

ABOUT WVAM

The mission of the West Virginia Association of Museums is to serve, educate, advocate for, and enhance communications within the museum community. WVAM carries out this mission by listening to its members, serving their interests, and keeping members informed of current standards and activities on a national scale.

The West Virginia Association of Museums was organized in 1989 and officially established when the Southeastern Museums Conference (SEMC) met in Charleston, West Virginia, in 1990. At that time, the local planning committee decided to create a state association that would benefit the institutions, professionals, volunteers, and others interested in the museums of the Mountain State. They voted to adopt a constitution and bylaws and form the West Virginia Association of Museums (WVAM).

The WVAM Board of Directors is comprised of a president, vice-president, secretary, treasurer, immediate past president, and six directors-at-large. The Board meets bimonthly to conduct the affairs of WVAM.



West Virginia Association of Museums

P.O. Box 4589

Morgantown, West Virginia 26504

museumsofww@gmail.com

<https://www.museumsofww.org>



FOLLOW WVAM ON SOCIAL MEDIA FOR EVENTS, UPDATES, AND WORKSHOPS

WWW.FACEBOOK.COM/MUSEUMSOFWV

TWITTER.COM/MUSEUMSOFWV

WWW.INSTAGRAM.COM/MUSEUMSOFWV

BECOME A MEMBER TODAY!

Individual \$25

Individual Senior Citizen (65+) \$20

Institution Level 1 (1-4 people) \$50

Institution Level 2 (5-10 people) \$100

Institution Level 3 (11-20 people) \$200

Corporate \$100

Student \$15

Universities and National Service Programs (10-15 people) \$150

ABOUT WVAM

MEMBERSHIP BENEFITS

- WVAM members receive a discounted registration fee for WVAM's Annual Conference held each spring.
- WVAM members will be featured on WVAM's online museum directory.
- Members have access to members-only section of WVAM website with resource library.
- Members also receive exclusive access to members-only WVAM content including conference PowerPoints, recorded workshop and conference sessions, and past newsletters.
- Members receive our bi-annual newsletter and bi-weekly e-mail blasts featuring news, listings of workshops and classes, grant opportunities, and more.
- Member sites are eligible for the annual Institution of the Year Award, announced each year during the WVAM Conference.
- Scholarships to WVAM's Annual Conference are available to individual members as well as institutional members on a per-person basis.
- WVAM members receive free or discounted admission to WVAM workshops.
- Members receive discount codes for museum and archives supply companies, such as Gaylord Archival.
- New exhibits, events, news, and more from our member sites will be shared on our social media platforms, website, and newsletter.

LEARN MORE ABOUT MEMBERSHIP AT WWW.MUSEUMSOFWV.ORG/MEMBERS

Individual Memberships:

Individual members enjoy full membership benefits for one person. The individual membership is suitable for volunteers, fulltime students, retired professionals, independent professionals, friends and trustees of museums, and other individuals who have an interest in the museum sector.

Institutional Membership:

Please choose the institutional membership level if you work for a museum/institution that plans on sharing membership privileges among its personnel. Membership fees for institutions are determined by the number of people who will have access to membership benefits. Institutional members also have the benefit of WVAM advertising for events.

Corporate Membership:

This membership level is for for-profit companies. The membership benefit for this tier will include an automatic vendor table at our conference and the logo and website of the company will be listed on our website.

2023 CONFERENCE SPONSORS

THE MAGIC LANTERN

Digital Media Exhibit Production



Video Production From Script to Screen

We are a full service video production company. At the Magic Lantern we can write the script, shoot any video needed and do all post-production in house to provide a superior product for less.



Touchscreen Interactive Production

The Magic Lantern can also program complex touchscreen interactives to make your museum's visitor's experience all that more engaging.



