

WEDNESDAY, MARCH 28, 2007

7:00 am – 5:00 pm

REGISTRATION

8:30 am – 4:30 pm

FULL-DAY WORKSHOPS

Fairmont Château Laurier, Ottawa

To register for any of the workshops, please use the Registration Form. Note that workshop fees are additional to registration fees.

1. The Business of Fundraising

In this two-part workshop, fundraising experts will share current trends and insights based on their years of experience

Part One: Principles of Fundraising – Why haven't you raised \$1,000,000 yet?

Moderator: Jocelyne Daw, Imagine Canada

Panelists: Kim Curran, Canadian Museum of Nature; Darrell Louise Gregersen, National Arts Centre Foundation; Marie Claire Morin, National Gallery of Canada; Shawn St. Michael, Art Gallery of Ontario

The morning session will look at trends and key information to help you meet development goals. Veteran fundraiser Jocelyne Daw will draw upon her expertise in cause marketing to change the way you think about corporate–non-profit relationships, and to help you reconsider your fundraising, marketing and corporate citizenship programs.

Part Two: Bringing Life to Legacy Campaigns

Presenter: Richard Radcliffe, U.K.

The potential to increase legacy income in every non-profit is huge. But what works and what doesn't? What are the key issues facing heritage institutions when developing a new legacy or planned giving campaign? The afternoon session will be an intensive, interactive, humorous, and challenging learning experience. You will leave this workshop with an action plan for accelerating and improving your fundraising activities.

Fee: \$150, all day. Includes printed material, two health breaks, and lunch.

2. Freedom 55! Are your retirement plans in order?

Presenters: Mike Antosik and Suzanne Nault, The Retirement Planning Institute

No matter what your age category, financial planning is a must throughout your career.

The Retirement Planning Institute, a renowned Ottawa-based company, will provide you the tools for successful retirement planning. This workshop will be offered in two parts. The

morning session will cover sources of income at retirement, your pension plan (or lack thereof!), tax shelters and investments, and financial security. The afternoon session will cover (mis)adventures in retirement.

For further information, visit www.rpi-ipr.com

Fee: \$150, all day. Includes printed material, two health breaks, and lunch. Limited to 40 participants.

3. Facing Digital Preservation Challenges (T)

Presenters: Pam Armstrong, Library and Archives Canada; Julie Bibaud and Madelaine Lafaille, Canadian Heritage Information Network; Joe Iraci and Julie Murtagh, Canadian Conservation Institute; Louise Renaud, Canadian Museum of Civilization
Collections conservation has long belonged to the traditional domain of museums. Now, museums are also developing collections of digital artefacts, from small, focused collections of digital images created specifically for CD-ROM or web projects, to the digitization of entire collections. Creating these digital collections raises questions about preservation planning that include long-term strategies to deal with technology change, data migration, and accessibility.

For further information, please contact Julie Bibaud: julie_bibaud@pch.gc.ca

Fee: \$100. Includes printed material, two health breaks, and lunch. Limited to 20 participants.

Presented in collaboration with Canadian Conservation Institute and Canadian Heritage Information Network

4. Heritage Applications of 3D Imaging Technology

Facilitated by the National Research Council of Canada Institute for Information Technology (NRC-IIT).

Presenters: Jean-Angelo Beraldin, François Blais, Louis Borgeat, Sabry El-Hakim, Guy Godin, Shawn Peters, Marc Rioux, and John Taylor, The National Research Council of Canada

NRC has significant expertise and international recognition in the development of 3D technologies, including a complete suite of 3D imaging tools which have been used to record, display, and study some of the world's most significant artworks and heritage sites. This workshop will present an overview of the 3D technology and showcase leading-edge projects, including work on paintings, archaeological sites, ethnographic collections, and a recently completed metrology laboratory dedicated to research in 3D imaging standards.

Fee: \$100. Includes transportation between the NRC Montreal Road campus and the

Château Laurier. Limited to 25 participants.

