

“Hot Iron! Branding Montana’s Museums for the Future”



**Museums Association of Montana
2019 Annual Conference
March 7th-9th
Sleep Inn & Suites
1006 S. Haynes Ave.
Miles City, Montana
59301**

Wednesday, March 6

3:00-7:00 ***MAM Board of Directors Meeting***
Sleep Inn
1006 S. Haynes Ave.

Thursday, March 7

7:00-3:00 **Conference Registration – Sleep Inn Lobby**

8:00-12:00 **Workshop**

Digital Marketing Workshop (venue TBD)

Presenters: Julia Quigley, Jennifer Birnel, MAM Board Members

The world today is driven by the Internet. People use their phones for their phone book, maps, research, travel planning, and all manner of activities. Come learn how you can improve your museum's digital

presence in this hands-on workshop. Bring your laptop, so you can implement the ideas as we go and leave the workshop with an improved online presence and discoverability.

Cost- \$ 50.00 member

\$ 60.00 non-member

8:00-12:00

Workshop

Textiles: Costume Care Basics (Offsite at Miles City Academy)

Presenter: Pat Roath, Curator of Collections & Exhibits, Hockaday Museum of Art

A workshop all about the old clothes in your collection! We will touch on identification of garment date, materials & techniques of construction; how to best handle fragile textiles, basic care in storage and on exhibit, and attempt to answer your questions about these wonderful and evocative artifacts. Bring your questions and images of textile or costume pieces in your collections. There will be plenty of time for interaction & discussion.

Cost- \$ 40.00 member

\$ 50.00 non-member

1:00-4:00

Workshop

Third Life Taxidermy: Bringing Your Museum's Taxidermy Back to Life... Again (Offsite at Range Riders Museum)

Presenter: Jenn Hall, Marketing Coordinator for Carter County Museum

Taxidermy is nearly ubiquitous in Montana's museums, serving as a record not only of the area's natural history but of some of the state's earliest wildlife artists. The craft of taxidermy, however, is obscure enough that museums rarely have the training or resources to properly assess the quality, worth, and future of these pieces. In this workshop, taxidermy specialist and museum professional Jenn Hall will discuss and demonstrate various issues and techniques for mount care including the following topics: Why it matters, taxidermy techniques for the museum professional, and community involvement. Bring images of your museum's taxidermy for a prescription and demos!

Cost- \$ 50.00 member

\$ 60.00 non-member

9:00-12:00

Tours

Terry Montana and Evelyn Cameron

Presenters: Jim Willson, Bus Guide, Glenn Heitz, Museum Guide

Evelyn Cameron was a photographer and diarist of the American West, who documented her life as a pioneer near Terry, Montana from the late 1890s onward. She is best known for her photography chronicling the early life of settlers in Eastern Montana, depicting cowboys, shepherders, weddings, river crossings, freight wagons, ranch, work, badlands, coyotes, eagles, and wolves. On the edge of the scenic badlands and the home of the moss agate, the Prairie County Museum and Evelyn Cameron Gallery

house a collection of her works. The museum complex is the essence of the old pioneer life, the way it was lived, how it was endured, and how we thrived in eastern Montana.

Cost- \$ 30.00 member

\$ 40.00 non-member

1:00-4:00

Saints and Sinners in Miles City

Presenter, Sharon Moore, Miles City Academy Executive Director

The development progression of western frontier towns was often closely interwoven with the building of churches, bars, and brothels. This tour will start with four of the oldest churches in town (Episcopal, Catholic, Presbyterian, and Methodist) with beautiful stained-glass windows and architecture. They were involved in the taming of a rough and rowdy cowtown. Some of the funding for these churches came from some of the rowdier establishments, including some of the ladies who worked in the brothels, making the history even more complex and interwoven. The tour will conclude with a tour of three bars (Bison, Trails End, and Montana) that have their own historic contribution to the settling of Miles City and interesting architecture and stories to share. Some of the structures on the tour are on the National Register of Historic Places.

Cost- \$ 30.00 member

\$ 40.00 non-member

4:15-5:15

First Timers' Orientation and Welcome to the Eastern Montana Museums Association (EMMA) [location]

Hosts: Tate Jones and Matt Lautzenheiser; MAM Board Members

If you are a first-time attendee to the conference, please join Matt and Tate to learn more about what MAM has accomplished and what the future looks like.