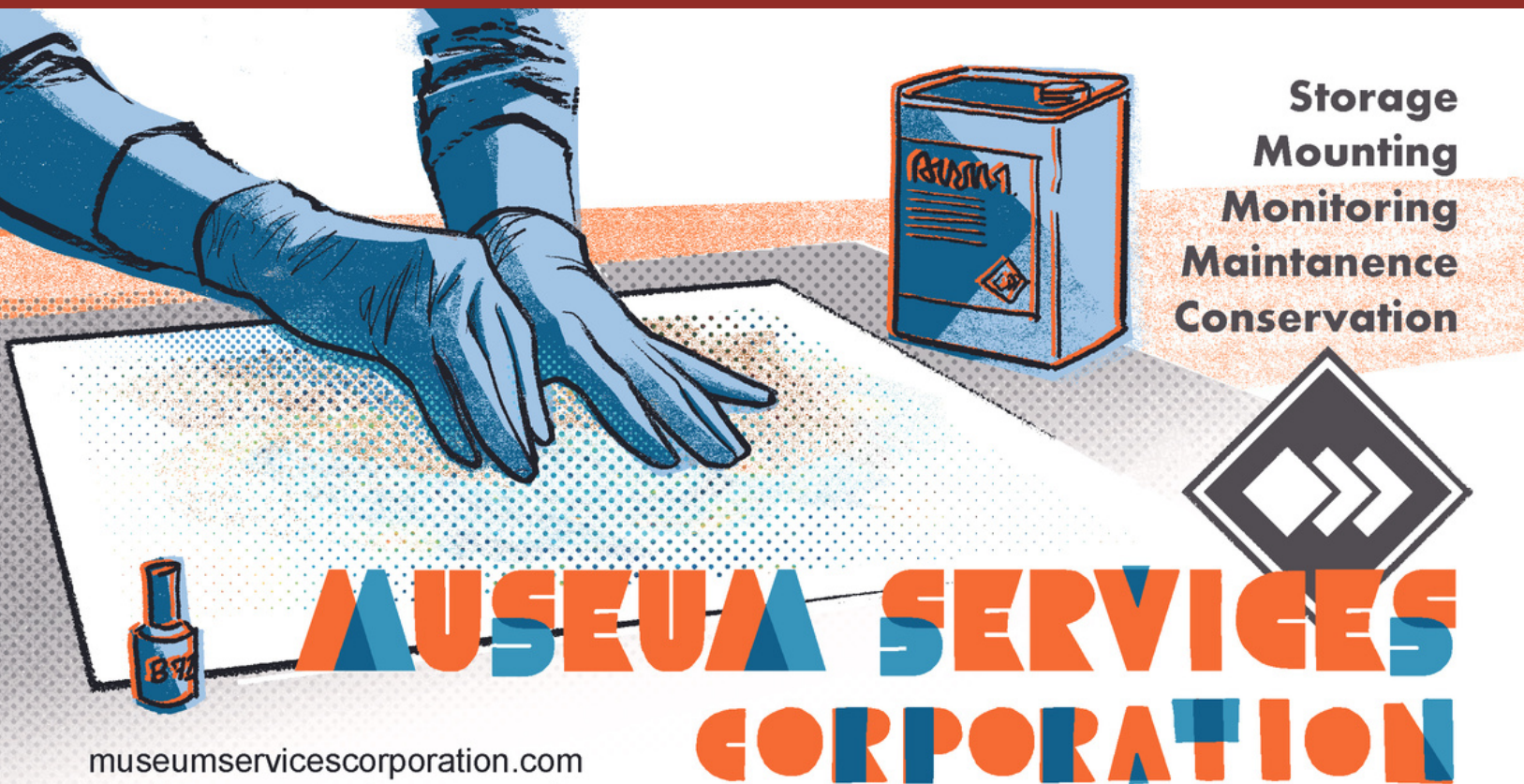
Immersive Visitor Digital Experiences

We love pushing the boundaries of what we can do, and are able to provide immersive experiences. From simulations to 360 degree interactives to VR experiences. No matter what your idea, we will be able to make it a reality!



Contact info
info@themagiclantern.com
www.themagiclantern.com
(412) 391-4625

2023 CONFERENCE SPONSORS



Storage
Mounting
Monitoring
Maintenance
Conservation

MUSEUM SERVICES CORPORATION

museumservicescorporation.com
info@museumservicescorporation.com
385 Bridgepoint Way, S St Paul, MN 55075
651-450-895

Equipment and supplies for
individuals and institutions.



WEST VIRGINIA HUMANITIES COUNCIL

*is one of the most museum-friendly
resources in the state!*

Easy-to-manage minigrants up to \$2,000

Perfect for one-time events or exhibits
Apply online four times a year:
Feb 1, Apr 1, June 1, Oct 1

Major grants up to \$20,000

Great for larger programs and projects
Apply online twice a year: Feb 1, Sept 1

History Alive! reenactor program

In-character presentations of figures from
American history, suitable for all ages.
Affordable programming for your venue.

Traveling exhibits

Growing roster available free of charge. New
Civil War and statehood exhibit debuting this year!

eWV: The online West Virginia Encyclopedia

The most complete, reliable web reference
for West Virginia history and culture.

www.wvhumanities.org

2023 CONFERENCE SPONSORS



PRESERVING SNOW
SPORTS HISTORY IN THE
MOUNTAIN STATE



LOCATED IN
CANAAN VALLEY!



WEEKEND
HOURS OR BY
APPOINTMENT



SNOW SPORTS MUSEUM OF WEST VIRGINIA

PRESERVING SNOW
SPORTS HISTORY IN THE
MOUNTAIN STATE



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our
website
and more!



PRESERVING SNOW
SPORTS HISTORY IN
THE MOUNTAIN STATE



Visit us!

6459 APPALACHIAN HWY.
DAVIS, WV 26260
SNOWSPORTSMUSEUMWV.ORG



On Exhibit

- Hall of Fame ❄️
- Lost and Forgotten Ski Areas ❄️
- Ski Teams of WV ❄️
- Cabin Mountain: Six Ski Areas from
Driftland to Timberline ❄️
- And more! ❄️

Visit Us

- 6459 Appalachian Highway
Davis, WV 26260
- snowsportsmuseumwv.org
- ssmwv@icloud.com
- snowsportsmuseumwv
- snowsportsmuseum_wv



THANK YOU FOR YOUR SUPPORT!

SCHEDULE OVERVIEW

All events take place at Cedar Lakes unless otherwise noted. ◀

THURSDAY, APRIL 13TH

| | | |
|-----------------|--------------------------|-------------------------|
| 10:00AM-12:30PM | Pre-Conference Tour 1 | Meet at Holt Lodge |
| 1:30PM-5:30PM | Pre-Conference Tour 2 | Meet at Holt Lodge |
| 3:00PM-6:00PM | Registration Open | Jackson Hall Lobby |
| 3:00PM-5:30PM | Pre-Conference Workshops | Vocational 1 & 2 |
| 5:00PM-6:00PM | History Alive! | Jackson Hall |
| 6:00PM-7:30PM | Regional Meetup | Ripley Public Library ▶ |

FRIDAY, APRIL 14TH

| | | |
|-----------------|---|--------------------|
| 8:00AM-4:00PM | Registration open | Jackson Hall Lobby |
| 9:00AM-10:00AM | Morning Session 1 | Various |
| 10:15AM-11:15AM | Morning Session 2 | Various |
| 11:30AM-12:30PM | Morning Session 3 | Jackson Hall |
| 12:30PM-2:00PM | Lunch Break | On Your Own |
| 2:00PM-3:30PM | Afternoon Session 1 | Various |
| 3:45PM-5:15PM | Afternoon Session 2 | Various |
| 6:00PM-8:30PM | Reception including History Alive! at 7:00PM | Starcher Mansion ▶ |

SATURDAY, APRIL 15TH

| | | |
|-----------------|---------------------|--------------------|
| 8:00AM-4:00AM | Registration open | Jackson Hall Lobby |
| 9:00AM-10:00AM | Morning Session 1 | Various |
| 10:15AM-11:15AM | Morning Session 2 | Various |
| 11:30AM-12:30PM | Morning Session 3 | Various |
| 12:30PM-2:00PM | Lunch Break | Dining Hall |
| 2:00PM-3:30PM | Afternoon Session 1 | Various |
| 3:45PM-5:15PM | Afternoon Session 2 | Various |
| 6:00PM-9:00PM | Banquet and Keynote | Jackson Hall |

MAIN LOCATION



Conference registration, sessions, and the Saturday banquet & reception will be held in Jackson Hall (#12)