5. Natural History Museum Science Forum

Facilitated by the Alliance of Natural History Museums of Canada.

Moderator: Mark Graham, Canadian Museum of Nature

This workshop will explain the key activities of natural history museums, how research affects Canadians, and new approaches you can implement. Four critical subject areas will be discussed:

A. Climate Change and the Environment

Moderator: Harold Bryant, Royal Saskatchewan Museum

Panelists: Steven Claydon, New Brunswick Museum; Richard Hebda, Royal British Columbia Museum; Monty Reid, Canadian Museum of Nature; François Therrien, Royal Tyrrell Museum

B. Reality Check Panel

Moderator: Johanne Landry, Montreal Insectarium

Panelists: Joanne DiCosimo, Canadian Museum of Nature; Bruce McGillivray, Royal Alberta Museum; John Nightingale, Vancouver Aquarium and Marine Science Centre; Terry Wheeler, McGill University

C. The Changing World of Science

Moderator: Janine Andrews, University of Alberta

Panelists: Roger Baird and Elizabeth McCrea, Canadian Museum of Nature; Paul Hebert, University of Guelph; William Rapley, Toronto Zoo

D. Invasive, Alien, and Endangered Species

Moderator: Ed Krahn, Yukon Beringia Centre

Panelists: Gavin Hanke, Royal British Columbia Museum; Johanne Landry, Montreal Insectarium; André Martel, Canadian Museum of Nature

Fee: \$100. Includes printed material, two health breaks and lunch.

HALF-DAY WORKSHOPS

To register for any of the workshops, please use the Registration Form on page 18.

Note that workshop fees are additional to registration fees.

6. Buildings Boards that Really Work

Presenter: Carolyn Bailey, Bailey Associates

In this half-day workshop Ms. Bailey will address what really matters for boards, how and explain how boards can simplify their core focus while remaining accountable. Ms. Bailey

presented a similar workshop at the CMA Conference in 1997 which was regarded as the best session ever!

A leader in the policy governance model, Carolyn Bailey is internationally recognized for her knowledge and expertise in board leadership and management theory. For over nine years, she and John Carver, the man who introduced the policy governance theory, worked closely together on the topic of board leadership. Her knowledge and expertise with working applications of the policy governance model are considered unmatched. She is especially known for her clarity in system and strategic thinking and the practical use of process improvement in the board's work. She makes quality and board leadership principles easy to understand and friendly to use.

Fee: \$100. Includes printed material, and one health break.

9:00 am – noon (Bilingual) — 1:00 pm – 4:00 pm (English)

7. So. . . What Do You Want To Know? Custom Designing Formative and Front End Evaluations

Presenters: Marie-Sophie Desaulniers, Canada Agriculture Museum; Gabrielle Trépanier, Canada Science and Technology Museum

Since no two exhibitions, interactives, or orientation panels are ever quite the same, there is essentially no such thing as an accepted standard format for evaluation. It is important to design the right approach which suits the needs, timelines, and budget for each project. In this half-day workshop you will work through a simulated front-end or formative project, which emphasizes the importance of tailoring each step to the needs and resources of the stakeholders.

For further information, please contact Gabrielle Trépanier: gtrepanier@technomuses.ca
Fee: \$55. Includes printed material, and one health break. Limited to 15 participants.

9:00am – noon (English) — 1:00pm – 4:00pm (French)

8. Creating Learning Resources to Engage Teacher and Students

Presenters: Jennifer Baird and Valérie Chartrand, Canadian Heritage Information Network

Agora, the VMC Learning Centre is a pilot initiative that is being integrated into the Virtual Museum of Canada (virtualmuseum.ca). It will provide learning resources for teachers and students created by Canada's heritage institutions. This half-day workshop will give you an overview of Agora and a hands-on opportunity to create a learning resource for Agora. Please bring a short text and one image file on CD or memory key.