5:30-9:00

Progressive Reception: (Note specific times at each venue)

Join fellow MAM conference attendees as museums in the Miles City area host a reception in your honor. Must provide own transportation.

5:30-7:00 – WaterWorks Art Museum: 85 Water Plant Rd.

6:30-8:00 – Range Riders Museum: 435 I-94 Bus. (West Main St.)

7:30-9:00 – Historic Miles City Academy: 1411 Leighton Blvd.

Friday, March 8

7:30-12:00

Registration – Sleep Inn Lobby

Silent Auction and brochure drop off

8:00-8:45

Breakfast and Plenary

Welcome: *Miles City Mayor John Hollowell*

MAM President's Update: *Amanda Trum*

State and National Advocacy Update: *Deb Mitchell*

- 9:00-10:15 ***Design Basics for Museum Nerds***
Presenter: Lauren Hunley, Community Historian, WHC
What makes good museum graphic design? This session explores the good, the bad, and the ugly of museum design choices. Learn practical tips and accessibility considerations for designing exhibit panels, object labels, and marketing materials.
- 9:00-10:15 ***Digital Storytelling***
Presenter: Justin Moore, Director of Business Development for Codex
Join Justin as he starts off with a discussion on digital storytelling – with a focus on the typical steps it takes to accomplish a great result. Visually see a 'HOW TO' demonstration of Codex where the audience will see how they can easily create a stunning digital world and exhibits to highlight and share their stories. Also included will be a case study surrounding our first Montana based client, Little Big Horn College Library and Archives.
- 9:00-10:15 ***Historic Cemetery Preservation***
Presenter: Charlene Porsild, Montana History Foundation CEO
Cemeteries provide a lasting reminder of earlier generations, but they are often in a state of neglect and disrepair. In this session, Montana History Foundation President/CEO Charlene Porsild will highlight the innovative technologies available to help locate, map, protect, and preserve historic cemeteries. Dr. Porsild will also highlight additional resources available for cemetery preservation training, potential funding sources, and contact information for preservation specialists.
- 10:15-10:30 **Break: Sponsored by Stockman Bank**
- 10:30-11:45 ***Cultural Evolution and the Historic House Museum***
Presenter: Jennette Rasch, Curator, Moss Mansion
As we have opened the space of the Moss Mansion Museum to self-guided tours, we have also opened the hallowed space to other cultural offerings and events. It is a balancing act to ensure the preservation of the building and the collection as we grow and change into a new kind of Historic House Museum. Embracing the possibility of house museums as cultural centers brings unique challenges but also endless possibilities. The concepts we are exploring are applicable to museums across the state as we challenge the ideas associated with how museum spaces can function to better educate communities and other visitors as well as ensure stable funding into the future.
- 10:30-11:45 ***Reaching Rural Students: Museum Partnerships That Expand Outreach***
Presenter: Sabre Moore, Executive Director, Carter County Museum

Join educators in a discussion of the unique needs of rural schools and how to better reach students throughout the State of Montana with thoughtful collaborations. Explore rural field trip research and brainstorm ways to expand outreach for museums of any size or budget.

10:30-11:45 ***Caring for, Storing, and Displaying Quilts Under the Big Sky***
Presenter: Ted Hughes, Curator of Collections, Historical Museum at Fort Missoula

Do you have quilts in your collection? Do you have an upcoming exhibit planned revolving around quilts and their history? This session will discuss best practices on storing and preserving quilts. We will also talk about our recent exhibit including how we researched and properly displayed quilts from our collection, along with some of the interesting history we uncovered.

12:00-1:30 ***Lunch -***

Membership Business Meeting

State of the Montana Historical Society: *Bruce Whittenberg, Executive Director*

Keynote Speaker: *Wally Badgett, Artist and Miles City Historian*

The World-Famous Miles City Bucking Horse Sale is intricately woven into the history of the horse in southeastern Montana and the town of Miles City. The event has evolved over time and draws thousands of people to Miles City every year to watch rodeo and experience the western life style. Sit back and enjoy the ride as Wally Badgett gives us the history of this great event.

