

# FLORIDA ASSOCIATION OF MUSEUMS

*Keeping the Magic Alive*

2019 Annual

Conference & Exposition



**SEPTEMBER 15<sup>th</sup> – 18<sup>th</sup>, 2019**  
**RENAISSANCE ORLANDO AT SEAWORLD**

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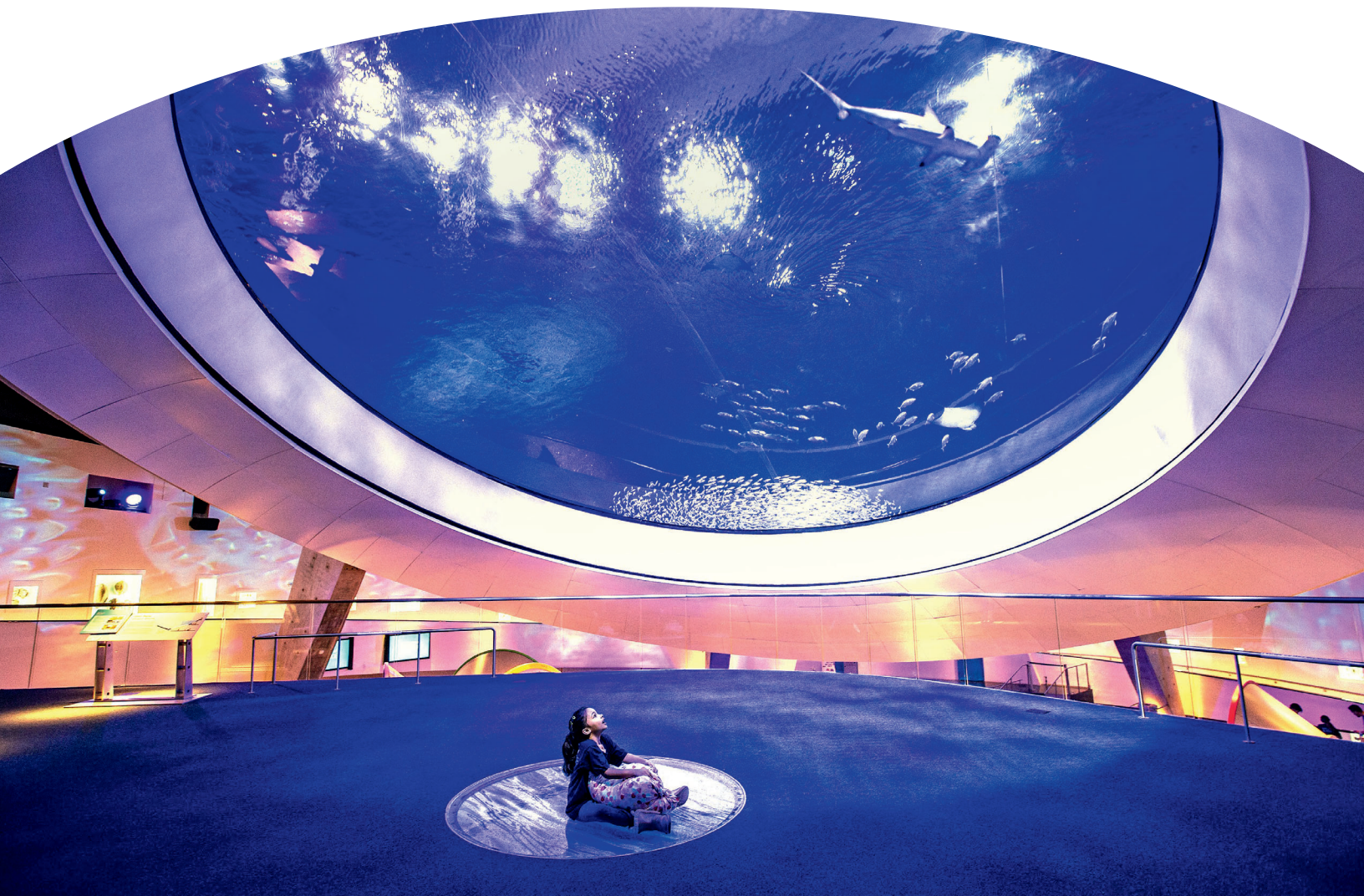


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ORANGE COUNTY MAYOR

**Jerry L. Demings**

P.O. BOX 1393, 201 SOUTH ROSALIND AVENUE, ORLANDO, FL 32802-1393  
PHONE: 407-836-7370 • FAX: 407-836-7360 • EMAIL: MAYOR@OCFL.NET



September 15, 2019

Greetings!

It is my pleasure to welcome you to the Florida Association of Museums Annual Conference.

Orange County recognizes the Florida Association of Museums for its continued service to help shape Florida's cultural landscape. For over thirty years, this organization has represented and addressed the needs of the community by enhancing the ability of museums to serve the public interest.

As you gather for this conference, I hope you set aside some time to explore our world-class hospitality and entertainment amenities. Orange County is a top destination for more than 75 million visitors from around the world, and home to the second-largest convention center, finest hospitality venues, exciting themes parks, arts, sports, and cultural attractions.

Thank you for choosing a community that embraces innovation, collaboration and inclusiveness. I wish you all the best for a successful conference!

Sincerely,

Jerry L. Demings  
Orange County Mayor



September 5, 2019

Welcome! On behalf of the City of Orlando, it is my pleasure to welcome you to The City Beautiful for the Florida Association of Museums Annual Conference.

Your event is set in one of the country's most dynamic cities. With a vibrant dining scene, first-rate hotels, numerous sports and entertainment venues, endless shopping options and many outdoor activities, Orlando has so much to offer.

I invite you to explore our community during your visit. You probably know that Orlando is America's most-visited destination, but there is so much more.

We're proud that our city is diverse, inclusive and welcoming, which is reflected in our arts and cultural offerings. Orlando is filled with theaters, museums, galleries and festivals. From Broadway performances at our state-of-the-art Dr. Phillips Center for the Performing Arts, to thought-provoking collections at the Orlando Museum of Art and our Mennello Museum of American Art, the arts come alive in our community.

I hope you have a wonderful time at the conference, but also take some time to discover the other half of Orlando!

Sincerely,

Buddy Dyer  
Mayor

**OFFICE OF THE MAYOR**

Orlando City Hall · 400 South Orange Avenue · Third Floor  
PO Box 4990 · Orlando, FL 32802-4990  
P 407.246.2221 · F 407.246.2842 · Orlando.gov



# GENERAL MEETING INFORMATION

This year's theme is **Keeping the Magic Alive!** Look for educational and general sessions that will inspire your museum work. Don't miss the FAM Awards and reception at the Orlando Museum of Art. All evening events take place in Orlando 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*  
Caroline Weiss, *Membership & Financial Manager*  
Lauren Applewhite, *Conference Assistant*

## REGISTRATION OFFICE HOURS

(Crystal Registration Desk)

Sunday, September 15, 12:00 – 5:00 pm  
Monday, September 16, 8:00 am – 4:30 pm  
Tuesday, September 17, 8:00 am – 4:30 pm  
Closed during lunch each day.

## BADGES

Badges must be worn for admission to all FAM events. This year, lanyards are provided by Riggs Ward. Thank you!

**riggs ward™**

## #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: #FAM2019 in your posts and tweets.

## NO SMOKING

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

## CONFERENCE APP

Download the FAM App, created by THINKPROXI for the 2019 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 Orlando. The digital version of the FAM Conference Program provides key conference details at your fingertips. Plus, since THINKPROXI specializes in Beacon Technology, be on the lookout for them to "push" interesting conference-related info directly to your phone!

## GET YOUR PUBLICATIONS OUT THERE

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

## CALL FOR PROPOSALS

Consider organizing a session for the 2020 FAM Annual Conference. The Session Proposal Form will be available online in the fall. Fill out the online form at [www.flamuseums.org](http://www.flamuseums.org).

## ANNUAL CONFERENCE TOTES

Totes are compliments of Rosa Lowinger & Associates and St. Augustine Lighthouse & Maritime Museum. Thank you for the generous sponsorship.