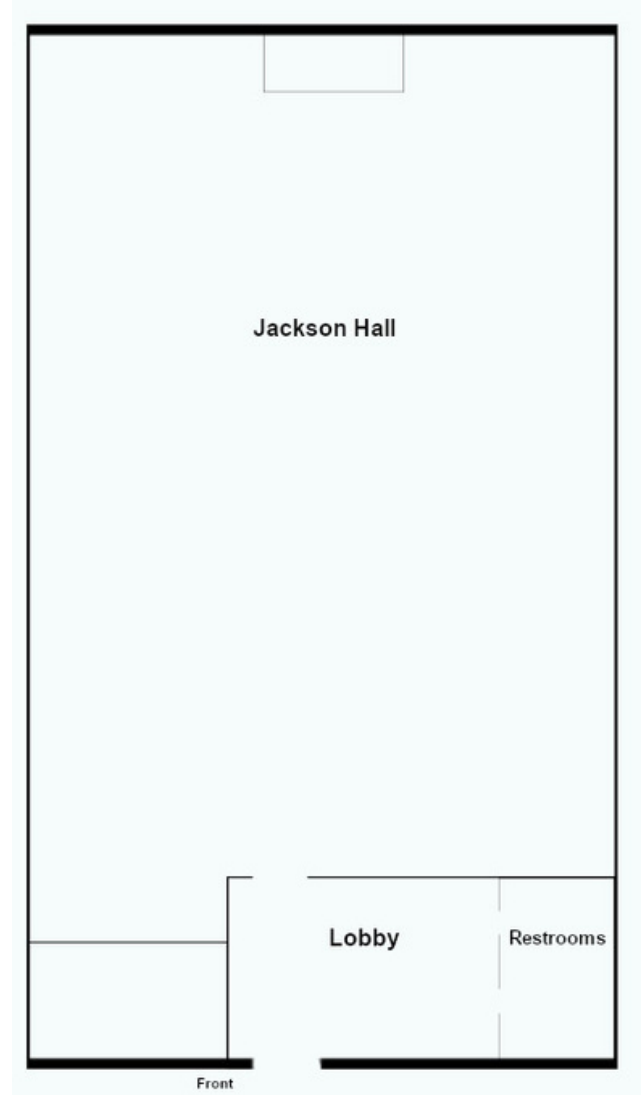
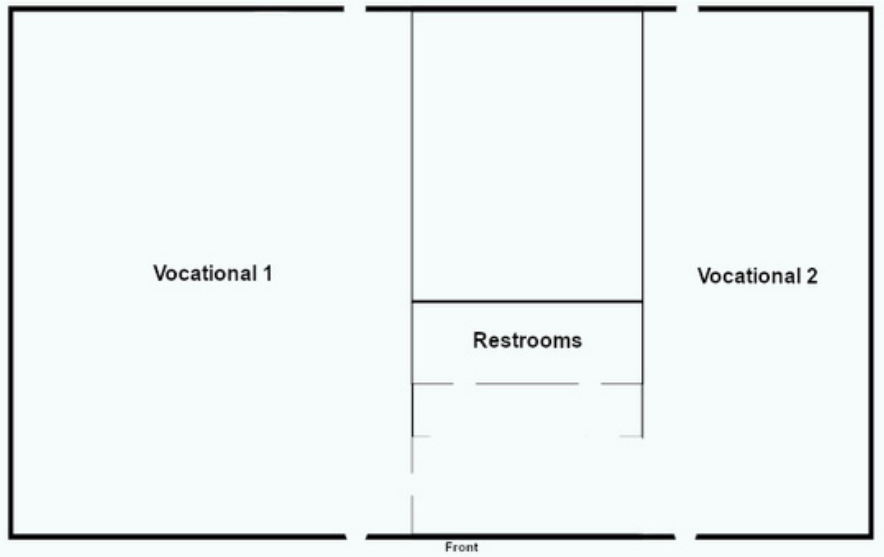
Conference sessions will be held in Vocational Hall (#11)

Lodging:
Conference lodging is at Holt Lodge (#63)

Dining:
Lakeview Dining Hall (#26)
Covered Bridge Cafe & Administration (#1)

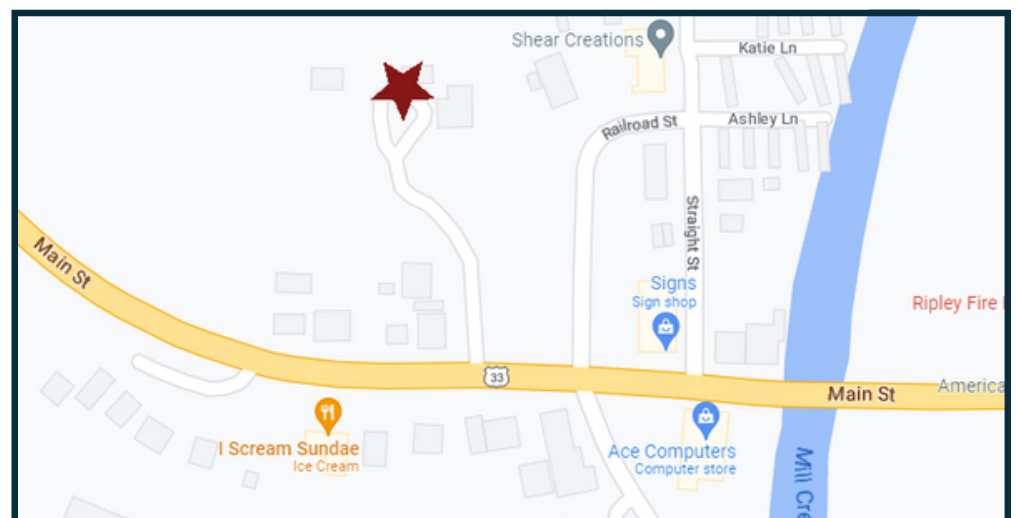


SESSION AND EVENT MAPS



Registration: Jackson Hall Lobby
Sessions: Vocational 1 & 2, Jackson Hall
Banquet & Keynote: Jackson Hall
Vendor Tables: Jackson Hall
Auction/Raffle Tables: Jackson Hall

FRIDAY
RECEPTION
LOCATION IN
RIPLEY



Starcher Mansion
509 US-33, Ripley, WV 25271

PRE-CONFERENCE

JOIN WVAM FOR TOURS, WORKSHOPS, AND THE MID-OHIO REGIONAL MEETUP ON THURSDAY, APRIL 13

SCHEDULE:

JACKSON COUNTY MUSEUM TOUR, 10:00AM-12:30PM

DISTILLERY TOUR, 1:30PM-5:30PM

HISTORIC WINDOWS CARE & RESTORATION WORKSHOP, 3:00PM

PRESERVING AND DOCUMENTING CEMETERIES USING FIND A GRAVE, 3:00PM

HISTORY ALIVE! PRESENTATION OF PEARL S. BUCK, 5:00PM

MID-OHIO VALLEY REGIONAL MEETUP, 6:00PM-7:30PM

PRE-CONFERENCE WORKSHOPS

WVAM is partnering with the Preservation Alliance of West Virginia to run two pre-conference workshops.