For further information, please contact Valérie Chartrand: valerie_chartrand@pch.gc.ca

No charge. Priority will be given to delegates from CHIN member institutions. This session will be held off site at CHIN's training room, 15 Eddy Street, 4th floor, Gatineau. Transportation to the site is provided. Limited to 12 participants.

4:30pm – 7:00pm

2007 CMA OPENING RECEPTION: MEET MEMBERS OF PARLIAMENT!

The opening celebration you don't want to miss! Invite your MP to meet you and your colleagues, this is your chance to ensure your MPs learn more about museums and their needs. Enjoy networking, and tour CMA EXPO 2007 to learn about the cutting-edge products and services available on the market today.

No charge

7:00pm – 9:00pm

EVENING EVENTS

A Sterling Reception

The Currency Museum of the Bank of Canada sets the stage for a reception in their spectacular indoor tropical gardens. Enjoy hors d'oeuvres and complimentary drinks while enjoying the warmth and wonders of the gardens. You will have the opportunity to explore the museum, which features the world's largest collection of Canadian bank notes, coins and tokens.

Fee: \$35. Includes light refreshments and transportation. Open to all delegates and guests. Pre-registration required. Limited to 125 participants.

A Crate Reception

You are invited to visit the Gatineau Preservation Centre of Library and Archives Canada. A building-within-a-building, the Centre consists of an outer glass and steel shell that creates an environmental buffer zone for the interior concrete structure which comprises preservation laboratories, records storage vaults, and other operations. Enjoy hors d'oeuvres and drinks in a great venue.

Fee: \$35. Includes light refreshments and transportation. Open to all delegates and guests. Pre-registration required. Limited to 50 participants.

THURSDAY, MARCH 29, 2007

7:00 am – 5:00 pm

REGISTRATION

Fairmont Château Laurier, Ottawa

7:30 am – 8:45 am

BREAKFAST WITH THE EXHIBITORS

9:00 am – 10:00 am

OFFICIAL CONFERENCE OPENING (T)

Calvin J. White, CMA President, and John G. McAvity, CMA Executive Director will welcome you and update you on recent CMA activities.

FELLOWS LECTURE

David Fleming, National Museums Liverpool, England

The Social Responsibility of Museums (T)

Museums are a powerful force for change in society, or at least they should be! Mr. Fleming will address some of the ways and means by which museums can help bring about more cohesive communities and better citizenship. Mr. Fleming will argue that to fail to do this is to fail the society that sustains us and to betray the principles to which we should adhere.

David Fleming became director of National Museums Liverpool in 2001. Since then he has successfully supervised the completion of the £45 million Into The Future project. In 2002 he was named by The Independent on Sunday as one of the ten leading people in U.K. museums. He was awarded an OBE in the 1997 New Years Honours List for services to museums. He is currently president of INTERCOM, chair of the National Museums Directors' Conference U.K. Affairs Committee, and an external examiner for the Leicester University department of museum studies.

Presented with the kind support of Dr. Yosef Wosk.

10:15 am – 11:45 am

EDUCATIONAL SESSIONS

Me and My Shadow (T)

Moderator: Joe Geurts, Canadian Museum of Civilization Corporation

Presenters: Sheila Gamble, Wanuskewin Heritage Park; Robert Lebeau, Vice President, Sunlife Canada; Barbara MacLean, Deputy Minister for Culture and Youth for the Province

of Saskatchewan; Robert Spickler, Canadian Centre for Architecture; Debbie Trueman, Nanaimo District Museum

The challenge of building leadership capacity is as critical as it is daunting. It is often difficult to appreciate the intricacies of managing not-for-profits, government departments, and corporations. In fall 2006, three museum directors were paired with senior managers from corporate Canada and provincial governments. Each pair spent a day shadowing one another on the job. Hear what they learned!

