



PLANNING FOR OUR FUTURE

2018 FALL CONFERENCE | ANNUAL MEETING

SPONSORED BY NORTHERN ARTERY

FRIDAY, OCTOBER 12, 2018
OLSEN STUDENT CENTER
UNIVERSITY OF MAINE - FARMINGTON

CONFERENCE SCHEDULE

TIME	LOCATION	DESCRIPTION
8 - 8:30 AM	Corridor at the Olsen Student Center	REGISTRATION Morning Coffee Hosted by ANR Transport
8:30 - 9:45 AM	North Classroom A North Classroom B North Classroom C	PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS: BLOCK A Embracing Smart Phones in Exhibit Design Leveraging Resources & Partners to Support Your Marketing Needs Historic 3D Stereoview Photography: Demonstration, Documentation & Research
10 - 11:15 AM	North Classroom A North Classroom B North Classroom C	PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS: BLOCK B Creating a Digital History Tour with StoryMaps Making Events Pay: Maximize Your Resources for Financially Successful Events Sharing Your Bicentennial Story
11:30 AM - noon	Lincoln Auditorium at the Roberts Learning Center	ANNUAL MEETING
noon - 1 PM	South Dining Room North Classrooms A - C	LUNCH *Bring your lunch ticket from your packet!* Roundtable Discussions: Join in the lunchtime "Shop Talk"! Check the tables for topics
1 - 2 PM	Lincoln Auditorium at the Roberts Learning Center	KEYNOTE Presented by Northern Artery Preceded by a performance of "Songs of Maine Waters & Woods", with Jim Sherman & Stephen Sanfilippo Keynote: Deeper Context Downeast: How Maine's Past Informs the Present & Shapes the Future, with Colin Woodard
2:15 - 3:30 PM	North Classroom A North Classroom B North Classroom C	PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS: BLOCK C CODEX: Engage & Inspire Your Community MuseumABLE: Inclusive Experiences Searching for Songs in the Local Archives: The Experience of Finding & Performing History
3:45 - 5:00 PM	North Classroom A North Classroom B North Classroom C	PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS: BLOCK D Wild Blueberry Online Museum How Not to Succeed at Social Media Collaborating Across Boundaries: The State Bicentennial & The Maine History Festival

HELP SHAPE THE FUTURE OF MAINE ARCHIVES & MUSEUMS

We want to hear from you! Drop by Classroom 123 between 8 AM and 3:30 PM to give us feedback on how MAM can best serve you and your organization in the coming years -- and be eligible to win a \$50 gift card or a free MAM membership for a year.



Deeper Context Downeast: How Maine's Past Informs the Present and Shapes the Future

Colin Woodard is an award-winning author and journalist. He is State and National Affairs Writer for the Portland Press Herald / Maine Sunday Telegram, where he was a 2016 Pulitzer Prize finalist and received a 2012 George Polk Award for his investigative reporting.

A native of Maine, Woodard is the author of *American Nations: A History of Eleven Rival Regional Cultures of North America*, which won the 2012 Maine Literary Award for Non-Fiction. His other books include the New England bestseller *The Lobster Coast: Rebels, Rusticators, and the Struggle for a Forgotten Frontier*, the New York Times Times Bestseller *The Republic of Pirates: Being the True Story And Surprising Story of the Caribbean Pirates and the Man Who Brought Them Down*; and *American Character: A History of the Epic Struggle Between Individual Liberty and the Common Good*, which won the 2017 Maine Literary Award for Non-fiction.

THANK YOU TO OUR SPONSORS!