Workshops will begin at 3:00pm in the Vocational Building

Cost: \$30

Historic Windows Care & Restoration

JULIE LASH

[AMERICORPS, FRIENDS OF WHEELING, PRESERVE WV AMERICORPS]

KELLIE AHMAD

[RUST BELT RESTORATION]

This workshop will cover the importance of retaining and restoring historic windows, types of windows, and the restoration process for historic windows.



Preserving and Documenting Cemeteries Using Find a Grave

JONI MORRIS

[AMERICORPS, ARTHURDALE HERITAGE, PRESERVE WV AMERICORPS]

JAMIE BILLMAN

[PRESERVATION ALLIANCE OF WEST VIRGINIA]

The classroom portion of this workshop will orient participants to using Find a Grave to document cemeteries and graves, and teach the steps to effectively use the Find a Grave platform as a tool for cemetery

documentation. This portion of the workshop will also discuss the importance and process of cemetery preservation. The classroom portion will be followed with fieldwork in Mt. Calvary Cemetery.

PRE-CONFERENCE

PRE-CONFERENCE TOURS

Jackson County Museum Tour

Tour the Great Bend Museum in Ravenswood and visit America's smallest community museum in Ripley.

Leaves Cedar Lakes at 10:00am,
returns approximately 12:30pm

Cost: \$20

Transportation: Carpool

Leaves from Holt Lodge Parking Lot

Distillery Tour

Visit the Hatfield Family Distillery and Appalachian Distillery for tours & tastings.

Must be 21+ to participate.

Leaves Cedar Lakes at 1:30pm,
returns approximately 5:30pm

Cost \$20

Transportation: Carpool

Leaves from Holt Lodge Parking Lot



MID-OHIO VALLEY REGIONAL MEETUP

Ripley Public Library

208 N Church Street, Ripley, WV

6:00-7:30pm

Meet members of the WVAM Board and mingle with colleagues from other museums and cultural institutions! Learn more about WVAM, play trivia, and enjoy light refreshments!

JOIN WVAM EARLY FOR A HISTORY ALIVE! PRESENTATION OF PEARL S. BUCK, CEDAR LAKES CONFERENCE CENTER, JACKSON HALL, 5:00PM

Born in West Virginia, Buck grew up in China with her missionary parents, but never forgot her West Virginia roots. She received the Pulitzer Prize for her 1931 novel *The Good Earth*, and was the first American woman ever to be awarded the Nobel Prize for literature. She was also a humanitarian and social activist who was deeply concerned about the welfare of children worldwide.

~Portrayed by Karen Vuranch of Fayetteville~

Historical characterization is the vehicle for this program. Humanities scholars have carefully researched the writings, speeches, and biographies of the characters they portray and whenever possible, use their original words. This presentation is a History Alive! program of the West Virginia Humanities Council.



SESSIONS AT-A-GLANCE

FRIDAY, APRIL 14TH

Morning Session 1: 9:00AM-10:00AM

Collections Storage & Mold Mitigation
Grant Writing F.A.Q.s
Hidden Gem: NPS HFC Commissioned Art
Collection

Morning Session 2: 10:15AM-11:15AM

Mission Statements & Collection Policies
Escape Rooms and You: Incorporating One
into Historic Spaces
Foundations for Success: Nonprofit
Management Tools of the Trade

Morning Session 3: 11:30AM-12:30PM

WVAM Annual Meeting

Afternoon Session 1: 2:00PM-3:30PM

Automate to Communicate
Fostering Community Engagement and
Volunteerism
S.W.O.T.: Assessing Strengths, Weaknesses,
Opportunities, and Threats for Your Institution

Afternoon Session 2: 3:45PM-5:15PM

Like, Subscribe, Follow: Next Level Strategy for
Social Media Mastery
Internal Advocacy for Collections Care

SATURDAY, APRIL 15TH

Morning Session 1: 9:00AM-10:00AM

Interpretation as a Foundation
Breathing New Life into Dying Museums

Morning Session 2: 10:15AM-11:15AM

Thematic Tours: Creating Narratives to Engage
Visitors
Collection Labeling

Morning Session 3: 11:30AM-12:30PM

Maintenance is Preservation: Ensuring the
Longevity of your Historic Building
Object Identification

Afternoon Session 1: 2:00PM-3:30PM

Museum Speed Therapy
Removing Barriers Through Authentic
Communication

Afternoon Session 2: 3:45PM-5:15PM

Nuts, Bolts, & Brass Tacks of Exhibit Design
Website Optimization (Without a Redesign)

CONFERENCE SCHEDULE

FRIDAY

MORNING SESSION 1A

9:00AM - 10:00AM

COLLECTIONS STORAGE & MOLD MITIGATION

VOCATIONAL 1

JIM MITCHELL

[WEST VIRGINIA STATE MUSEUM]



Session Sponsored by Museum Services Corporation

MORNING SESSION 1B

9:00AM - 10:00AM

GRANT WRITING F.A.Q.S

VOCATIONAL 2

ELIZABETH SATTERFIELD

[Arthurdale Heritage]

CRYSTAL WIMER

[West Virginia Association of Museums]

In the session, participants will learn practical tips on submitting a grant proposal and what attributes funding agencies and institutions look for in a successful application. Each presenter has experience writing awarded grant proposals at the private foundation, state, and federal level and are familiar with the challenges of turning in these grants with a small or volunteer staff. Additionally, participants will have the opportunity to ask specific questions to get the guidance they need to submit their upcoming proposals.

MORNING SESSION 1C

9:00AM - 10:00AM

HIDDEN GEM: NPS HFC COMMISSIONED ART COLLECTION

JACKSON HALL

KYLE BRYNER

[National Park Service, Harpers Ferry Center]

The National Park Service Harpers Ferry Center Commissioned Art Collection is a free resource for anyone to use for educational and interpretive purposes. Learn how you can integrate objects from the HFC Commissioned Art Collection into your projects!

The National Park Service Harpers Ferry Center for Media Services often contracts art for interpretive projects to help visitors understand the many stories parks have to tell. A single work of art may be used for several different projects for different parks, used by external researchers, or used in educational publications and interpretive projects outside of the NPS.

10:00AM - 10:15AM: Break and networking time

CONFERENCE SCHEDULE

FRIDAY

MORNING SESSION 2A

10:15AM - 11:15AM

MISSION STATEMENTS & COLLECTIONS POLICIES

VOCATIONAL 1

JIM MITCHELL

[WEST VIRGINIA STATE MUSEUM]

Mission Statements and Collections Policies—who we are, what we collect (& don't collect), necessary cataloging and storing.