Good Things Come in Small Museums: Part I

Facilitated by the Ottawa Museum Network

Join your peers to exchange ideas and solutions about the challenges faced by small museums. Discussions will focus on practical, nuts-and-bolts topics, as well as partnership development, community involvement, educational programming, and tourism. This is a two part session which continues in the afternoon.

Using Evaluation to Plan Exhibits: a case study of the Bytown Museum Renewal Project
Presenter: Carolyn Cook, Bytown Museum

Thinking Outside the Box: Ruminations on "Sins of the City"

Innovative Technologies in Small Museums

Presenter: David Farrell, Peel Heritage Complex

Career Networking Session: Future museum leaders take note!

Moderators: Naomi Grattan, Canadian Museums Association; Maureen McEvoy, Canada Science and Technology Museum; Johanna Mizgala, Portrait Gallery of Canada

CMA is committed to supporting and advancing the careers of museum professionals. This is a new session designed to match those just starting out with experts in various fields of museum work for career advice and guidance, in a variety of fields, such as conservation, curatorial, education, exhibitions, communications, collections management, senior management, design, and consulting.

How do I get involved? To participate in this session, either to give or to receive advice, please contact: Johanna Mizgala at johanna.mizgala@lac-bac.gc.ca by January 31, 2007. Participants will receive confirmation via email with the time of their appointment.

Presented in partnership with the Canadian Heritage Information Network

Strength in Numbers: Collaborative Research Between Museums

Moderator: Henriette Riegel, Currency Museum of the Bank of Canada

Panelists: Jeff Broughton, SurveyWorks; Karen Graham, Canadian Museum of Civilization; Gabrielle Trépanier, Canada Science and Technology Museum; Shanna Young, Toronto Zoo

Museums are pressed to balance their roles as educational organizations against the need to attract attention and increase visitors. There is a great need for detailed marketing information about actual and potential visitors in order to reach them most effectively. This session brings together representatives from two groups which pooled resources to conduct audience research; here they will share their experiences, and how they applied them in their institutions.

11:45 pm – 1:00 pm

LUNCH WITH THE EXHIBITORS

1:15 pm – 2:15 pm

KEYNOTE ADDRESS

Rex Murphy

Whither Culture? Museums are the portrait of Canada (T)

Do Canada's museums have a vital role to play in shaping our present-day experience? Can they renew our sense of ourselves? Does it matter? Never one to mince his words, polemic journalist Rex Murphy will delight and inspire delegates with his thoughts on why museums are indeed "among the chief instruments of our social and historical self-consciousness."

A native of St. John's, Newfoundland, Rex Murphy is a Memorial University graduate and an Oxford University Rhodes Scholar. He began his career as a writer and broadcaster in Newfoundland. He gained an insider's view of politics as executive assistant to the leader of the Liberal Party of Newfoundland, and by running twice for office in provincial elections – once as a Liberal, once as a Tory: he lost both times. The current host of CBC radio's Cross Country Checkup, Murphy contributes weekly commentary to CBC tv's The National, and to the Globe and Mail. Rex's oratory – a volatile mix of insight, humour, and biting political commentary, powered by an extraordinary vocabulary – brings audiences to their feet at events from coast to coast.

2:15 pm – 2:45 pm

HEALTH BREAK WITH THE EXHIBITORS

Sponsored by: Lundholm Associates Architects

EDUCATIONAL SESSIONS

2:45 pm – 4:30 pm

Town Hall Meeting (T)

Moderator: Paul Wells, Macleans magazine

Panelists : Ed Krahn, Yukon Beringia Centre; Johanna Mizgala, Portrait Gallery of Canada; Yolande Racine, Cinémathèque québécoise; Jon Tupper, Confederation Centre for the Arts

To build on Rex Murphy's keynote address, Maclean's journalist Paul Wells will host a museums town hall, where key thinkers in Canadian museums will respond to Mr.

Murphy's address. Hear their responses, and make your own heard too! Don't miss what promises to be a thought-provoking highlight of the conference!