PRESENTING SPONSOR:
NORTHERN ARTERY

HOST SPONSOR:
 AN R TRANSPORT LLC

GOLD SPONSORS:
Colby College Museum of Art | Maine Community Foundation | Maine Office of Tourism | Seal Cove Auto Museum | SmallCorp | Osher Map Library & Smith Center for Cartographic Education | Shape of Love: 200 Years in Maine | University of Maine Department of History | Virtual Archive

SILVER SPONSORS:
Andersen Design | Gnome Landscape, Design, Masonry & Maintenance | Holocaust and Human Rights Center of Maine | M. Gaertner, Historic Building Consultant | Maine Historical Society | Northeast Document Conservation Center | Riverside Museum Solutions | Ted Anderson Design & Photography | UMaineOnline



HOSTED IN THE OLSEN STUDENT CENTER



UNIVERSITY BUILDINGS BY NUMBER		<ul style="list-style-type: none"> ● Emergency Call Boxes ⊕ Student Health Center ★ Public Safety 	[P] Designated Parking Areas DECAL / LOT	RED DECAL 1-6/9/18/21/22/26/28/31	YELLOW DECAL 10/11/12/15/31	BLACK DECAL [First Year] 18/21/22/26	VISITORS 18/21/22/31
1. Merrill Hall	7. Preble Hall	13. Creative Writing House	19. Art Gallery	25. Scott Hall	31. Technology Commons	37. 114 Prescott Street	
2. Alumni Theater	8. Mantor Library	14. Brinkman House	20. Public Safety	26. Mallett Hall	32. Fitness & Recreation Center		
3. Dearborn Gymnasium	9. Olsen Student Center	15. 149 Quebec Street	21. Franklin Academic Success Center	27. Purington Hall	33. Honors Center		
4. Ricker Hall	10a. Roberts Learning Center	16. Look House	22. 101 South Street	28. Stone Hall	34. Psychology		
5. Ricker Addition	10b. Roberts: Lincoln Aud. & C23	17. Ferro Alumni Center	23. Emery Community Arts Center	29. Lockwood Hall	35. President's House		
6. Thomas Auditorium	12. Education Center	18. Admissions	24. Frances Allen Black Hall	30. Dakin Hall	36. 144 Quebec Street		

PUBLIC BUILDINGS BY LETTER: A. American Legion B. Baptist Church C. Catholic Church D. Community Center E. Congregational Church F. Farmington Public Library G. University Credit Union