MORNING SESSION 2B

10:15AM - 11:15AM

ESCAPE ROOMS AND YOU:

VOCATIONAL 2

INCORPORATING ONE INTO HISTORIC SPACES

CHRISTOPHER MIELKE

[Beverly Heritage Center]

SAMANTHA RYDER

[AFNHA AmeriCorps, Beverly Heritage Center]

This is a panel about how the Beverly Heritage Center was able to take one room in the 1841 Randolph County Jail and turn it into the first Escape Room in the County. We will go over the practical elements as well as the pros and cons of having one in this historic space.

MORNING SESSION 2C

10:15AM - 11:15AM

FOUNDATIONS FOR SUCCESS:

JACKSON HALL

NONPROFIT MANAGEMENT TOOLS OF THE TRADE

DANIELLE PARKER

[Preservation Alliance of West Virginia]

This session will be a primer in nonprofit governance, management, and fundraising with special focus on museums, heritage sites, and historical/genealogical societies. Discover ways to effectively manage your nonprofit, increase your fundraising success, and meet your mission.

11:15AM - 11:30AM: Break and networking time

MORNING SESSION 3

11:30AM - 12:30PM

WVAM ANNUAL MEETING

JACKSON HALL



Session Sponsored by the West Virginia Humanities Council

12:30PM-2:00PM LUNCH BREAK

CONFERENCE SCHEDULE

FRIDAY

AFTERNOON SESSION 1A

2:00PM - 3:30PM

AUTOMATE TO COMMUNICATE

VOCATIONAL 1

CECI DADISMAN

[The Mosaic Group]

Having a strong understanding of your patrons' journeys is crucial to maintaining a strong relationship. The more targeted and personalized each touchpoint is, the more engaged they will be with your organization. This session will identify how to use multi channel automation to communicate more effectively and efficiently with visitors, donors, supporters, and the community.

We'll look at methodology that uses automation to save staff time while increasing relevant communications. Upon the conclusion of the sessions, you'll be able to craft a patron journey map, identify a holistic communications plan, create messaging for each channel, and understand which channels are effective for your organization.

AFTERNOON SESSION 1B

2:00PM - 3:30PM

FOSTERING COMMUNITY ENGAGEMENT AND VOLUNTEERISM

VOCATIONAL 2

ELIZABETH SATTERFIELD

[Arthurdale Heritage]

CLAIRE TRYON

[Arthurdale Heritage & WVU Graduate Student]

As stewards of local history and culture, museums and historic sites have long been vital community institutions. But with aging volunteers and limited capacities, it is increasingly challenging for cultural organizations to remain relevant and vibrant in today's fast-paced society. Using Arthurdale Heritage in Preston County as the primary case study, this session will explore creative ideas to foster community engagement and recruit and retain volunteers. From social media to family-oriented events to local partnerships, this session offers realistic ideas that can be implemented in museums of all shapes and sizes. Attendees should come prepared to brainstorm and discuss in small groups!

AFTERNOON SESSION 1C

2:00PM - 3:30PM

S.W.O.T.: ASSESSING STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS FOR YOUR INSTITUTION

JACKSON HALL

Katie Thompson

[PAWV AmeriCorps, West Virginia Association of Museums & Arthurdale Heritage]

A S.W.O.T. Analysis is an exercise where an organization assesses its strengths, weaknesses, opportunities, and threats in order to plan for successful strategies for future operations and growth. In this session participants will be guided through a S.W.O.T. Analysis to assess their museum, site, or organization and through discussion develop ideas for addressing their challenges.

3:30PM - 3:45PM: Break and networking time

CONFERENCE SCHEDULE

FRIDAY

AFTERNOON SESSION 2A

3:45PM - 5:15PM

LIKE, SUBSCRIBE, FOLLOW: NEXT LEVEL STRATEGY FOR SOCIAL MEDIA MASTERY

VOCATIONAL 1

CECI DADISMAN
[The Mosaic Group]

Are you looking to take your social media strategy to the next level? This session will equip you with strategies and methodology on how to best utilize social media to engage current and future patrons. You'll learn how to achieve the highest return and how to track the results.

This session will focus on a tactical approach for organizations of all budget sizes and attendees will walk away with actionable knowledge about: Identifying Target Audiences, Post Structure Best Practices, Creating Compelling Messaging, and Successful Advertising Strategies.

AFTERNOON SESSION 2B

3:45PM - 5:15PM

INTERNAL ADVOCACY FOR COLLECTIONS CARE

VOCATIONAL 2

DYANI FEIGE
[Conservation Center for Art & Historic Artifacts]

Advocacy is not only external – it is crucial for museum staff to be able to advocate internally as well, to co-workers, board, and administration, in order to assure that resources are best allocated. This session explores routes for both external and internal advocacy with a focus on collections care: securing time and funding for preservation initiatives and conservation treatment, and will discuss opportunities for incorporating information about preservation into all museum advocacy efforts. Museums couldn't exist without the care that happens behind the scenes; by raising awareness of its importance, staff will have greater potential to preserve collections for years to come.