ST. AUGUSTINE  
LIGHTHOUSE  
& MARITIME MUSEUM



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. Auction opens on 9/16 at 4:45 pm and closes 9/17 at 5:30 pm

## LOUNGE AND CHARGING STATIONS



to juice up while you work or network with colleagues.

Need a place to relax and catch up on emails? Is your battery running low on your laptop, tablet or smartphone? Stop by The Lounge and take advantage of one of our convenient charging stations

## VISIT LOCAL MUSEUMS

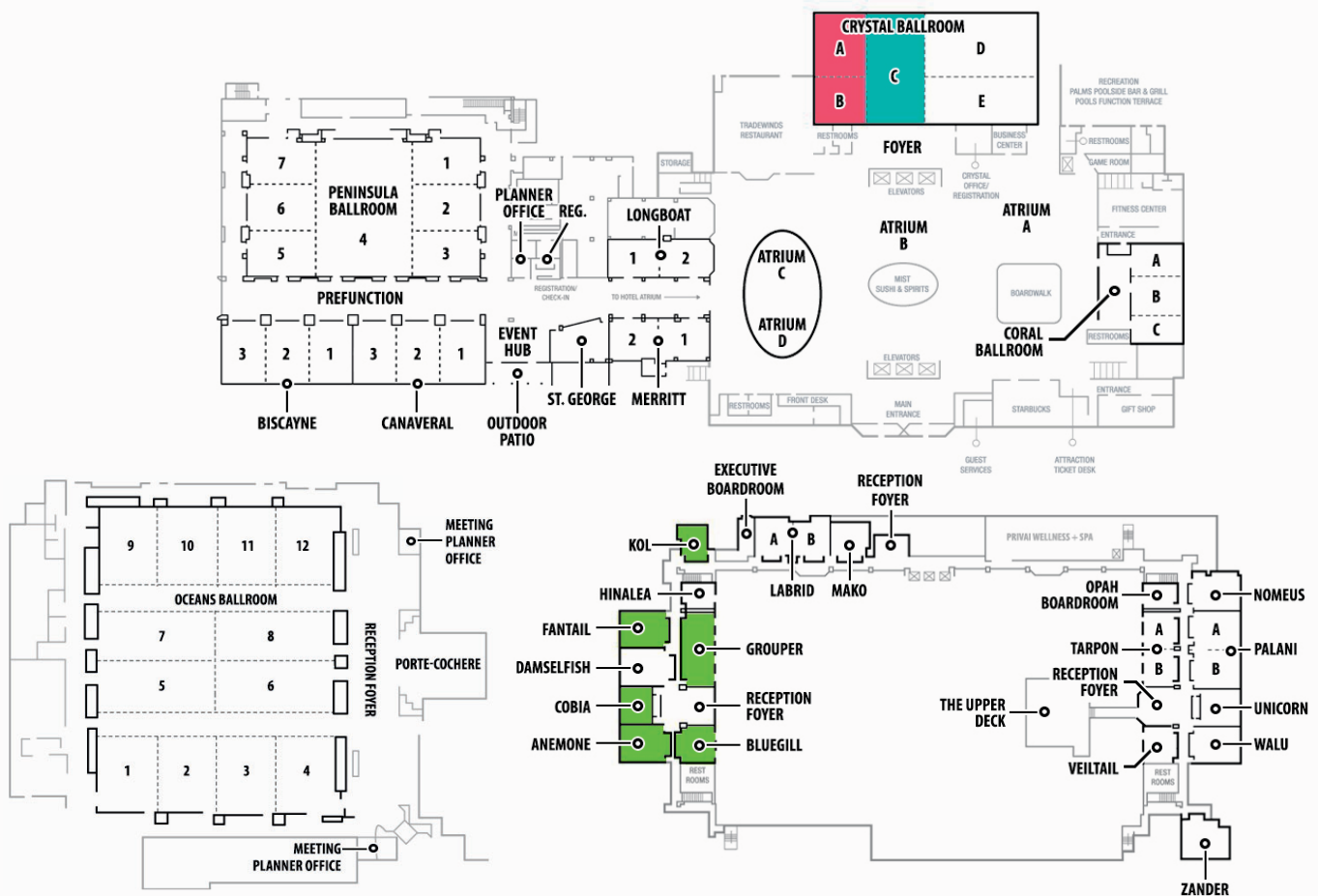
These local museums are offering free admission to conference attendees. Just show your conference badge to the museum's front desk attendant to see all that Orlando-area museums have to offer.

- 📍 Albin Polasek Museum & Sculpture Gardens, Tues-Sat, 10:00 am-4:00 pm; Sun, 1:00-4:00 pm
- 📍 Morse Museum of American Art, Tues-Sat, 9:30 am-4:00 pm; Sun, 1:00-4:00 pm
- 📍 Orlando Museum of Art, Tues-Sat, 10:00 am-4:00 pm; Sun, 12:00-4:00 pm
- 📍 Orlando Science Center, Th-Tues, 10:00 am-5:00 pm
- 📍 Winter Garden Heritage Museum, daily, 1:00-5:00 pm

## REGISTRATION LIST

Registration lists, complete as of September 6, 2019, accompany your registration materials.

# HOTEL FLOOR PLAN



## YOUR LOCAL ARRANGEMENTS COMMITTEE

Thank you to our local arrangements committee for their assistance and planning: Terrance Hunter, Andy Sandall, Heather Norton, JoAnn Newman, Glen Gentile, Shannon Fitzgerald, Ena Heller, Debbie Komanski, and Cynthia Cardona. Thank you to our evening event hosts Orlando Museum of Art, Orlando Science Center, and Albin Polasek Museum & Sculpture Garden.

## 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 2019 committee members are: Susan Baldino, Lacie Ballinger, Erin Wolfe Bell, Tiffany Birakis, Becky Clarke, Lindsay Huban, Terrance Hunter, Yumina Myers, and Pamela Schwartz.

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

## 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.

## 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!



# SCHEDULE AT-A-GLANCE

## SUNDAY SEPTEMBER 15

12:00-5:00 pm  
(Crystal Registration Desk)  
Registration

1:00-5:00 pm  
Optional Tours

African American Art & History Tour  
– The Wells’Built Museum of African  
American History & Culture and  
Bronze Kingdom African Art Gallery  
Maitland Art & History Tour — Art &  
History Museums – Maitland and The  
Holocaust Memorial Resource and  
Education Center of Florida  
Art & Gardens Tour — Henry P. Leu  
Gardens and The Charles Hosmer  
Morse Museum of American Art

5:30 pm (load buses)

Evening Event

Albin Polasek Museum & Sculpture  
Garden  
Dinner on Your Own in Winter Park  
*\*Buses depart 9:30 pm*

## MONDAY SEPTEMBER 16

8:00 am-4:30 pm  
(Crystal Registration Desk)  
Registration

8:00-8:30 am

New Attendees Orientation/ Meet & Greet

8:30-10:00 am

*Keeping the Magic Alive: Organizing  
the New Town Square*, moderated by  
Samuel Joseph, Bro, Joe & Co. and  
Malinda Horton, E.D., FAM {GEN}

10:15-11:45 am

Sessions

Interpretive Planning Part 1 {MGT}  
Teaching Difficult History Using Primary  
Sources {ED}  
Get this Show on the Road! {EXH}  
Making Magic for All: Building Diverse  
& Inclusive Museums {GEN}  
Capital Campaign Basics {INC}  
Social Media for Beginners {PR}

12:00-1:30 pm

Keynote Luncheon with guest speaker  
TJ Mannarino, Vice President of Art  
& Design, Entertainment Division at  
Universal Orlando

1:45-3:15 pm

Sessions

Interpretive Planning Part 2 {MGT}  
The Magic of Cardboard and Glue  
Sticks {EXH}  
When you Dance with a Gorilla...the  
Gorilla leads! {INC}  
Social Media Advanced {PR}  
Digitization and Museums: Making  
Magic Yesterday, Today and Tomorrow  
{TEC}  
From Confusion to Clarity: The  
Rebranding of The Bishop Museum of  
Science and Nature {PR}

3:30-4:30 pm

Art Museum Section  
History Museum Section  
Children’s Museum Section  
Science Museum Section

4:45-6:15 pm

Expo Opening Reception

6:30 pm (load buses)