OLSEN STUDENT CENTER MAP

THIS SIDE: HIGH STREET PARKING LOT #15

THINGS TO KNOW

PARKING

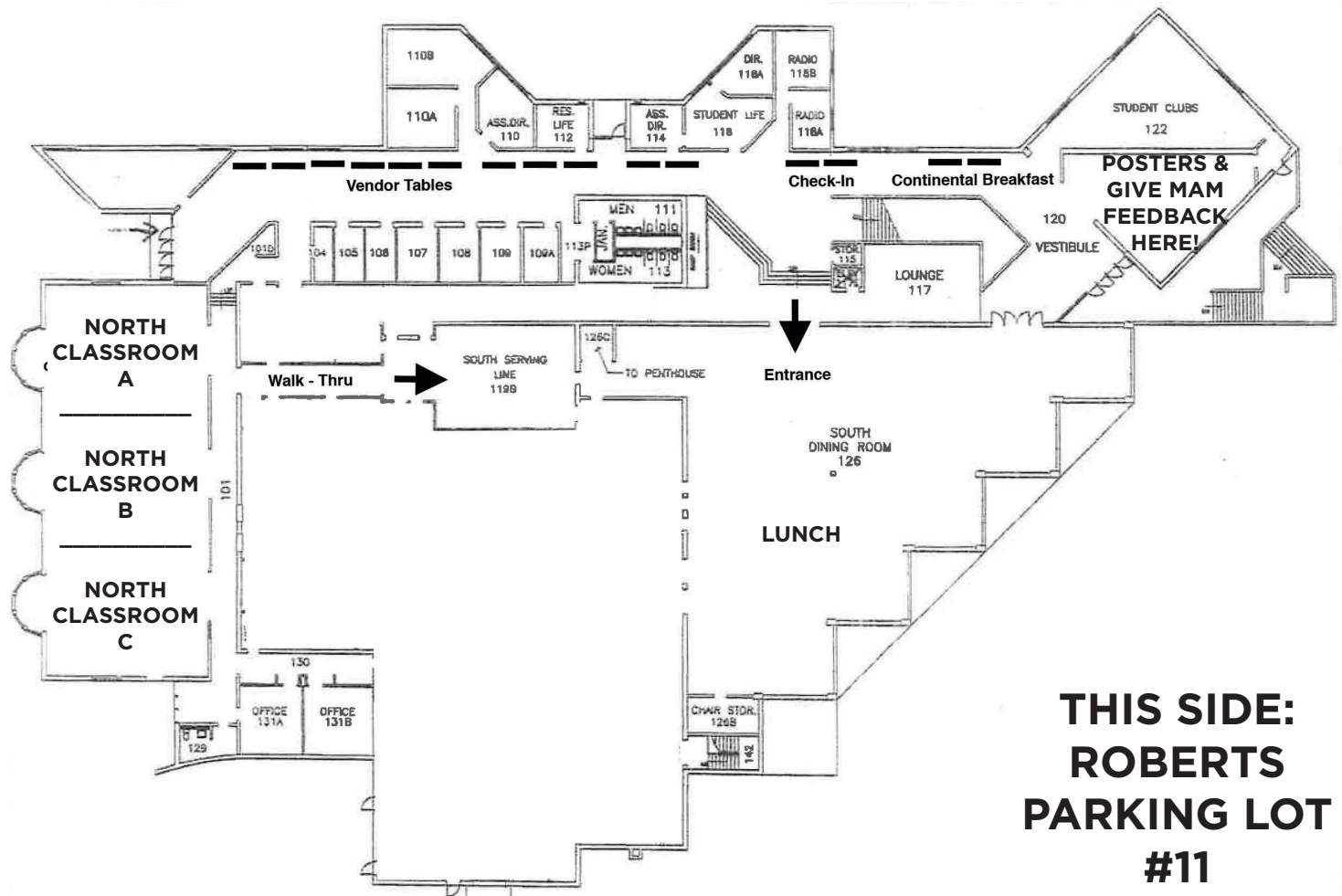
ADA compliant parking is available in the P15 High Street lot. General parking is available in the P11 Roberts lot. On street parking is available on High and South Streets.

BATHROOMS

Gender neutral bathrooms are located on the main floor in the Olsen Student Center on the South Street side of the building. Two multi-stall bathrooms marked "Men" and "Women" are available off the Registration Corridor hallway, near the vendor tables.

FOOD FOR THE ROAD

Should you need of a cup of coffee or snack post conference, The Beaver Lodge offers food to go.



**THIS SIDE:
ROBERTS
PARKING LOT
#11**



SESSION BLOCK A

CONCURRENT SESSIONS 8:30 - 9:45 AM

EMBRACING SMART PHONES IN EXHIBIT DESIGN

*Presented by Rachel Snell, Curator of Collections,
Mount Desert Island Historical Society*

Numerous studies show Americans of all ages are addicted to our smart phones. The urge to peek at email, respond to text messages, or Google a passing thought is difficult to ignore. And yet, most educational and cultural institutions seek to thwart this increasingly natural habit by banning phones or frowning upon their appearance and use.

When planning a new exhibit for the 2018 season, the Mount Desert Island Historical Society wondered what the outcome would be if, instead of swimming against the current of pocket-sized digital devices, we went with the flow instead. This exhibit, titled "Beholdings: Fourteen Introductions to the History around Us," invites visitors to use their smart phones to delve deeper into the objects featured in the exhibit, allowing the visitor to control their experience. This panel will explore the design approaches and outcomes.