The speaker will present suggestions to ensure that preservation is incorporated into all levels and considerations of institutional operation, as well as guidance on external advocacy to make the case for preservation initiatives to legislators, funders, and other external stakeholders. The lecture will be followed by a group activity in which participants use practical tips to explore crafting an advocacy message for their collections and/or institutions.

~~~~~  
**6:00 - 8:30PM RECEPTION**  
**7:00PM History Alive! Performance**  
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LOCATION
Starcher Mansion
509 US-33, Ripley, WV 25271

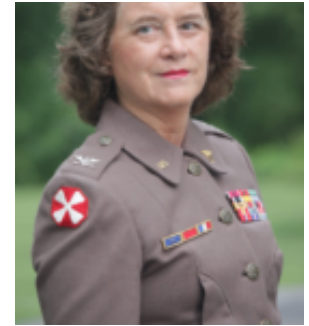
CONFERENCE SCHEDULE

FRIDAY

HISTORY ALIVE! COLONEL RUBY BRADLEY

Performance by Becky Park

When Bradley retired from the U.S. Army in 1963 she was the most decorated woman in American military history. A native of Spencer, West Virginia, Bradley was captured by the Japanese in the Philippines in 1941 and was a POW until 1945. She continued her work as a nurse in the prison camp. She was named Chief Nurse for the Eighth Army in 1951 and supervised over 500 nurses in Korea. Bradley attained the rank of Colonel in 1958.



Historical characterization is the vehicle for this program. Humanities scholars have carefully researched the writings, speeches, and biographies of the characters they portray and whenever possible, use their original words.



This presentation is a *History Alive!* program of the West Virginia Humanities Council.

SATURDAY

MORNING SESSION 1A INTERPRETATION AS FOUNDATION

9:00AM - 10:00AM
VOCATIONAL 1

JOE OBIDZINSKI
[WVU Jacksons Mill]

The principles of thematic interpretation can offer museums and historic sites far more than simply a way to share their story with their audience. It can help that organization shape their efforts to help develop (or redefine) their focus on things such as their mission statement, collections policies, recruitment of staff, volunteers, and donors. The presentation will discuss how a knowledge of and usage of the principles of interpretation can help any organization with their goals of sustainability and growth.

MORNING SESSION 1B BREATHING NEW LIFE INTO DYING MUSEUMS

9:00AM - 10:00AM
VOCATIONAL 2

FAITH WALKER
[PAWV AmeriCorps, The Great Bend Museum]

The Jackson County Historical Society founded the Washington's Western Lands Museum in 1972 to preserve county history. However, most of its founding members who were also most active in its administration died around 2000. For the next two decades the museum limped along with a reduced capacity and an overwhelmed director who eventually passed away herself. In 2020 the Historical Society negotiated to transfer the collection and buildings to the City of Ravenswood. This new management has sought to update and revitalize all aspects of the museum (now renamed as The Great Bend Museum), incorporating current museum best practices and creating deliberate change to an institution that had gone stagnant. This presentation aims to cover some of the actions we've taken to reopen, revitalize, and rethink our once-dead museum, and provide advice and guidance for other museums navigating similar situations.

CONFERENCE SCHEDULE

10:00AM -10:15AM: Break and networking time

MORNING SESSION 2A

10:15AM - 11:15AM

THEMATIC TOURS:

VOCATIONAL 1

CREATING NARRATIVES TO ENGAGE VISITORS

KATIE THOMPSON

[PAWV AmeriCorps, West Virginia Association of Museums & Arthurdale Heritage]



Tours are a staple of museum and site interpretation, but is your tour getting your information across and engaging your visitors in a meaningful experience? Unorganized or unfocused tours can be confusing or uninteresting to visitors and purely scripted tours don't often inspire repeat visitation. This session will cover creating a theme and narrative to tie your entire tour together, strategies for writing tours, dos and don'ts of tour interpretation, and tips for engaging with visitors.

Session Sponsored by the Snow Sports Museum of WV

MORNING SESSION 2B

10:15AM - 11:15AM

COLLECTION LABELING--TAGS, SEWING, NUMBER SCHEME

VOCATIONAL 2

JIM MITCHELL

[West Virginia State Museum]

11:15AM - 11:30AM: Break and networking time

MORNING SESSION 3A

11:30AM - 12:30PM

MAINTENANCE IS PRESERVATION:

VOCATIONAL 1

ENSURING THE LONGEVITY OF YOUR HISTORIC BUILDING

SHARON DAVID

[PAWV AmeriCorps, Friends of Wheeling]

DANIELLE PARKER

[Preservation Alliance of West Virginia]

JON SMITH

[Smith Family of Workshops]

Helping museums develop and implement effective maintenance plans is crucial to ensuring the long-term viability of historic structures. Learn the value of maintenance, the barriers that prevent people from doing it on time, the price tag for deferring maintenance, and the best practices for saving money and preserving history with ease.

MORNING SESSION 3B

11:30AM - 12:30PM

OBJECT IDENTIFICATION

VOCATIONAL 2

JIM MITCHELL

[West Virginia State Museum]

Bring an unknown object to stump the "Material Culture General"

SATURDAY

CONFERENCE SCHEDULE

12:30PM-2:00PM LUNCH BREAK
[LUNCH PROVIDED BY WVAM]

AFTERNOON SESSION 1A

2:00PM-3:30PM

MUSEUM SPEED THERAPY

VOCATIONAL 1

CRYSTAL WIMER

ELIZABETH SATTERFIELD

[West Virginia Association of Museums]

[Arthurdale Heritage]

Are you currently grappling with a challenging issue at your museum or cultural site? In this laid-back and interactive session, conference attendees can pop in at any time for a quick conversation with one of the seasoned panelists. Whether you want to seek advice, brainstorm solutions, or simply vent your frustrations, your "museum therapist" is there to listen. The goal is to leave the session with a new idea, suggestion, or some takeaway that might help you manage the issue you're facing.

AFTERNOON SESSION 1B

2:00PM-3:30PM

REMOVING BARRIERS THROUGH AUTHENTIC COMMUNICATION

VOCATIONAL 2

CECI DADISMAN

[The Mosaic Group]

Are you messaging your organization's events in a way that is compelling? This session will show you how to break down silos and eliminate jargon so you can create meaningful, relevant communications that will resonate with your audience.

We'll look at case studies from the arts world and beyond as well as data that will guide you to messaging your organization and events more effectively. You'll leave this session inspired to up your storytelling game in a way that increases engagement and sales.

This session will focus on a tactical approach for organizations of all budget sizes and attendees will walk away with actionable knowledge about: the importance of authenticity in communications, what barriers audiences see in attending arts events, and methods brands are using to deepen engagement through communications.

3:30PM - 3:45PM: Break and networking time

SATURDAY

CONFERENCE SCHEDULE

SATURDAY

AFTERNOON SESSION 2A

NUTS, BOLTS, & BRASS TACKS OF EXHIBIT DESIGN

KYLE WARMACK

[West Virginia Humanities Council]

3:45PM-5:15PM

VOCATIONAL 1

For the average small museum, creating new exhibits with engaging visuals and professional-grade content can be a huge challenge. Learn how to meet those challenges in this can-do workshop, where we'll look at specific materials, visual strategies, and essential tools for building exciting exhibits on a tight budget. The session will include material samples to touch and look at, and a robust Q&A to discuss attendees' own exhibit projects.