Evening Event

Orlando Science Center  
*\*Buses depart 9:30 pm*

## TUESDAY SEPTEMBER 17

8:00 am-4:30 pm  
(Crystal Registration Desk)  
Registration

7:30-8:30 am

Breakfast in Expo Hall

7:30 am-5:15 pm

Expo Open

8:30-10:00 am

Sessions

How to Make Magic Through Master  
Planning {MGT}  
Ready or Not: What to Do When  
Disaster Strikes {COL}  
Outside the Museum Walls {CE}  
Historytelling: Creating Story-Based  
Visitor Guides to Bring History to Life  
{ED}  
(Re)interpreting Indigenous Cultures  
{EXH}  
Beyond the Case Statement: Telling  
Your Capital Campaign’s Story {INC}

10:15-11:15am

Bling on a Budget {GEN}

11:30 am-1:00 pm

Lunch on Your Own

11:30 am-1:00 pm

Directors Only Lunch

1:15-2:15 pm

Bring & Brag {GEN}

2:15-2:45 pm

Break in Expo Hall

2:45-4:15 pm

Sessions

Strategic Collections Care: Developing a  
Preventive Conservation Plan {COL}  
Exploring Multiculturalism through  
Community Engagement {CE}  
Creating Accessible Experiences:  
Engaging Audiences with Disabilities  
{ED}  
Tapping into Hidden Demographics:  
Service Learning Programs {GEN}  
State Grants for Museums {INC}  
The Moments of Magic in Social Media  
{PR}

4:15-5:30 pm

Expo Closing Reception

6:30 pm (load buses)

Evening Event

FAM Awards Presentation & Reception  
at Orlando Museum of Art  
*\*Buses depart 9:30 pm*

## WEDNESDAY SEPTEMBER 18

7:30-9:00 am

Continental Breakfast/Town Meeting  
Breakfast and Conversation with FAM  
Leadership

9:15 – 10:45 am

Sessions

The Benefits of Developing a Strategic  
Plan {MGT}  
Putting Your Museum on the Map with  
Spit and Grit {CE}  
Connecting Members to Your  
Organization’s Mission {INC}  
Saving Our Voices: Oral History 101  
{COL}  
Bold Brands: An Insightful Self-Exam  
{PR}

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

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Do you know how to get the most out of your social media presence?  
Do you have the time to invest in doing it right?

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Let us relieve your social media anxiety by managing all your social media for you, or by evaluating your program and teaching you how to do it better.

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# CONFERENCE SCHEDULE

## SUNDAY, SEPTEMBER 15

12:00 – 5:00 pm

- Registration  
CRYSTAL REGISTRATION DESK

1:00 – 5:00 pm

- Optional Tours  
MEET IN HOTEL LOBBY  
TRANSPORTATION LOADING AT 1 PM



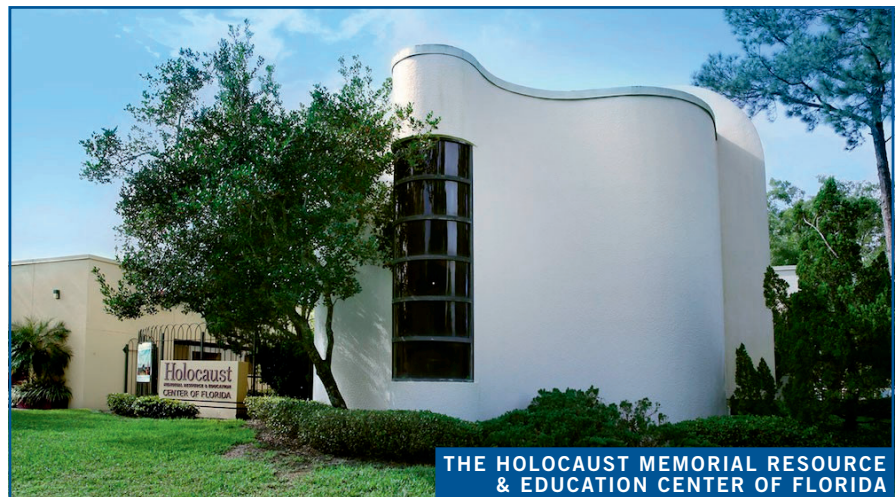
PACKWOOD CAMPUS OF ART & HISTORY MUSEUMS – MAITLAND



THE BRONZE KINGDOM  
AFRICAN ART GALLERY



THE WELLS' BUILT MUSEUM



THE HOLOCAUST MEMORIAL RESOURCE  
& EDUCATION CENTER OF FLORIDA

- African American Art & History Tour  
Enjoy a visit to The Wells' Built Museum of African American History & Culture, followed by a private tour at The Bronze Kingdom African Art Gallery. Located in the center of Orlando's historic Parramore district, the historic Wells' Built Hotel houses the Wells' Built Museum which displays memorabilia of Orlando's African-American community and the Civil Rights movement. The Bronze Kingdom is a 16,000 sf Art Gallery featuring African bronze, beaded, and wood sculptures from all over the continent, with notable grand palatial pieces from the Benin and Bamoun tribal kingdoms, some dating back to the early 1600s.

- Maitland Art & History Tour  
Take a tour of the Maitland Historic Museum, the Telephone Museum, and the Maitland Art Center, all located on the Packwood Campus of Art & History Museums – Maitland. Maitland Art Center is greater Orlando's only Nationally Historic Landmark. Then travel to The Holocaust Memorial Resource & Education Center of Florida, the first Holocaust museum

in the Southeast, which houses both permanent and traveling exhibits. On display will be *Anne Frank: Let Me Be Myself*, a new exhibit on loan from the Anne Frank Center in New York, which shares the story of Anne Frank in a modern way; addressing contemporary issues of identity, exclusion and discrimination.

### SESSION TRACKS

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

- |                           |   |
|---------------------------|---|
| Collections (COL)         | Human Resources (HR)                    |
| Community Engagement (CE) | Income/Fundraising (INC)                |
| Museum Learning (ED)      | Administration/Finance/Management (MGT) |
| Exhibitions (EXH)         | PR & Marketing (PR)                     |
| General (GEN)             | Technology (TEC)                        |



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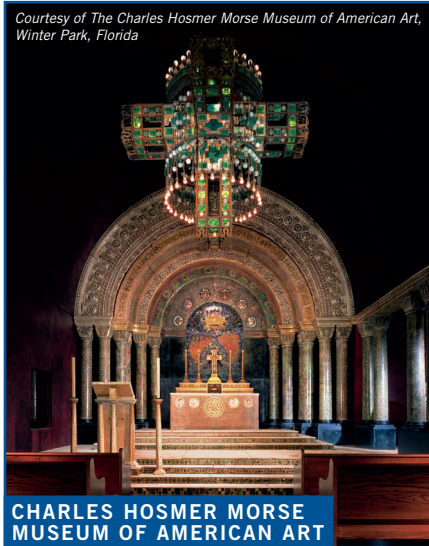
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THE HENRY P. LEU GARDENS



CHARLES HOSMER MORSE MUSEUM OF AMERICAN ART

Courtesy of The Charles Hosmer Morse Museum of American Art, Winter Park, Florida

● **Art & Gardens Tour**

Explore an amazing 50-acre botanical oasis, The Henry P. Leu Gardens. Discover various gardens containing everything from palms, cycads and flowering trees, to azaleas, bromeliads and tropical philodendrons. Take a stroll through the camellia and rose gardens or under the awe-inspiring branches of elms and oaks. Then head to the Charles Hosmer Morse Museum of American Art to enjoy the world's most comprehensive collection of works by Louis Comfort Tiffany (1848–1933), including jewelry, pottery, paintings, art glass, leaded-glass lamps and windows, and his chapel interior from the 1893 World's Columbian Exposition in Chicago.

5:30 pm (load buses)

**EVENING EVENT**

★ **A Night in Winter Park**

Arrive at the **Albin Polasek Museum & Sculpture Garden** that was founded in 1961, and holds an art collection focusing primarily on American representational sculpture, with over



ALBIN POLASEK MUSEUM & SCULPTURE GARDEN

200 works by Czech-born American sculptor Albin Polasek. Enjoy a light reception and cocktails at the Historic Capen House.