LEVERAGING RESOURCES & PARTNERS TO SUPPORT YOUR MARKETING NEEDS

*Presented by Christine Catarino, Marketing
Associate, Beacon Design; Ana Lopes, VP Sales &
Marketing, Beacon Design*

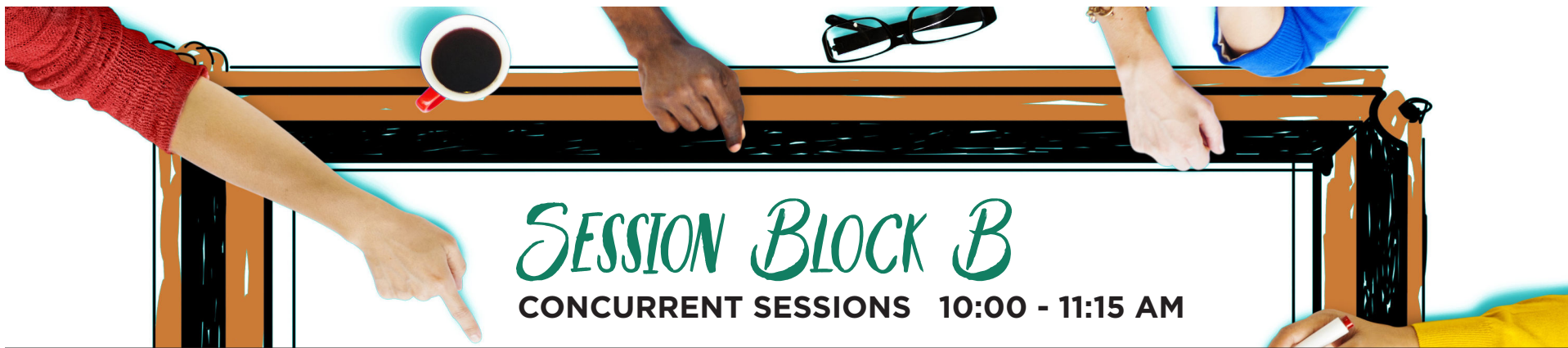
Being a smaller organization in a rapidly growing digital world can be overwhelming. Marketing efforts are increasing as potential donors and sponsors are less likely to answer a call, and more likely to respond to internet queries -- and these increased marketing expectations can be stressful when resources are limited. With limited time, people and money available to them, organizations stick to what they know: cold calling.

In this discussion panelists will reveal other ways to gain access to additional resources without hiring help. They will outline the types of marketing materials you could leverage from your partners and sponsors in order to get more visibility with potential donors.

HISTORIC 3D STEREOVIEW PHOTOGRAPHY: DEMONSTRATION, DOCUMENTATION & RESEARCH

*Panelists include Bernard Fishman, Director,
Maine State Museum; Natalie Liberace, Collection
Manager, Maine State Museum; Benjamin Stickney,
Photo Cataloguer, Maine State Museum*

19th and early 20th century stereoview photographs figure in numerous historical and art collections and represent the chief public medium of non-portrait photography during that period. This panel will present a selection of such images in actual 3D (glasses provided), and examine the major documentation and digitization project recently concluded between the Maine State Museum and the Maine Historic Preservation Commission, which documented, digitized and made available on-line some 19,000 stereoviews, Maine's biggest collection. Panelists will present some very engaging images, outline the importance of stereoviews for historical value and research, and review aspects of the documentation project that might be of value to organizations that have collections of them.



SESSION BLOCK B

CONCURRENT SESSIONS 10:00 - 11:15 AM

CREATING A DIGITAL HISTORY TOUR WITH STORYMAPS

Presented by Dianne Fallon, English Department Chair, York County Community College

StoryMaps is an easy-to-use digital tool that links text, pictures, and locations to tell a story. Anyone from professionals to volunteers to students can use this tool, and others like it, to create engaging digital presentations. In this workshop, we will use the "StoryMap Cascade" app to create a rough draft of a walking or driving tour that can include photos and texts linked to each destination, and which can then be embedded or displayed in your website.