AFTERNOON SESSION 2B

WEBSITE OPTIMIZATION (WITHOUT A REDESIGN)

CECI DADISMAN

[The Mosaic Group]

3:45PM-5:15PM

VOCATIONAL 2

Optimizing your website doesn't always mean a complete redesign. This session will equip you with strategies and methodology on how you can make small changes to your website that deliver big results. You'll learn how to achieve the highest return on your efforts and how to track the results.

Topics we'll cover include: how users interact with websites, design best practices, landing page optimization, and Google Analytics training. You'll leave this session with concrete and achievable takeaways that you can implement right away on your website.

6:00PM - 9:00 PM BANQUET

Dinner, Keynote Address, Auction

* Raffle * Silent Auction * Live Auction *

Proceeds go towards WVAM operations
and workshops



Cedar Lakes

Banquet, Friday Reception, and Mid-Ohio Regional Meetup catered by Cedar Lakes Conference Center

Banquet Sponsored by The Magic Lantern

CONFERENCE SCHEDULE

KEYNOTE ADDRESS

"FROM RESPONSIBILITIES TO RESPECT-- ETHICAL ISSUES IN MUSEUM MANAGEMENT."

DR. SALLY YERKOVICH

Sally Yerkovich has been engaged with ethical issues in museums throughout her career. She is Adjunct Professor of Museum Anthropology at Columbia University and Director of Educational Exchange and Special Projects at the American-Scandinavian Foundation. A cultural anthropologist with more than thirty years of leadership experience in museums and cultural institutions in New York and Washington, DC, she held positions at the South Street Seaport Museum, Museum of the City of New York and Museum for African Art in addition to the National Endowments for the Arts and Humanities. She was President and CEO of The New Jersey Historical Society.



Dr. Yerkovich serves as the Chair of the Standing Committee on Ethics of the International Council of Museums (ICOM) and is leading the revision of the ICOM Code of Ethics for Museums. She will also chair the revision of the Code of Ethics for the American Alliance of Museums (AAM) as AAM's resident ethicist. She served on the AAM Executive Board and chaired the Direct Care Task Force that defined the term "direct care of collections" for the field in Direct Care of Collections: Ethics, Guidelines and Recommendations; she also chaired the American Association of State and Local History (AASLH) Committee on Standards and Ethics, revising the AASLH Standards and Ethics statement as well as overseeing the creation of "Valuing History", a position paper on deaccessioning collections. She is the author of A Practical Guide to Museum Ethics and is increasingly engaged with how museums will face the ethical challenges of the future.

SATURDAY

PRESENTER BIOS

AHMAD, KELLIE

RUST BELT RESTORATION

Kellie Ahmad is a restorationist and co-owner of a specialized wood window and stained glass restoration company, Rust Belt Restoration LLC, located in Wheeling, WV. Kellie holds a Bachelor's Degree in Arts obtained at George Mason University, where she majored in Art History and Anthropology. In 2020 she completed her Associate's in Building Preservation and Restoration, which led to the decision to remain in the Ohio Valley and focus on preserving its past for the future.

BILLMAN, JAMIE

PRESERVATION ALLIANCE OF WEST VIRGINIA

Jamie Billman is the Preservation Manager at the Preservation Alliance of West Virginia. She has a master's degree in Public History from WVU as well as certification in cultural resource management and B.A. 's in Anthropology and Media Studies. As an AmeriCorps member Billman had the opportunity to work on cemeteries across the state, working on their preservation and documentation. Billman has also participated in a ground penetrating radar (GPR) in Weston, WV to document the African American section of the Old Hill Cemetery that had previously lacked documentation.

BRYNER, KYLE

NATIONAL PARK SERVICE, HARPERS FERRY CENTER

Kyle Bryner joined the National Park Service in June of 2020 as the Museum Specialist and Collection Manager for the NPS Harpers Ferry Center (HFC) Commissioned Art Collection. She holds a BA in History from Shepherd University, an MA in History and Museum Studies from the University of North Carolina at Greensboro, and a post-graduate certificate in Museum Collections Management and Care from The George Washington University. Her professional experience includes: Museum Specialist on the storage reorganization project at the Smithsonian National Museum of African American History and Culture; Supervisory Senior Registrar for Crozier Fine Arts on the Smithsonian National Air and Space Museum's renovation and gallery transformation project; Director of Collections Management and Registration at the Museum of the Shenandoah Valley; and, Registrar and Collections Manager at the Museum of Anthropology at Wake Forest University.

PRESENTER BIOS

DADISMAN, CECI THE MOSAIC GROUP

Ceci Dadisman is a nonprofit administrator with 20 years of experience creating effective communications campaigns utilizing innovative, forward-thinking methods. She is nationally recognized as a leader in arts marketing with a proven track record of deliverable-driven campaigns. She is a frequent public speaker and an adjunct lecturer at West Virginia University's College of Creative Arts. She descends from a long line of proud West Virginians, was born and raised in Pittsburgh, PA, graduated from WVU with a degree in music, and currently lives in Cleveland, OH.

DAVID, SHARON AMERICORPS, FRIENDS OF WHEELING, PRESERVE WV AMERICORPS

Sharon David is a part-time PAWV AmeriCorps Member and a part-time student. She will graduate from the Building Preservation and Restoration Program at Belmont College in May and plans to help communities preserve their heritage and create economic opportunities by finding new uses for their special buildings and places.

FEIGE, DYANI CONSERVATION CENTER FOR ART & HISTORIC ARTIFACTS

Dyani Feige, Director of Preservation Services at the Conservation Center for Art & Historic Artifacts (CCAHA), works with libraries, archives, museums, and other cultural organizations to conduct needs and risk assessments, assist in disaster planning, and help develop policy and planning documents for collections. Before joining the staff of CCAHA in 2010 as Preservation Specialist, Dyani worked in the Brooklyn Museum Libraries & Archives. She has also worked in the New York Public Library's Preservation Division; for the Conference Board; and in the Special Collections & Archives at Kent State University. Dyani received her MS in Library and Information Science with a Certificate in Archives at Pratt Institute and her BM in Music Business from New York University.

LASH, JULIE AMERICORPS, FRIENDS OF WHEELING, PRESERVE WV AMERICORPS

PRESENTER BIOS

MIELKE, CHRISTOPHER BEVERLY HERITAGE CENTER