Then stroll around the Winter Park area and enjoy the rest of the evening by having dinner in the beautiful setting of Winter Park. There are many different restaurants located within a five block area. You can view a list at <https://winterpark.org/list/ql/restaurants-food-beverages-22> and we will provide a list of restaurants so that you can plan ahead! This is a great time to catch-up with colleagues, old friends, or even new friends!

\* BUSES DEPART FROM WINTER PARK AT 9:30 PM RETURNING TO THE CONFERENCE HOTEL

**MONDAY, SEPTEMBER 16**



SAMUEL JOSEPH



MALINDA HORTON



RUSSELL DAWS



MINDY SHRAGO



WAYNE ATHERHOLT



DANA YOUNG

8:00 am – 4:30 pm

● **Registration**  
CRYSTAL REGISTRATION DESK

8:00 – 8:30 am

● **New Attendees**  
Continental Breakfast and Orientation – Meet & Greet  
CANAVERAL

The FAM and FAM Foundation Board of Directors invite new attendees to a

short Orientation and Meet & Greet. Join us to learn the ropes about the annual conference and where to find answers.

8:30 – 10:00 am

● **Opening Session. Keeping the Magic Alive: Organizing the New Town Square**  
CRYSTAL BALLROOM C

Sponsored by



Join us for the Opening General Session and

hear from an inspiring panel of speakers about the State of Florida's Museums. Despite engaging a larger audience than other attractions and sporting events combined, museums are still a minuscule portion of the overall State and/or Federal budget. How do we harness the power of our successes and our many constituents to ensure we get what we deserve? You're cordially invited to a special advocacy workshop where we will discuss the issue and make plans for organizing and advocating on behalf of our "New Town Square." Following the panel, attendees will learn the process for developing personal and institutional

“Advocacy Action Plans” and engage in group work to develop new advocacy skills.

Samuel Joseph, Founder, Bro., Joe & Co.  
Malinda Horton, Executive Director, FAM  
Russell Daws, President and CEO, Tallahassee Museum  
Mindy Shrago, Executive Director/CEO, Young At Art Museum  
Wayne Atherholt, Director, Mayor’s Office of Cultural Affairs, City of St. Petersburg  
Dana Young, President & CEO, VISIT FLORIDA

10:15 – 11:45 am

## SESSIONS

### ★ Interpretive Planning for Museums – Part 1 {MGT}

ANEMONE  
WORKSHOP

This two-part session will equip you with a deep understanding of the interpretive master planning process and how it is an essential tool when defining the future of your museum. We will help you begin to think further about the identity of your own museum, the potential of your collection, building and intangible assets, who you exist to engage with and how you might develop in the future.

Bill Haley, Founder, Haley Sharpe Design  
Malinda Horton, Executive Director, Florida Association of Museums  
Russell Daws, President and CEO, Tallahassee Museum  
Kate Aitchison, Senior Interpretive Planner, Haley Sharpe Design

### ★ Teaching Difficult History Utilizing Primary Sources {ED}

FANTAIL  
PRESENTATION

Teaching history can be challenging, especially when tackling topics such as slavery, terrorism, and current events. In this workshop, we will share techniques for educating students and the general public using primary sources, interactive modules, and inquisitive and positive conversation to foster empathy and understanding when teaching history that may be difficult for some visitors.

Johnathan Grandage, Executive Director, The Grove Museum  
Tina Menendez, Vice President, Education, HistoryMiami Museum  
Ursula Szczepinska, Curator of Education & Director of Research, Florida Holocaust Museum

### ★ Get this Show on the Road!

{EXH}  
BLUEGILL  
PRESENTATION

This session offers three diverse perspectives on traveling exhibitions: the small museum curating from its own collection; the large museum curating from other museums and private collections; and the large museum packaging a non-object based exhibition. We will cover tips, pitfalls, and resources for putting together traveling exhibitions, including curating from your own collections, other collections, and sourcing non object collections; packaging the exhibit with crates and educational materials; and marketing and handling contracts.

Angie Barry, Curator of Exhibitions & Collections, Gadsden Arts Center & Museum  
Holly Keris, Chief Curator, Cummer Museum of Art & Gardens  
Drew Ericson, Curator of Exhibits and TREX Coordinator, Museum of Florida History

### ★ Making Magic for All: Building More Diverse and Inclusive Museums {GEN}

GROUPER  
DISCUSSION PANEL

Many still consider museum going as an elitist activity reserved for the wealthy and White. Like their public and private business counterparts, museums have been trying for decades to make their institutions mirror their audiences and communities they serve, but even in large diverse cities they have had little success. Session attendees are invited to come and learn what institutions and colleagues throughout the state are doing to address this very important issue.

Samuel Joseph, Founder, Bro., Joe & Co.  
Jorge Zamanillo, Executive Director, HistoryMiami  
Mindy Shrago, CEO, Young At Art Museum  
Dr. Amy Rubinson, Formerly at Frost Science Museum, YouthALIVE!/Upward Bound

### ★ Capital Campaign Basics {INC}

COBIA  
WORKSHOP

A capital campaign is a targeted fundraising effort that takes place over a period of time. In order to sustain the effort, it is essential to understand the planning basics including identifying types of campaigns and selecting one to fit your organization, identifying and implementing pre-planning strategies to determine the likelihood of reaching your goal, defining volunteer roles and

responsibilities, and understanding what to expect when engaging a campaign consultant.

Michelle Turman, President & CEO, Catalyst Consulting Services

### ★ Social Media Essentials for Museums – Beginners {PR}

KOI  
WORKSHOP

Did you know that last year, Instagram passed Twitter to become the second most popular social media platform in the world? The constantly-shifting landscape of social media can bewilder even veteran communicators. Learn the biggest players and trends in social media today, and how you can leverage these platforms into increased attendance, donations, and sponsorships. Find out how to use live video, promoted content, and social advertising to make a splash for your museum.

Kevin McNulty, President & CEO, NetWeave

12:00 – 1:30 pm

### 🌟 Keynote Luncheon CRYSTAL BALLROOM C

- Welcome to Orlando by Terry Olson, Director, Orange County Arts & Cultural Affairs
- Address by TJ Mannarino, Vice President of Art & Design, Entertainment Division at Universal Orlando

TJ Mannarino has been an active part of the entertainment community for over 25 years. He is responsible for the design development of all live shows



and marquee events for Universal’s two world-class theme parks; three award-winning Loews Hotel resorts, and the CityWalk nighttime entertainment complex. TJ came to Universal Orlando in August 1996. Among his many credits are the opening of Islands of Adventure and all CityWalk venues, working with Universal Motion Picture Group in the concept, development and opening of *Grinchmas*, spearheading the creative development of motion



picture property, collaborating with the Macy's team in New York to create and develop *The Macy's Holiday Parade* for Universal Studios, and working with the Kern Company of New Orleans to design UO's yearly Mardi Gras extravaganza. TJ and his design team are most noted for their continued successes in the uniquely innovative design and development of Universal Orlando's Halloween Horror Nights. This month-long annual event has been scaring guests for over 25 years and features newly designed haunted mazes each year. The growth and success of this event has led to the recognition of TJ's creative expertise featured in Travel Channel's *The Art of the Scare*, and media publications such as *Haunted Attraction Magazine*, *Fangoria*, and *Entertainment Design*. In the ten years prior to his arrival at Universal Orlando, TJ enjoyed a successful and diversified career designing for film, television, and live shows. Among the scores of projects he worked on were *The Mickey Mouse Club* for the Disney Channel, and *Double Dare*, *Guts*, and *The Legends of the Hidden Temple* for Nickelodeon.

Sponsored by:



1:45 – 3:15 pm

**SESSIONS**

★ **Interpretive Planning for Museums – Part 2 {MGT}**

ANEMONE  
WORKSHOP

This two-part session will equip you with a deep understanding of the interpretive master planning process and how it is an essential tool when defining the future of your museum. We will help you

begin to think further about the identity of your own museum, the potential of your collection, building and intangible assets, who you exist to engage with and how you might develop in the future.