Attendees will need access to computers or a tablet, and should set up a free StoryMaps account at <https://storymaps.arcgis.com> prior to the workshop. To get the most out of the workshop, set up a free Flickr.com, upload a few images, and bring along an Excel spreadsheet that includes a few addresses of locations on your tour. (Note: all are welcome to observe, but participants who wish to leave with a rough draft of their tour need to complete these preparations before the session.)

SHARING YOUR BICENTENNIAL STORY

Presented by Julia Gray, Consultant, Riverside Museum Solutions

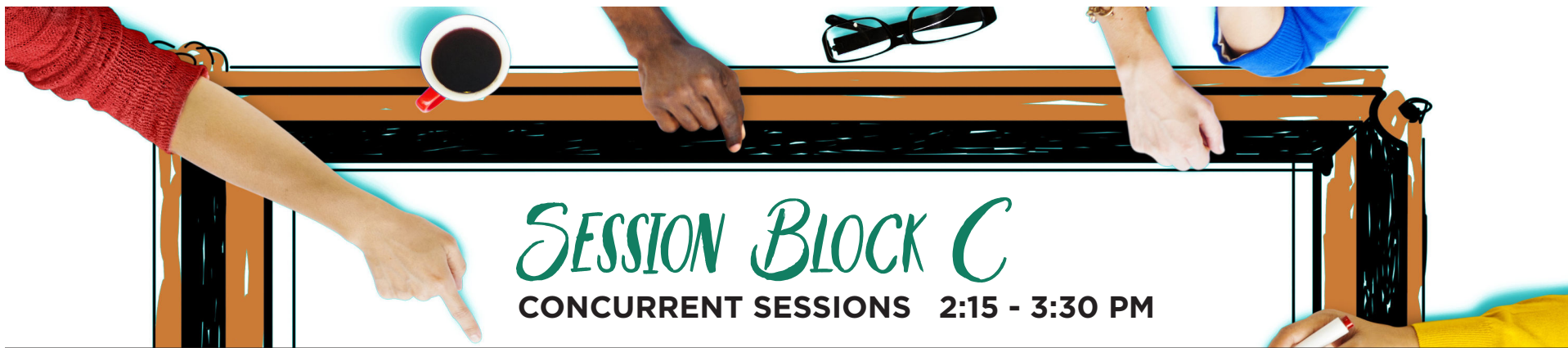
Are you looking for new ways to create relevant, engaging, collaborative exhibits at your organization? Every community in Maine has a story that connects it to the Bicentennial of Maine statehood. In this workshop, we will give you the tools to share your community story with your audiences.

Working in collaboration with the presenter and your fellow participants, you will develop a preliminary exhibit plan. We will address the various components of a good, actionable exhibit plan- everything from The Big Idea to timelines and budgets. You are asked to come to the workshop with an object, a document, an image, a person, a place, or an event from your community that you will build your exhibit concept around. We will give special attention to how you can work with and for your community to make this their story, giving you the tools to create collaborative, community-driven exhibits at your organization.

MAKING EVENTS PAY: MAXIMIZE YOUR RESOURCES FOR FINANCIALLY SUCCESSFUL EVENTS

Presented by Caroline Grimm, Director, Rufus Porter Museum

How often has your nonprofit spent hours of staff and volunteer time planning an event only to have it return lackluster financial results? Join accountant turned museum director, Caroline Grimm, author of "Stop the Cash Flow Roller Coaster," for an innovative and practical look at how to develop financially successful events that maximize the value of staff and volunteer time.



