCIENCE OF CITIES (SAN RAFAEL B)

Chair - Mimi Roberts, Director for Media Projects, NM Department of Cultural Affairs, Santa Fe

Deb Novak, Director of Education, NM Museum of Natural History and Science, Albuquerque

Rianne Trujillo, Graduate Student MSSD, NM Highlands University, Las Vegas

Megan Jacobs, Associate Professor of Media Arts, NM Highlands University, Las Vegas

This session will present two exhibit projects that provide public audiences with a peek behind the scenes at cutting-edge science that is happening right here in New Mexico. Both projects were realized by the Program in Interactive Cultural Technology (PICT), an immersive class where media arts students worked on museum exhibitions in collaboration with the Santa Fe Institute, an international center for complexity science research.



BUSINESS LUNCH

Hotel Encanto (Guadalupe/Soledad)

(Cost included in registration fee)

12:15 PM - 2:00 PM

DESSERT/CLOSE SILENT AUCTION (TULAROSA)

2:00 PM - 3:00 PM

ARCHITECTURAL TOURS:

THE ALAMEDA DEPOT DISTRICT AND MESILLA

(Tours are included in the registration fee. Transportation on your own.)

3:30 PM - 5:30 PM

Alameda Depot District - Step back in time and explore one of the many historic districts in the Mesilla Valley. The Alameda Depot District is in the middle of Las Cruces. Imagine traveling by train and arriving in Las Cruces. You step off the train and into a beautiful neighborhood with tree lined streets and magnificent homes. The Walking Tour begins at the Las Cruces Railroad Museum, 351 N. Mesilla Street.

Tour Guide - Garland Courts, Director, Las Cruces Railroad Museum

The Town of Mesilla has a rich history filled with ancient peoples, Spanish explorers, Apache raids, the Civil War, and the Wild West. Pancho Villa and Billy the Kid walked the streets. Walking tour begins in the plaza at the gazebo. Costumed interpreters will be available.

Interpreters - Scott Green, NM Farm & Ranch Heritage Museum

The **Taylor-Barela-Reynolds-Mesilla State Historic Site** will be open for tours from 3:30-5:30. In 2003, the J. Paul Taylor family donated its historic adobe home and two adjoining properties to the Museum of New Mexico for use as a State Historic Site where visitors can discover and appreciate the history, culture, and architecture of Mesilla. (Entry in groups of 10, please.)

Hosted by the Friends of the Taylor Family Monument

DINNER AND A MARGARITA AT LA POSTA DE MESILLA

5:45 PM - 7:30 PM

After the tours, rest and relax at La Posta De Mesilla. Located on the historic Mesilla Plaza, La Posta offers many fine traditional "New Mexico" Mexican dishes made from century-old recipes handed down from the Fountain, Chavez and Griggs families. Cost \$35.

Saturday, November 9

8:30 AM - 10:30 AM

FAREWELL BREAKFAST

Branigan Cultural Center, 501 N. Main Street

(This event is included in the registration fee. Transportation on your own.)

Enjoy a light breakfast and a fresh cup of coffee at **Branigan Cultural Center**, sponsored by the **Foundation for Las Cruces Museums**. Afterwards tour the City of Las Cruces Museums.

At **Branigan Cultural Center**, visit **Las Cruces: Crossroads of History and Descansos: Love, Grief, and Faith** by photographer Storm Sermay. At the **Las Cruces Museum of Art**, the nationally recognized juried ceramics exhibition, **From the Ground Up XXVI**, features works from contemporary artists in New Mexico, Texas, and Arizona.

Then explore the **Museum of Nature & Science**, where you will discover habitats of the Chihuahuan Desert, two spectacular fossil trackways from the Permian Period, touchable trace fossils and a telescope built by renowned astronomer Clyde Tombaugh.

The **Las Cruces Railroad Museum** is a short stroll away from Main Street heading west on Las Cruces Avenue through the Depot District. The 1910 depot is on the historic register and features exhibits on railroading's past, present and future.



**POST-CONFERENCE TOUR
SPACEPORT AMERICA
1:00 PM TO APPROX. 4:30 PM**

Cost: \$49 includes transportation from Elephant Butte departure site. Limited to 30 participants.

Spaceport America, located about an hour from Las Cruces, defines the new age in space travel. In addition to serving as a launch pad for commercial and private companies, Spaceport America offers tours to the public. The \$209 million project has attracted worldwide attention because of its bold premise, stunning architecture, and the fact that it is home to the world's first commercial passenger spaceline company, Virgin Galactic.

The tour departs from and returns to the **Space Place Store**, 710 Hwy 195, Elephant Butte, NM. Vehicles may be left in the parking lot during the tour.

*****Spaceport tour participants are responsible for transportation to and from Elephant Butte.*****