Bill Haley, Founder, Haley Sharpe Design  
Malinda Horton, Executive Director, Florida Association of Museums  
Russell Daws, President and CEO, Tallahassee Museum  
Kate Aitchison, Senior Interpretive Planner, Haley Sharpe Design

★ **The Magic of Cardboard and Glue Sticks – Prototyping Interactives {EXH}**

FANTAIL  
HANDS-ON ACTIVITY

Interactives are fun but fickle. Sometimes the best way to test them out is with paper, cardboard, and a glue stick. This workshop will go over the practical and financial benefits of prototyping, techniques to obtain valuable feedback, and a display of easy and affordable materials to build prototypes. Participants will learn about a set of easily customizable components to jump start projects and add to their library of mechanical movements.

Nora Pinell-Hernandez, Creative Director, Atomic Carrots  
Madeline Sweeney, Assistant Collections Manager, Ruth Funk Center for Textile Arts of the Florida Institute of Technology

★ **When You Dance with a Gorilla...the Gorilla leads! {INC}**

BLUEGILL  
PRESENTATION

Donor research affirms the greatest challenge in fundraising is donor attrition. As many as 70% to 80% of first time donors never make a second gift to the same organization. So what's your organization doing to keep you givers giving? Join Alyce Lee for a fun, fast-paced, interactive discussion about what it really takes to engage donors

on a year-round basis and make stewardship an integral part of your fundraising plans.

Alyce Lee Stansbury, CFRE, President, Stansbury Consulting



★ **Social Media Essentials for Museums – Advanced Session**

{PR}  
KOI  
WORKSHOP

So you have your Facebook page and Instagram account... now what? Learn how to go from merely existing on social media to leveraging your presence into engagement and visitation. Find out how to tell what your audience wants, how to use strong calls to action to activate your followers, and how to use social advertising to expand your reach and influence. This session is for users already familiar with social media basics, so if you're new to social media, be sure to at least attend the beginner's session in the morning!

Kevin McNulty, President & CEO, NetWeave

★ **Digitization and Museums: Making Magic Yesterday, Today, and Tomorrow {TEC}**

GROUPER  
PRESENTATION

Museums are at a crossroads as digitization and accountability are at the center of education policy. With increased testing and other accountability measures, there are fewer opportunities during the school year for students and educators to participate in field trips and otherwise engage with their local cultural institutions. Recent efforts to digitize collections and to provide Internet-based and virtual programming have helped capture some of the lost audiences. How does technology help us get the rest?

Samuel Joseph, Founder, Bro, Joe & Co.

Jorge Zamanillo, Executive Director, HistoryMiami

Joe Cox, Executive Director, Museum of Discovery & Science

★ **From Confusion to Clarity: The Rebranding of The Bishop Museum of Science and Nature {PR}**

COBIA  
PRESENTATION

Name that museum! The Bishop Museum of Science and Nature (formerly known as South Florida Museum) launched its new identity in April 2019. At the age of 70, the Museum used a collaborative process and visitor research to select its new name and craft an identity to better represent its contemporary offerings. This session will include elements to consider as you evaluate your own museum's identity, lessons learned, and common pitfalls.

Martha Wells, Chief Community Engagement Officer, The Bishop Museum of Science and Nature

Remi Gonzalez, APR, Director of Communications and Brand, The Bishop Museum of Science and Nature

3:30 – 4:30 pm

SECTION MEETINGS

★ Art Museum Section  
FANTAIL

*To De, or Not to De Accession: that is the question* — The Arts Section meeting is the one time art museum staff can come together, meet and greet, and discuss hot topics in the field. We all know deaccessioning objects from our collections is an aspect of our museum’s job, but how many of us have actually been through the process? Deaccessioning doesn’t just affect collections staff either - educating the public on the process is a key part. Let’s use our short time together this year to discuss the deaccessioning process: share tips and success stories, offer potential learning opportunities, and warn about pitfalls.

Angie Barry, Gadsden Arts Center & Museum, Art Section Chair

★ History Museum Section  
GROUPEE

Join colleagues from around the state as we discuss current and emerging trends. During this time, we celebrate successes and lessons learned, as well as explore opportunities for collaboration.

Terrance Hunter, Central Florida Community Arts

★ Children’s Museum Section  
KOI

Get inspired in this open discussion on industry trends and issues facing children’s museums. Conference time is dedicated for children’s museum staffers to trade innovative ideas on exhibits, programs and special events, and to support and connect with fellow members in this unique museum discipline.

Jim McMillen, UWF Historic Trust

★ Science Museum Section  
BLUEGILL

Join science museum staffers from around the state in this open forum. We’ll use this time to dive into topics that hold the most interest to attendees, learning from both our successes and challenges. Topics will be selected using a participatory process and then we’ll hit the areas everyone wants to share or discuss the most.

Martha Wells, The Bishop Museum of Science and Nature

4:45 – 6:00 pm

🌟 Expo Opening Reception  
in Exhibit Hall  
CRYSTAL BALLROOM AB

Sponsored by:



6:30 pm (load buses)

EVENING EVENT



★ A Night in the Science Center

Orlando Science Center welcomes you for an evening of dinner and drinks along with exploration in Artificial Intelligence: Your Mind & the Machine and Kinetic Zone. During its world premiere at Orlando Science Center this fall, Artificial Intelligence: Your Mind & The Machine will show visitors exactly what AI is, how it works, and what it might do in the future.

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

TUESDAY, SEPTEMBER 17

8:00 am – 4:30 pm

🌟 Registration  
CRYSTAL REGISTRATION DESK

7:30 – 8:30 am

🌟 Breakfast in  
Expo Hall  
CRYSTAL BALLROOM  
AB



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7:30 am – 5:15 pm

🕒 Expo Open  
CRYSTAL BALLROOM AB

8:30 – 10:00 am

### SESSIONS

#### ★ How to Make Magic Through Master Planning {MGT}

FANTAIL  
PRESENTATION

Museum master planning is a cross-over process of indoor and outdoor space planning, using experts in museum design, landscaping, and building design. Professionals from large and small history, science, and living museums will share their positive outcomes and opposing challenges. Master planning is a critical instrument to layout a museum's vision. From RFPs to ribbon cuttings, every museum needs a good master plan to communicate vision, guide fundraising, and plan growth.

Jennifer D'hollander, Director, Lake Wales History Museum

Jon Hill, Executive Director, Pensacola Lighthouse and Maritime Museum

Brynne Anne Besio, CEO, The Bishop Museum of Science and Nature

Tres Fromme, Principal, 3 Fromme Design

#### ★ Hurricanes and Other Bad Things: How to Prepare for Disasters with No Staff and No Time {COL}

BLUEGILL  
EXERCISE

Disaster Planning is scary – especially for a small museum with little or no staff. Learn easy and effective ways to incorporate emergency planning into your museum's culture for more than just hurricanes. Session will include tips, templates, and timelines that will help even the smallest shop be prepared to protect and respond.

April Kirk, Executive Director, Historic Stranahan House Museum

Deb Wood, Records and Collections Manager, Historic Stranahan House Museum

#### ★ Outside the Museum Walls {CE}

KOI  
PRESENTATION

It's not just enough to open our museum doors and wait for visitors to come to us. It's our responsibility to get outside the walls of our institutions and bring museum experiences into community spaces and classrooms. This session will dive into the logistics of starting an education outreach program from the ground up. We'll walk you through the steps from inception to launch.

Louise Buyo, Education Coordinator, Rollins Cornell Fine Arts Museum

Gabriella Roman, School & Public Programs Coordinator, Young at Art Museum

#### ★ Historytelling: Creating Story-based Visitor Guides to Bring History to Life {ED}

GROUPER  
HANDS-ON ACTIVITY

Introducing stories into historic sites and museums has long been a tactic to literally "bring the past to life." But including the visitor as a participant, not just an observer, in these stories presents challenges. This interactive workshop will encourage participants to consider storytelling and imagination as tools when creating visitor guides, tours and programs for all ages.

Tracy Calla, Senior Manager of School and Family Programs, Marie Selby Botanical Gardens

Katie Nickel, School and Teacher Program Coordinator, The Ringling

Casey Wooster, Curator, Florida Maritime Museum

#### ★ (Re)interpreting Indigenous Cultures {EXH}

ANEMONE  
PRESENTATION

How do museums interpret indigenous cultures? In this session, we will examine how institutions are striving for accuracy and sensitivity in their exhibitions of Florida's native peoples. From ancient indigenous cultures, to modern Seminoles, we will look at how the interpretation of indigenous cultures is changing and give attendees tips, resources, and food for thought to take back to their own museums. Participants are encouraged to bring questions and ideas to share.