SESSION BLOCK C

CONCURRENT SESSIONS 2:15 - 3:30 PM

SEARCHING FOR SONGS IN LOCAL ARCHIVES: THE EXPERIENCE OF FINDING & PERFORMING HISTORY

Presented by Stephen N. Sanfilippo, PhD in History, Program Coordinator & Secretary, Pembroke Historical Society & James Sherman, Machiasport Historical Society & Instructor, Sunrise Senior College, University of Maine Machias

This session's presenters have discovered historic ballads in the archives of the Pembroke, Machiasport, and Jonesport Historical Societies, the Hannah Weston Chapter of the D.A.R., and the Whitneyville Library. These songs illuminate the history of Washington County, and two have national significance. Each ballad will be sung by the presenters, sometimes using historic paintings and photographs to illustrate the songs. Attendees will be encouraged to sing along. There will be time to discuss how songs were found and set to music, and are used for programs at historical societies and other cultural and educational venues. Most of all, the presentation will encourage those who attend to uncover more of these great songs in their own local archives.

CODEX: ENGAGE & INSPIRE YOUR COMMUNITY

Presented by Justin Moore, Director of Business Development, Codex

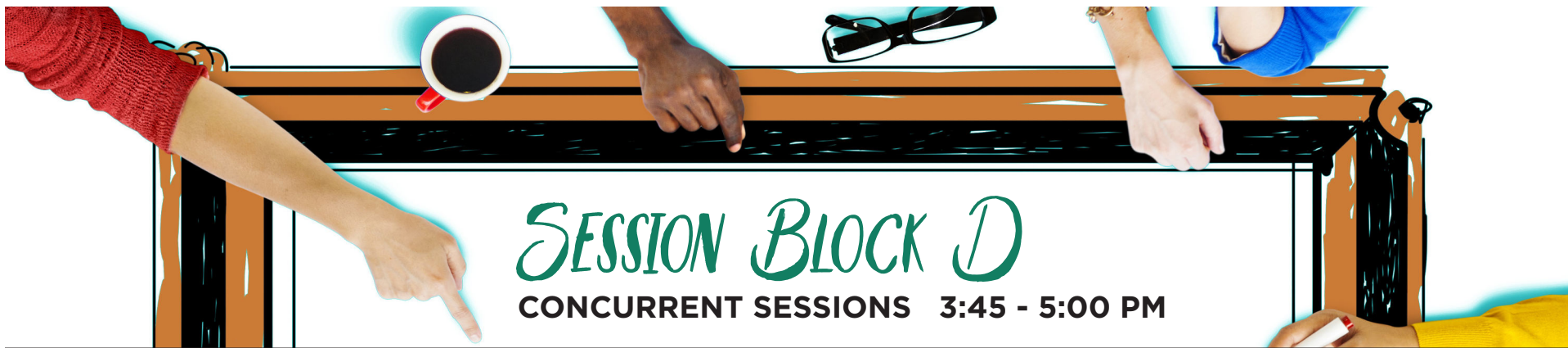
Codex is a technology platform that will give a museum or collecting organization the ability to build a custom digital environment to engage with their online visitors like never before. The digital environment is meant to be an add-on to the organization's current web presence.

This session will be interactive, sharing the Codex story and focusing on how to build a Codex environment from scratch along with how to import digital assets and build custom digital exhibits.

MUSEUMABLE: INCLUSIVE EXPERIENCES

Panelists include Jill Johanning, Architect, Alpha One; Ketra Crosson, Occupational Therapist, Alpha One; Karen H. Perry, Member, Portland Disability Advisory Committee

Is everyone welcome at your museum? This session will address strategies for making Maine museums more navigable by taking a closer look around your museum: Are there obstacles that may prevent some people from feeling comfortable and being able to move around safely? Museums may not be able to change the infrastructure of their space; however, there are usually simple steps that will make your museum more accessible to more people, and safer for all visitors. Being accessible and providing accessible programming to individuals with mobility, vision, hearing, and other disabilities makes a museum more welcoming to increase visitors and volunteers.