Christopher Mielke received his PhD in Medieval Studies from Central European University in 2017. From 2017–2018, he was a Visiting Assistant Professor at Al-Quds Bard College for Arts and Sciences in East Jerusalem. In 2021, his book, *The Archaeology & Material Culture of Queenship in Medieval Hungary, 1000-1395*, was published with Palgrave Macmillan. He is currently the Executive Director of the Beverly Heritage Center in West Virginia, USA. As Executive Director, he has opened up the first branch of a public library in Beverly, he has identified a potential new route along the Underground Railroad, and he has identified some of the earliest graffiti from the Civil War.

MITCHELL, JIM WEST VIRGINIA STATE MUSEUM

James R. Mitchell is the Curator of the West Virginia State Museum. He was educated at the University of Wisconsin-Madison (BA - History - 1963), University of Delaware (MA - The Winterthur Program in Early American Culture - 1965) and Shippensburg University of Pennsylvania (MS - Public Administration - 1988). He has held curatorial and administrative positions at The Bennington (Vt.) Museum (1965-1967), New Jersey State Museum (Trenton 1967-1973), Carborundum Museum of Ceramics (Niagara Falls 1973-1976), The State Museum of Pennsylvania (Harrisburg 1976-1990) and the West Virginia State Museum (Charleston 1990-present).

MORRIS, JONI AMERICORPS, ARTHURDALE HERITAGE, PRESERVE WV AMERICORPS

Joni Morris is currently serving as a PreserveWV AmeriCorps member with Arthurdale Heritage. She previously served with the West Virginia & Regional History Center at WVU. She has a B.A. from California University of Pennsylvania and over 25 years experience in historical/genealogical research. She has worked at NPS Friendship Hill National Historic Site & Fort Necessity National Battlefield, Fort New Salem, and Marion County Historical Museum. She developed a course to teach others how to use Find a Grave to document and preserve cemeteries. Her current research interests are Marion Co. Poor Farm Cemetery, veterans at Maple Grove Cemetery & Hammond Brick Yard.

PRESENTER BIOS

OBIDZINSKI, JOE WVU JACKSON'S MILL

Joseph (Joe) Obidzinski is the Program Coordinator for History at WVU Jackson's Mill, West Virginia's state 4-H camp. In that capacity, he oversees the preservation and interpretation of historic buildings and collections at the site as well as provides history programming for audiences of all ages.

PARKER, DANIELLE PRESERVATION ALLIANCE OF WEST VIRGINIA

Danielle Parker is the executive director of the Preservation Alliance of West Virginia (PAWV) - the statewide nonprofit dedicated to historic preservation (www.pawv.org). Her experiences in nonprofit management are practical, and her nonprofit management style has evolved in her career that has spanned more than a decade at PAWV. Danielle has experienced everything in nonprofit management from board governance and accounting to human resources and fundraising. Danielle's background is in history and historic preservation, and she is a 2011 graduate of West Virginia University's Master's program in Public History.

RYDER, SAMANTHA AMERICORPS, BEVERLY HERITAGE CENTER, AFNHA

Sammy Ryder graduated from University of Mary Washington with a degree in Historic Preservation and a minor in Museum Studies. She has completed her first year of AmeriCorps in West Virginia at the Beverly Heritage Center. She is currently completing her second year.

SATTERFIELD, ELIZABETH ARTHURDALE HERITAGE

Elizabeth Satterfield is the Curator and Director of Education at Arthurdale Heritage, a museum in Preston County dedicated to preserving the history of Arthurdale--the nation's first New Deal homestead community. Elizabeth graduated from WVU in 2021 with dual Masters in Public History and Public Administration. A West Virginia native, she is passionate about preserving local history and culture and has contributed to numerous humanities projects and exhibitions around the Mountain State.

PRESENTER BIOS

SMITH, JON

SMITH FAMILY OF WORKSHOPS

Jon Smith is a Master Carpenter and Educator hailing from Wheeling, WV. He is the owner of Smith Family of Workshops and has been an instructor at Belmont Technical College's Building Restoration Program for almost two decades. Jon has preserved and restored West Virginia's most iconic historic buildings including the West Virginia State Capitol, West Virginia Independence Hall, Halliehurst Mansion, Droop Mountain overlooker tower, the Pocahontas County Opera House, and so much more. He is on the board of the Preservation Alliance of West Virginia and is very active with the Preservation Trades Network.

THOMPSON, KATIE

AMERICORPS, WEST VIRGINIA ASSOCIATION OF MUSEUMS &
ARTHURDALE HERITAGE, PRESERVE WV AMERICORPS

Dr. Kathleen Thompson is serving as a Preserve WV AmeriCorps 2022-2023 member working with the West Virginia Association of Museums and Arthurdale. She earned her PhD in Nineteenth Century/Civil War America from West Virginia University, and also holds a M.A. from WVU and a B.A. from Siena College. She previously served two AmeriCorps terms with Clio, teaches history at several colleges and universities, led tours of Frank Lloyd Wright's Fallingwater, and was a seasonal interpreter at Fredericksburg & Spotsylvania National Military Park for several years.

TRYON, CLAIRE

ARTHURDALE HERITAGE/WVU GRADUATE STUDENT

Claire Tryon is currently the Program Assistant at Arthurdale Heritage. Claire is in her second-year master's student in the public history program at WVU, where she is working with the WV Feminist Activist Collection. She is interested in making West Virginian stories more accessible, particularly those of women and other marginalized groups.

PRESENTER BIOS

WALKER, FAITH

AMERICORPS, GREAT BEND MUSEUM, PRESERVE WV AMERICORPS

I am a PAWV AmeriCorps member serving at The Great Bend Museum in Ravenswood since September 2021, after graduating from Miami University that spring. I majored in Anthropology and Art & Architecture History, with minors in Archaeology and Museums. My work at the museum primarily involves revitalizing a dying museum, managing a previously unmanaged collection, and building new and improved exhibits. Originally from Dayton OH, I now live in Ravenswood with my exploding kitten, Simon.

WARMACK, KYLE

WEST VIRGINIA HUMANITIES COUNCIL

Kyle Warmack is the program officer for the West Virginia Humanities Council, the state affiliate of the National Endowment for the Humanities. His exhibit design work includes large and small stationary and traveling exhibits, including "Century Strong: 100 Years at the South Charleston Naval Ordnance Plant," "Chemical Valley: Union Carbide and the Shaping of the Kanawha," "Blair Footsteps," and the Council's new traveling exhibit, "Born of Rebellion: West Virginia Statehood and the Civil War."

WIMER, CRYSTAL

WEST VIRGINIA ASSOCIATION OF MUSEUMS

Crystal Wimer is a native of Keyser, West Virginia, and the current president of the West Virginia Association of Museums. She earned her BA in history and MA in public history from West Virginia University. She currently works for the West Virginia Geological & Economic Survey in Morgantown. Previously, she held positions as the executive director of the Harrison County West Virginia Historical Society (HCWVHS) and as a Preserve WV AmeriCorps member. She has served on the Southeastern Museums Conference (SEMC) Program Committee and was named a West Virginia History Hero in 2016.



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