Kate Macuen, Director, Ah Tah Thi Ki Museum, Seminole Tribe of Florida

#### ★ Beyond the Case Statement: Telling Your Capital Campaign's Story {INC}

COBIA  
PRESENTATION

There is more to capital campaign communications than the case statement. Before you ask for any donations, you must develop a clear understanding of your campaign's story and how to tell it. This session will show museums of all sizes how to build a cross-functional team, craft a compelling narrative, and ensure your pitch – whether to a potential donor or a news producer – reflects the full story of your museum's vision.

Natalie DeYoung, Director of Communications and Public Relations, Wingard

Maria Hane, President, Museum of Science & History Jacksonville (MOSH)

Kerry Bartlett, Managing Director, Carter Global

Amy Chamberlin, Director of Communications & Marketing, Museum of Science & History Jacksonville (MOSH)

10:15 – 11:15 am

🕒 Bling on a Budget {GEN}  
CRYSTAL BALLROOM C

Presented by Dorrie Hipschman, Executive Director, Bailey-Matthews National Shell Museum

For the third year, FAM will host Bling on a Budget, a series of five-minute presentations that give museums an opportunity to share something special or innovative that was completed with a modest budget. While this session is like Bring and Brag, the focus is on getting the best bang for your buck. These fast-paced presentations provide for a fun session full of many ideas to take home to your museum.

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SAINT AUGUSTINE, FLORIDA



11:30 am – 1:00 pm

**Lunch on Your Own**

11:30 am – 1:00 pm

**Directors Only Lunch**  
*(PRE-REGISTRATION REQUIRED)*

BISCAYNE 1-2

Meet with other Directors in the field for a guided discussion and lunch.

1:15 – 2:15 pm

**Bring & Brag (GEN)**

CRYSTAL BALLROOM C

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

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

Sponsored by:



2:15 – 2:45 pm

**Break in the Expo Hall**

CRYSTAL BALLROOM AB

Sponsored by:



2:45 – 4:15 pm

**SESSIONS**

★ **Strategic Collections Care: Developing a Preventative Conservation Plan for Museums (COL)**

GROUPER  
WORKSHOP

Effective stewardship doesn't simply happen - it must be thoughtfully planned. In order to optimize resources, staff with collections care responsibilities should develop a preservation plan to address preservation concerns. This workshop will provide a guide for strategic preservation plans for collections that outlines strategies for achieving goals, establishes benchmarks, puts forth timetables, and assigns responsibilities. Through lecture, activities, and discussion, participants will learn about the components of effective plans, and tools for prioritization.

Laura Hartz Stanton, Executive Director, Conservation Center for Art & Historic Artifacts  
Martha Horan, Head of Preservation Strategies, University of Miami Libraries  
Fletcher Durant, Head of Conservation and Preservation, University of Florida Libraries

★ **Exploring Multiculturalism through Community Engagement (CE)**

FANTAIL  
EXERCISE

Today our nation is at a critical juncture. Division among groups exemplified by racial, economic, and political strife is at epic proportions. In this session, participants will learn about the "unique sociology" of several different Florida communities and how museums have used participatory engagement to bring people together from all cultures in their communities. Groups will brainstorm and strategize ways in which museums can implement programs to bring different voices together to work towards common goals.



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Martha Bireda, Ph.D., Executive Director, The Blanchard House Museum of African American History and Culture  
 Annette Snapp, Ph.D., Consultant  
 Vickie Oldham, Director, Newtown Alive  
 John McCarthy, Executive Director, Gulf Coast Heritage Association

★ **Creating Accessible Experiences: Engaging Audiences with Disabilities (ED)**  
 ANEMONE  
 PRESENTATION

People with disabilities comprise the largest minority group in the United States. We have an opportunity to draw new visitors to our cultural organizations through creating programming and spaces that are accessible to all. But how? In this presentation you will learn about the successes and challenges of making programming and the visitor experience more accessible and receive concrete, and cost-effective tips about accessible tours.

Meredith Gregory, Associate Curator of Education for School and Teacher Programs, Norton Museum of Art  
 Susan Baldino, Regional Program Coordinator – Region One, Arts4All Florida  
 Katie Kapczynski, Visitor Services Manager, Vizcaya Museum and Gardens

★ **Tapping into Hidden Demographics: Service Learning Programs (GEN)**  
 KOI  
 PRESENTATION

In this session, learn how to tap into a middle school-aged demographic while staying true to your organization's mission. Understand the concept of "service learning" and how it can benefit your organization. We will go over project examples, recruitment techniques, engagement tactics, and more. Attendees will be able to use the tools they've learned in this session to

assess their museum's needs and create their own service learning programs.  
 Delaney Shackelford, Teen Art & Volunteer Coordinator, Young At Art Museum  
 Amy Hester, Volunteer Coordinator, Florida Museum of Natural History, University of Florida

★ **State Grant Programs (INC)**  
 BLUEGILL  
 PRESENTATION

Successful grant applications to the Florida Humanities Council (FHC), and to the Florida Department of State's Division of Cultural Affairs (DCA) and Division of Historical Resources (DHR), underscore institutional excellence. Come hear what it takes to develop fundable programs, exhibitions, and write a successful application. Note: All speakers are listed as invited.

Lindsey Morrison, Grants Coordinator, Florida Humanities Council  
 Tim Knoepke, Grants Supervisor, Division of Historical Resources, Florida Department of State  
 Sarah Stage, Arts Consultant, Division of Cultural Affairs, Florida Department of State

★ **The Moments of Magic in Social Media (PR)**  
 COBIA  
 PRESENTATION

Social media can feel like a rollercoaster: sometimes fun, sometimes scary. It's a great way to promote your museum's mission, but it can also be a minefield. Many who manage museum's social media are not trained in public relations. This solution-oriented session will help participants take a proactive approach through policies and a PR crisis plan, as well as highlighting how to leverage social media policies so you can sit back and enjoy the ride!

Kathryn Rohlwing, Supervisor, Manatee Village Historical Park  
 Mimi Cirbusova, Marketing Manager, Historic Spanish Point

4:15 – 5:30 pm

🌟 **Closing Expo Reception**  
 CRYSTAL BALLROOM AB

Sponsored by:

AMELIA ISLAND  
**MUSEUM OF HISTORY**

6:30 pm (load buses)

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



● **Orlando Museum of Art**

Join us for the annual FAM Museum Service Awards and celebrate the leaders in your field! Afterward, enjoy a reception and the evening at the Orlando Museum of Art, one of the oldest cultural institutions in Central Florida, and get a sneak peek at upcoming exhibitions scheduled to open later that week. **Passed Hors d'oeuvres, cash bar with first drink complimentary, coffee and dessert following the awards presentation.**

Noted for its high-caliber programming and inclusive policy, the Orlando Museum of Art inspires creativity, passion, and intellectual curiosity by connecting people with art and new ideas. Through its focus on community engagement, the Museum builds relationships with diverse communities in Central Florida embracing audiences from all ethnicities, ages, identities, religions, abilities, genders, interests, sexual orientations, and socio-economic backgrounds.

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

Reception Sponsored by:



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# WEDNESDAY, SEPTEMBER 18

7:30 – 9:00 am

## Continental Breakfast/Town Meeting: Conversations with the FAM Leadership

CRYSTAL BALLROOM C

FAM and the FAM Foundation have spent the last year working on the organizations' core values, mission, vision, and updating the strategic plan. It is time for a conversation with our members for the completion of our work. Come join the President of FAM and the Chair of the FAM Foundation in a facilitated discussion about what YOU see the future holds as a member. We want your input as we continue to elevate the field and build capacity in our cultural organizations.

Brynne Anne Besio, CEO, The Bishop Museum of Science and Nature, FAM President  
Becky Clarke, Chair, FAM Foundation

9:15 am – 10:45 am

### SESSIONS

#### ★ The Benefits of Developing a Strategic Plan {MGT}

KOI  
WORKSHOP

This workshop is designed for you to walk away with a plan for your department, museum, and how you interact with your community. Without

a plan your museum is at risk of not achieving your potential. With the wrong plan, your staff and museum are also at risk. This participatory conversational exercise gives you a "take home" that will initiate a plan for next year or act as a model for a long-range plan for funding and growth.