SESSION BLOCK D

CONCURRENT SESSIONS 3:45 - 5:00 PM

HOW NOT TO SUCCEED AT SOCIAL MEDIA

Presented by Jon Ippolito, Professor of New Media & Director of Digital Curation graduate program, University of Maine, Orono & Co-director, Stillwater

Should we think of social media as a public or private sphere? Which social media are best for your institution or cause? Should museums collect social media, and how? Who owns the copyright to a selfie taken in front of the Mona Lisa? How can curators and archivists protect images and facts they share from being used out of context--or should they? What can we learn from campaigns that triumphed? From those that flopped?

Following a brief survey of the mechanics of popular platforms, this talk will probe some of the conundrums posed for museums and other institutions by this increasingly de-centered conversation about culture.

COLLABORATING ACROSS BOUNDARIES: THE STATE BICENTENNIAL & THE MAINE HISTORY FESTIVAL

Panelists include Steve Bromage, Executive Director, Maine Historical Society; Alex Miller, History graduate student, UMaine Orono; Liam Riordan, Professor of History, UMaine Orono; Christopher Strople, Assistant Professor of Education, UMaine Farmington

This panel will explore how local historical societies (and other cultural organizations) can collaborate with scholars, teachers, and students about the upcoming state bicentennial in 2019-2020. Panelists will offer a "History Festival," showing exhibit-style presentations featuring the diverse efforts across the state to help participants better understand the statehood process and the commemoration of statehood.

WILD BLUEBERRY ONLINE MUSEUM

Presented by Joline Blais, Associate Professor New Media, University of Maine, Orono; Nichole Oakes, New Media Capstone student, UMaine; Marie Emerson, New Media Capstone student, UMaine

This workshop will show the results of a one year project undertaken by four UMaine classes to create an online Maine Wild Blueberry Museum prototype site. This workshop will show easy techniques for creating media content and discuss ways to transfer these skills for crowdsourcing community production of more local "blueberry raking" stories.



POSTER EXHIBITS

Classroom 123 at the Olsen Student Center

Drop by the Poster Exhibit Area to see displays from colleagues!

VENDOR EXHIBITS

Corridor at the Olsen Student Center

Visit our vendors throughout the day in the Registration Area. Vendors include:

- Maine Community Foundation
- Osher Map Library & Smith Center for Cartographic Education
- Virtual Archive
- University of Maine Dept. of History
- Northeast Document Conservation Center
- Maine Historical Society
- UMaineOnline
- Holocaust & Human Right Center of Maine
- Andersen Design
- Shape of Love: 200 Years in Maine (project of Home Ice Productions)

LUNCHTIME ROUNDTABLE DISCUSSIONS

North Classrooms A - C

Enjoy “shop talk” over lunch at a hosted table with colleagues from the following interest groups:

- Capital Campaigns
- Historical Societies Networking
- Collections
- Directors / Administration
- Exhibit Design
- Archivists
- Security & Access
- Diversity, Inclusion & Social Justice in Archives & Collections

HELP SHAPE THE FUTURE OF MAINE ARCHIVES & MUSEUMS -- AND WIN!

Classroom 123 at the Olsen Student Center

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Dela Murphy, a consultant from Nuf Sed Communications, is eager to speak with you!

THANK YOU TO OUR HOST COMMITTEE

Chair: Cipperly Good, Collections Manager/Curator, Penobscot Marine Museum
 Lorraine DeLaney, Registrar for Exhibitions and Loans, Colby College Museum of Art
 Renee DesRoberts, Special Collections Librarian, McArthur Library
 Tim Garrity, Executive Director, Mount Desert Island Historical Society
 Erin Rhodes, Archives Education Librarian, Colby College Miller Library Special Collections
 Kate Herbert, Digital Archivist, Maine State Archives
 Katie Donahue, Technical Services and Metadata Librarian, Collection Management, Colby College Libraries
 Larissa Vigue Picard, Director, Pejepscot Historical Society
 Deborah Staber, Museum Director, Good Will-Hinckley
 Dugan Murphy, Executive Director, Maine Archives & Museums