1:45-3:00 ***Curating Historic Trash: A Case Study of Objects Ejected from a Hot Spring***
Presenter: Colleen Curry, Museum Curator, YNP

Litter bugs are, unfortunately, not a modern phenomenon and even our most special natural places are not exempt. For almost 150 years, Yellowstone National Park has dealt with trash accumulated in historic camps and hotel dumps, as well as in thermal features. On September 15, 2018, for the first time in the park's history, a thermal feature (Ear Spring) ejected items that had been thrown into it by thoughtless individuals for decades. Learn what objects were ejected, how we dated some of them, what they tell us about visitors of certain periods, and how they are being preserved in the park's museum collections.

1:45-3:00 ***Defining the Gray Area Between Roles of Executive Directors, Board Members and Staff***

Presenter: Bill Jones, Retired Exec. Director, MAM Board Member

Join Bill Jones in a conversation about the separate roles of the board, director, and staff, and when and why you need to be careful that lines are not crossed. Bill will talk about personal experiences and encourage participants to talk about theirs, having time to ask questions about real life problems. Discussions will focus responsibilities in regard to the mission, policy, future direction and fiduciary.

- 1:45-3:00 ***Saving Gems from the Dump***
Presenters: Jennifer Birnel, MMP Director and Sharon Moore, Range Riders Museum
The Range Riders Museum, the *Miles City Star*, and a former *Star* staff photographer worked together to rescue a rare gem—photographs of the last cattle drive from Texas to Montana in 1995 and re-enacted trail drives from the 1880's-- from storage and dangers of deterioration and disposal. Learn how these partners worked together to preserve and share a collection of photographs taken by a staff photographer of this significant local event. The lessons learned might help you rescue, preserve, and share your own local gems.
- 3:00-3:15 **Break: Sponsored by EMMA** (Eastern Montana Museums Association)
- 3:15-4:30 ***Our Home, Our World: Museum Collaborations Across Borders***
Presenter: Sabre Moore, Executive Director, Carter County Museum
In 2016, four museums in Kumamoto, Japan and two museums in Montana, USA began a collaboration built on the strong sister-state relationship between Montana and Kumamoto. What began as a sharing of ideas, scientific knowledge, and training methods evolved into this robust educator's guide highlighting our increased appreciation of our sister-state relationship and shared understanding of earth and space science. The finished curriculum, "Our Home, Our World: Discovering Earth and Space Science in Kumamoto and Montana" was launched in October 2017. Here is the story of that journey and how you can replicate international collaborations in your own communities.
- 3:15-4:30 ***Downsizing History: Who to Keep and Who to Pitch!***
Presenter: Lyndel Miekle, Former National Park Ranger, Grant-Kohrs Ranch
Join Lyndel as she covers museums' tendencies to tell the stories of the rich, the lawless, the heroes, and others at the top of the social food chain while failing to utilize the histories of the vast majority of the population in Montana history. Take advantage of Lyndel's forty-three years as a National Park Ranger and learn how to make the best interpretive choices for your museum.

- 3:15-4:30 ***DIY Museum Storage Solutions***
Presenter: Lauren Hunley, Community Historian and Cecelia Gavinsky, Collections Manager, WHC
Museum storage can be frustrating and expensive, but it can also be done practically and affordably. In this session, learn real DIY tips from making your own, custom box to creating tailored object supports.
- 5:00-6:00 ***History Happy Hour No Host Bar (Offsite at Range Riders Museum)***
- 6:00 ***MAM Banquet (Offsite at Range Riders Museum)***
Scholarship award winners
Awards Presentation
Keynote Speaker – *Dr. Herman Viola*- Dr. Viola is a curator emeritus at the Smithsonian's National Museum of Natural History. A specialist on the history of the American West, he served as director of the Museum's National Anthropological Archives in addition to organizing two major exhibitions for the Smithsonian.
Live Auction – *Zane Kittelmann*, Auctioneer