Wit Ostrenko, Sr. Partner, Avatar, Inc.  
Bob Kovacevich, Sr. Partner, Avatar, Inc.  
Dr. Fred Steier, Professor of Communications and Cybernetics, University of South Florida

#### ★ Putting Your Museum on the Map with Spit and Grit {CE}

ANEMONE  
HANDS-ON ACTIVITY

Put your museum on the map. This session helps you strategize about increasing partnerships and engaging with community members for success and satisfaction. Through hands-on, guided group activities, session participants will create a road map that is specific to your startup or small museum while brainstorming on non-traditional sources of income. Participants will leave the workshop with an expanded tool kit of practical ways to keep the new or small museum's magic alive and thriving.

Martha Joy Rose, Director, Museum of Motherhood  
Wayne David Atherholt, Director, Mayor's Office of Cultural Affairs, City of St. Petersburg

#### ★ Connecting Members to Your Organization's Mission {INC}

GROUPER  
PRESENTATION

Connecting your members to your mission can be a great way to gain and retain Members. Participants will learn about three organizations' creative and affordable programs that engage members on a personal level, exposing them to the museums' missions through communications, events, and stewardship. There will be time for open discussion about your organization's programs for membership engagement.

Brian Russo, Membership and Annual Fund Manager, Naples Botanical Garden  
Monica Mitry, Development Manager, Museum of Arts and Sciences  
Ashley Berridge, Development Director, The Bishop Museum of Science and Nature

#### ★ Saving our Voices: Oral History 101 {COL}

FANTAIL  
EXERCISE

Oral history programs can add extraordinary value to a museum's community engagement. With increased cultural prominence and visibility, oral history programs provide opportunities to expand collections and serve as an important role in community outreach. This session offers a workshop to teach professionals how to perform and select candidates for oral histories as well as how to utilize them within museum research and exhibitions.

Joshua Whitfield, Curator, Amelia Island Museum of History  
Bill Tilson, Emeritus Professor of Architecture, former director Preservation Institute: Caribbean, University of Florida; Board Member and Chair of Amelia Island Museum's Oral History Project  
Peggy Bulger, Board Member, Amelia Island Museum of History; Former Director of American Folklife Center, Library of Congress

#### ★ Bold Brands: An Insightful Self-Exam {PR}

COBIA  
EXERCISE

You know a strong brand is important. You work hard to live it every day. But do you know if your brand is relevant to the various stakeholders who are crucial to your success? Join us for an interactive workshop to explore your organization's brand in a brave new way. It's a little scary and a lot of fun all at the same time. You'll be surprised by how unexpected and thoughtful questions can reveal brand insights that deepen your connection to your mission. Using your current brand collateral, you'll take part in a real-time assessment of how well your brand reflects your mission and what to do if it falls short. Participants are encouraged to bring their mission statement, core messaging and current collateral samples to guide the work in this session

Laura Morse, Founding Partner, DRMTM  
Cheryl Baldwin, Founding Partner, DRMTM

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# VENDORS AND CONSULTANTS

## **ADM TWO EXHIBITS & DISPLAYS, INC.**

**BOOTH NUMBER: 20**

*Susan Canonico, CEO, scanonico@admtwo.com*  
*Toni Ricci, Senior Account Executive, tricci@admtwo.com*

Established in 1983, ADM Two specializes in three core markets; museums, trade shows, and corporate environments. This versatility gives us an exciting and diverse client base that allows us to apply our extensive knowledge resulting in a visually stimulating, informative and engaging experience.

## **BLACKBAUD INC.**

**BOOTH NUMBER: 13**

*Elizabeth Myers, Account Executive, elizabeth.myers@blackbaud.com*  
*Rosita Bradham, Customer Success Manager, rosita.bradham@blackbaud.com*  
*Ben Wright, Senior Solutions Engineer, ben.wright@blackbaud.com*  
*Dan Brookman, Account Executive, dan.brookman@blackbaud.com*

As an arts and cultural organization, you're held to the highest creative standards. We believe your technology should be just as extraordinary. Blackbaud can help you build and grow lifelong, loyal patron relationships and ensure your organization maximizes its revenue, no matter what size your team is.

## **CITY OF ST. PETERSBURG, MAYOR'S OFFICE OF CULTURAL AFFAIRS**

**BOOTH NUMBER: 21**

*Wayne Atherholt, Director, Wayne.Atherholt@STPete.org*

The City of St. Petersburg is the perfect destination for museum lovers with over 600 murals, seven arts districts, a dozen museums, numerous artist studios and excellent hotel accommodation for any budget. An ideal location for your next member trip.

## **COURTNEY B. WILSON & ASSOCIATES, LLC**

**BOOTH NUMBER: 7**

*Courtney Wilson, President, cbwconsulting1@gmail.com*

Museum advisors and consultants specializing in governance, fund raising, non-profit and collections management, disaster planning and recovery, object appraisals, organizational planning and strategy, ethics and opportunity assessments that enhance revenues.

## **CREATIVE ARTS UNLIMITED INC**

**BOOTH NUMBERS: 9 AND 16**

*Chuck Stanmore, CEO, chuck@creativearts.com*  
*Roger Barganier, President – Creative Director, rbarganier@creativeartsinc.com*

Creative Arts is a full service design/build firm for museums and nature centers. All of our work is performed in our Pinellas Park shop. We have been in operation for 28 years.

## **DORFMAN MUSEUM FIGURES, INC.**

**BOOTH NUMBER: 23**

*Tim Clifton, Technical Development, tim@museumfigures.com*

DORFMAN MUSEUM FIGURES creates life-size, lifelike human figures and archival Conservation Forms. Bring life to your exhibits with our realistic figures, choosing from over 800 heads, or we can craft a custom likeness. For your artifact garment display, we manufacture a line of Conservation Forms & accessories, exclusively from Ethafoam®.

## **DRMTM**

**BOOTH NUMBER: 1**

*Laura Bessinger-Morse, Partner, laura@sharp11.org*  
*Cheryl Baldwin, Partner, cheryl@sweetboodesign.com*

DRMTM is the trifecta of arts & culture brand building: three nonprofit experts in brand data, messaging, and design to re-imagine the way people connect to your cause. If you don't want different, you don't want DRMTM.

## **FLORIDA HUMANITIES COUNCIL**

**BOOTH NUMBER: 5**

*Lindsey Morrison, Grants Coordinator, lmorrison@flahum.org*  
*Lisa Lennox, Digital Media Manager, llennox@flahum.org*

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

## **GOOSEPEN STUDIO & PRESS**

**BOOTH NUMBER: 6**

*Nathan Moehlmann, Principal/Book Designer, nwm@goosepenpress.com*

Goosepen, led by book designer Nathan Moehlmann, creates distinctive publications

for museums, historical associations, academic presses, and artists. Each book is shaped expressly for its subject, and the project budget, with contextually-sensitive design and typography, choice binding materials, and the most appropriate printing, domestic or international. Goosepen serves clients across the U.S., from Genealogica, in Los Angeles, to the Grolier Club of New York City, to the Henry Morrison Flagler Museum, in Palm Beach.

## **LIGHTNER MUSEUM**

**BOOTH NUMBER: 22**

*Megan Mosely, Development Coordinator & Interim Registrar, give@lightnermuseum.org*  
Lightner Museum's mission is to preserve, maintain, research, and interpret its collection of late nineteenth and early twentieth century art, decorative art, and material culture for the educational benefit of the visiting public.

## **MBA DESIGN & DISPLAY PRODUCTS**

**BOOTH NUMBER: 24**

*Mark Fireoved, Regional Sales Manager, mfireoved@mba-usa.com*

MBA mila-wall is a modular wall system ideal for changing exhibition spaces, multi-purpose areas and traveling exhibits. With three wall series that provide flexible design, easy installation and efficient storage options. MBA offers a cost effective and sustainable exhibit wall solution.