Planning for Succession (T)

Panelists: Elizabeth Goger, Canadian Museum of Civilization; Denyse Jomphe, Canadian Museum of Nature; Angela Williams, Royal British Columbia Museum

As our society begin to address the challenges of an aging workforce, succession planning is of increasing concern for museums. Panelists will share their experiences in planning for succession – describing the various approaches available and why they were selected, the process involved, lessons learned, and tips for your institution.

Good Things Come in Small Museums: Part Two

This is a continuation of the morning's session.

Rolling Back the Tides: revealing Tantramar's tidal landscapes

Presenter: Paul Bogaard, Tantramar Heritage Trust

Petit musée se fait des amis

Presenter: Sophie Cormier, Musée Colby-Curtis

Exhibits on Residential Schools in Small Communities

Presenter: Michele Alderton, Red Lake Regional Heritage Centre
Red Lake, Ontario

The Top 10 Tips for Creating Great Planned Giving Campaigns

Presenter: Richard Radcliffe, U.K.

This outrageous but deeply practical session will be sure to challenge, stimulate and motivate you! Richard will present more than 30 tips ... some terrible, some excellent! What works and what doesn't? You have the vote in this interactive session which is sure to challenge your assumptions.

Being Green

Moderator: Robert Laidler, Oak Hammock Marsh Interpretive Centre

Panelists: Joanne Lalumière, Granby Zoo; Aude Porcedda, UQAM; Alex Rankin, Griffiths Rankin Cook Architects; William Rapley, Toronto Zoo

A true greening program takes a holistic approach that goes beyond evaluating energy use and construction plans to developing a green ethic among an institution's leadership, employees, members, and visitors. This session will cover a wide range of topics from sustainable learning and public awareness, to energy conservation and green architectural technology. Institutions "must walk the talk" and show leadership in fostering a greener world.

6:00 pm

AWARDS CEREMONY

Canadian War Museum

Roses to all the winners of the 2007 awards! Presentations will be made for the CMA Awards for Outstanding Achievement, CMA Fellows, CMA Award of Distinguished Service, the ICOM Canada International Achievement Award, and the Museums and Schools Partnership Award (co-sponsored by the Canadian College of Teachers and the Canadian Museum of Nature, in collaboration with the CMA).

No charge.

7:30 pm

CELEBRATION DINNER

Following the awards ceremony enjoy dinner among the military vehicles showcased in the LeBreton Gallery. You will also have the opportunity to tour the museum, and shop in the boutique.

Fee: \$65. Open to all delegates and guests. Includes dinner, entertainment, and transportation. Cash bar.

Sponsored by: Sennheiser Canada.

FRIDAY, MARCH 30, 2007

7:00 am – 5:00 pm

REGISTRATION

Fairmont Château Laurier, Ottawa

7:30 am – 8:45 am

BREAKFAST WITH THE EXHIBITORS

9:00 am – 10:00 am

PLENARY SESSION

Understanding Artists – It is possible! (T)

David W. Galenson, University of Chicago

Recent research has demonstrated that artistic innovators can be divided into two types – the conceptual, who execute their most important work early in their careers, and the experimental, who improve over time, making their greatest contribution late in their lives. Professor Galenson will illustrate how this analysis explains artists' careers, and examines some of its implications for the art of the 20th century.

David W. Galenson is an economics professor at the University of Chicago, and a research associate of the National Bureau of Economic Research. He has been a visiting professor at several universities in the U.S. and abroad. His book, *Old Masters and Young Geniuses: The Two Life Cycles of Artistic Creativity* (Princeton University Press 2006), is one of several which explore the art world. Perhaps *Wired* magazine writer Daniel Pink best characterized him: "After a decade of number crunching, Galenson, at the not-so-tender age of 55, has fashioned something audacious and controversial: a unified field theory of creativity. Not bad for a middle-aged guy."