Saturday, March 9

- 8:00-9:15 ***Documentation and Preservation 101***
Presenter: Amanda Streeter Trum, Curator of Collections, MHS
Get up to speed on the best practices for managing your collection! We'll go over the basic policies and procedures that you'll want to have in place for properly maintaining your collection using templates and examples to guide us. Learn what documents and files will help track artifacts and information, and discuss what actions to take to keep your artifacts safe and accessible. All templates and examples will be available to take away.
- 8:00-9:15 ***The Ties that Bind: Local Museums and Local Government Collaboration to Preserve Historic Local Government Records***
Presenters: Jodie Foley, State Archivist, and Penny Redli, Executive Director of the Museum of the Beartooths
Penny Redli successfully gained funding and support for her museum from Stillwater County, gaining the museum status as the official historic records repository for Stillwater County. That status allowed the museum a part time employee and a promise of new space for the expanding archives. Jodie Foley works with local governments to help them preserve their historically significant records. One aspect of that work is fostering relationships between local museums and local governments to preserve historic government records either through training or direct assistance. This session will explore the benefits and challenges of local museum and local government collaboration, and thoughts on how to determine if that route is right for your museum.

- 8:00-9:15 ***WARM STRIJKIJZER! Branding the Museums of the Netherlands for Dutch, European and International Audiences***
Presenter: Tate Jones, Executive Director, Rocky Mountain Museum of Military History
 Well before Montana's statehood, the Netherlands commenced a rich tradition of cultural preservation. Join us for an illustrated overview of the country's heritage as displayed in its local, regional and national institutions, plus insights on current Dutch museum issues and their possible application in a Montana context. Operations surveyed will include Airborne Museum Hartenstein, the Gelderland Trust, the German Xanten Romermuseum Park, the Nationaal Bevrijdings Museum, the Hollandse Waterline, and Amsterdam's "mother ship," the Rijksmuseum!
- 9:15-9:30 **Break: Sponsored by Robert and Claudia Brown**
- 9:30-10:45 ***Collections Conundrums Encore!***
Presenters: Amanda Streeter Trum, MHS Curator of Collections, Colleen Curry, YNP Museum Curator, Pat Roath, Hockaday Curator of Collections & Exhibits
 Join us for a continuing discussion of collections-related topics that affect most Montana museums and possible solutions to common problems. Bring your collections questions!
- 9:30-10:45 ***Successful and Fundable Local Museum Projects***
Presenter: Carissa Beckwith, Grant Manager at Montana History Foundation
 Hear from three organizations in eastern Montana that received project grant funding from the Montana History Foundation. Grantees Carter County Museum, Bighorn County Museum and Range Riders Museum will share the historic importance of their project, its success, and how they secured funding. Montana History Foundation Grants Manager Carissa Beckwith will facilitate this conversation and provide additional information on how other museums can find and secure grant funding.
- 10:45-12:00 ***Closing Plenary: Symbols of History; Montana Livestock Brands***
Presenter: Zoe Ann Stoltz, MHS Reference Historian
 XIT, Tuning Fork, Yoke, Elk Horn, Rocking R, EvE, Two Dot, Bar R- Livestock Brands. Each evokes thoughts of a time, place, or personality. February 10, 1873, the entity destined to become Montana's Department of Livestock began recording Livestock Brands and Marks. Since that time, hundreds of thousands of Montanans, including cattle barons, homesteaders, music teachers, and authors, have recorded their own brand. Each recording tells a story. These stories are vital components to Montana's history, culture, and identity. Zoe Ann will

discuss not only the creation of the Livestock Records, but their amazing Montana legacies.

Join us at the end of the plenary for the drawing!

Silent Auction

At both the Annual Conference and the Montana History Conference, the Museums Association of Montana hosts a Silent Auction. The money generated from these auctions goes towards providing scholarships for people to attend the MAM Annual conference, as well as providing funding to bring in speakers for our conference sessions. Please bring items for the auction and leave them at the conference registration desk. Thank you for your contributions.

If you have any questions about the conference, please contact:

Deb Mitchell - MAM Executive Director - 406-444-4789 or dmitchell@mt.gov

Amanda Streeter Trum - Conference Chair - 406-444-4719 or atrum@mt.gov

LODGING OPTIONS

CONFERENCE HOTEL:

Sleep Inn

1006 S. Haynes Ave.