## **MUSEUM OF FLORIDA HISTORY**

**BOOTH NUMBER: 8**

*Drew Ericson, Curator of Exhibits, drew.ericson@dos.myflorida.com*

The Museum of Florida History offers a wide range of affordable traveling exhibits for your museum. Stop by the booth to speak with staff to learn more and pick up materials about the traveling exhibits (Trex) rental program. Information about the Museum and other Florida Department of State programs is available also.

## **NEDCC | NORTHEAST DOCUMENT CONSERVATION CENTER**

**BOOTH NUMBER: 15**

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

Founded in 1973, the nonprofit NEDCC | Northeast Document Conservation Center serves museums, libraries, archives, and individuals nationwide. NEDCC provides conservation treatment for book, photograph, and paper collections, with specializations in art on paper and Asian art. NEDCC offers digital imaging, audio preservation, assessments, consultations, training, and disaster assistance.

**NETWEAVE SOCIAL NETWORKING**

**BOOTH NUMBER: 11**

*Pamela Whitman, Owner, pamela@netweaveonline.com*  
*Kevin McNulty, Owner, kevin@netweaveonline.com*

NetWeave is Manatee County's original social media agency. We can show you how to run your social media effectively, or you need someone to do it for you, NetWeave can help.

**ORPHEO USA**

**BOOTH NUMBER: 25**

*Myron Baer, Managing Director, myron.baer@orpheo.us*

Orpheo is a leading global company in the audio and multimedia guide industry. We provide services including audio tour design and consultancy, Apps and augmented reality. Orpheo designs and manufactures its own equipment in Europe with a US sales and service center in NY. Orpheo also provides various acquisition models including revenue sharing agreements, short and long-term rentals and purchase.

**Q MEDIA PRODUCTIONS, INC.**

**BOOTH NUMBER: 3**

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

Q Media is an award-winning mobile tour production company that produces Interpretive, Foreign-Language, and Audio-Described tours. Based in FL and in our 17 years we have produced many projects for Florida facilities. Stop by our booth to see how we can produce a tour for your organization.

**RIGGS WARD**

**BOOTH NUMBER: 17**

*Brent Ward, Principal, bward@riggsward.com*

Riggs Ward is a multi-disciplinary firm located in the capital city of Richmond, Virginia. We inspire visitor engagement in museums and cultural centers through experiential exhibit design, interactive media, innovative graphic design, and strategic master plans.

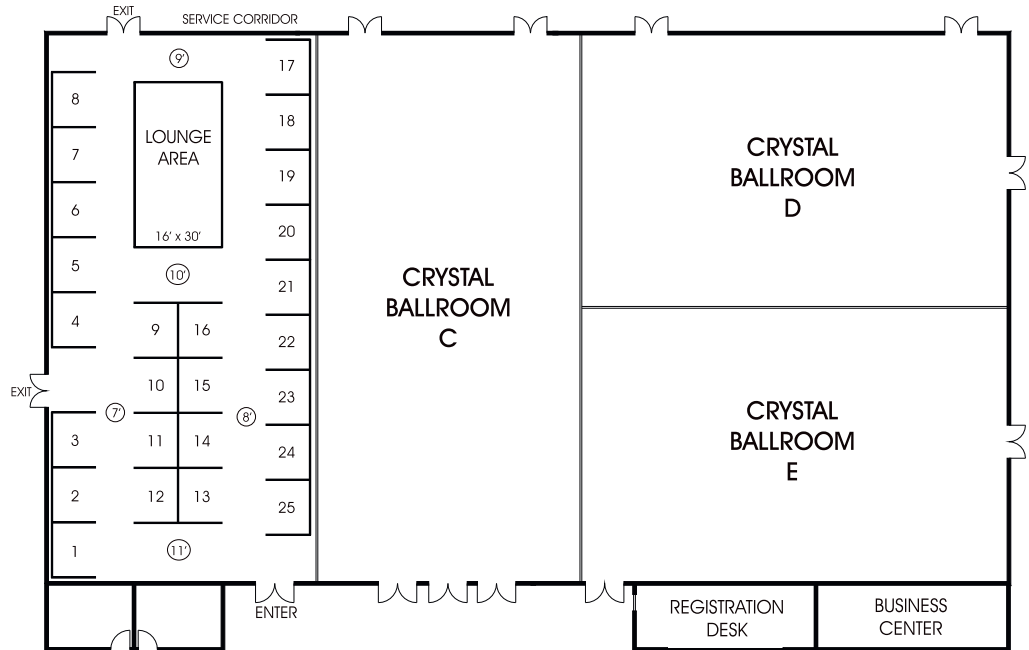
**THINKPROXI**

**BOOTH NUMBER: 10**

*Billy Sprague, Director of Sales and Marketing, billy@thinkproxi.com*

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

ThinkProxi offers an easily adaptable platform that enables businesses to offer a more enriched, interactive user experience. Using beacon technology, ThinkProxi helps organizations marry the digital and physical space to create a mobile eco-system between them and their clients.



**TOUR-MATE SYSTEMS**

**BOOTH NUMBER: 19**

*Aaron Cincinatus, Project Director, acincinatus@tourmate.com*

Tour-Mate is a leading provider of audio and multimedia interpretive solutions. From hand held audio and multimedia platforms, to mobile applications utilizing the latest technology, to group guided systems for group tours, and eco-friendly outdoor solutions. Tour-Mate also creates award winning content in any language, including tours that address accessibility, so let Tour-Mate tell your story! Tour-Mate has systems installed at over 800 attractions in North America and abroad, including Museums, Historic Sites, Aquariums, Parks, Gardens, Trails, and more.

**U.S.ART COMPANY, INC.**

**BOOTH NUMBER: 18**

*Vicky Boisvert, Customer Service Representative, vboisvert@usart.com*

*Alex Burnett, Crating Manager, aburnett@usart.com*

U.S.Art has been providing fine art services since 1981. Museum quality packing, crating and installation, climate controlled storage, domestic and full import/export services for international shipments.

**VISIT FLORIDA**

**BOOTH NUMBER: 14**

*Jen Carlisle, Regional Partnership Manager, jcarlisle@visitflorida.org*

*Amber O'Connell, Industry Relations Manager, aoconnell@visitflorida.org*

Opportunities for involvement in tourism marketing to Florida travelers through Partnership programs, public relations, promotions, advertising and more.

**WINSPIRE**

**BOOTH NUMBER: 2**

*Ciero Ramos, Partner Specialist, cramos@winspireme.com*

*Sarah Kinbar, Content Manager, skinbar@winspireme.com*

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Workspace Technology designs and implements problem-solving storage solutions featuring engineered steel products and comprehensive services for museums across the State of Florida. Our vast line of products includes high density shelving systems, art rack systems, flat files, artifact cabinets, widespan shelving, and more.



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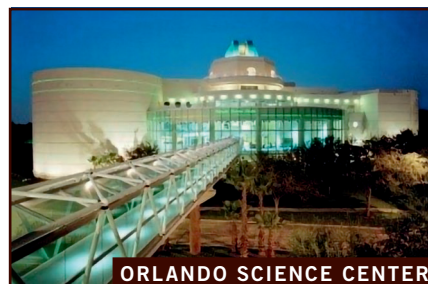
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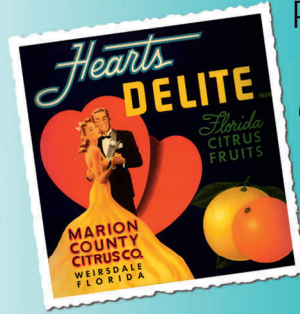
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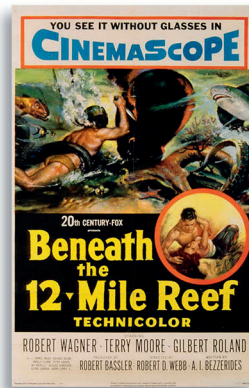


FLORIDA'S HISTORY  
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- The Art of Uncle Monday
- Beaches, Creatures & Cowboys: Florida Movie Posters
- Centennial Faces: By Alvan S. Harper
- Civil Rights in the Sunshine State - *New and Available Now!*
- Crate Expectations (Produce labels)
- Florida Citrus Labels (2 Versions)
- Florida Girls & Boys & Their Toys
- Florida in WWII (2 Versions)
- Florida's Got the Blues (music)
- Forgotten Florida: Farm Security Administration Photographs
- 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



For more information, contact:  
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