10:00 am – 10:30 am

NETWORKING BREAK WITH THE EXHIBITORS

Visit the CHIN booth for a brief presentation about a pilot initiative that enables museums to create innovative learning resources for teachers and students.

Sponsored by : Carr McLean.

10:30 am – noon

EDUCATIONAL SESSIONS

Doers and Dreamers: Museums and Emerging Trends in Technology (T)

Moderator: Louise Filiatrault, Canadian Heritage Information Network

Panelists: Bonnie Szirtes, Canadian Heritage Information Network; Brian Porter, Royal Ontario Museum; George Siemens, Learning Technologies Centre, University of Manitoba

Canadian museums were early adopters of digital technologies to manage and promote collections, to communicate with audiences, and to engage visitors. This session on best practices will showcase outstanding examples of Canadian museums' use of digital technologies. Experts in emerging technology and audience analysis will muse on the future of technology in museums.

Presented in collaboration with Canadian Heritage Information Network.

What are Museums Doing to Diversify Audiences? (T)

Moderator: Megan Richardson, National Gallery of Canada

Panelists: Marie Lopes, Vancouver Art Gallery; Gary Goodacre, National Gallery of Canada; Kelly McKinley, Art Gallery of Ontario

How are museums across Canada defining diversity and what approaches are they using to attract and sustain new audiences? Panelists will discuss concrete examples, lessons learned, and best practices for developing strategies to increase reach within communities, and to sustain meaningful and long-term partnerships.

What Motivates Volunteers and Donors to Give to Museums

Moderator: Martha Wilder, Canadian Federation of Friends of Museums

Panelists: Daniel Ben-Natan, The Israel Museum, Jerusalem; Joan Lozinski, Art Gallery of Ontario; Ann McCain, Harrison McCain Private Foundation; Margot Sackett, Ross Memorial Museum

Do you know what motivates volunteers and donors to give their time and money to museums? This session examines four different perspectives on philanthropic giving: the donation of a collection; funding from a foundation in the form of a grant; and the donation of time from a dedicated volunteer.

Getting Our Fair Share: Proactive Planning for Sustainable Funding

Moderator: Christina Tessier, Bytown Museum

Panelists: Francis Beaulieu, Museoparc Vanier; Alex Cullen, Ottawa City Councillor; Colleen Hendrick, Cultural Services and Community Funding, City of Ottawa

Amalgamation is a new reality across Canada and many communities are struggling to cope with competing needs. This case study examines the implementation of Ottawa's Arts and Heritage Plan which addresses urban, suburban and rural communities, identifies strategies for maintaining current heritage assets, and helps to grow the services offered to the community. Panelists will share experiences, and explain how proactive, long-term planning is effective in securing long-term funding.

Museums and Consultants: Roles and Expectations

Moderator: Sylvie Durand, Sono Design Inc.

Panelists: Chantal Amyot, Canadian Museum of Civilization; Marie-Thérèse Bournival,

exhibition designer, Montreal; Marie Émond, Musée de la civilisation; Julie Scriver, exhibition designer, Moncton

Increasingly museums are using consultants to create and develop exhibitions, virtual exhibitions, and interactives. Ensuring projects are completed satisfactorily – and with a smile – so that both parties are happy takes skill. This round table will address the expectations and needs of both museums and consultants, and will offer pointers on best practices for small institutions when responding to service offers.

Noon – 1:30 pm

LUNCH WITH THE EXHIBITORS AND TRADE SHOW CLOSING

1:30 pm – 2:30 pm

PLENARY

Carol Sprachman Memorial Lecture

Presented with the kind support of The Canadian Federation of Friends of Museums.

Healthy, Wealthy and Wise (T)

Ron Chew, Director, The Wing Luke Asian Museum, Seattle WA

Key strategies for community engagement have transformed the Wing Luke Asian Museum from a modest historical society into a dynamic mid-sized organization that is vibrant, healthy, and well-connected to its community. Mr. Chew will share with you how passion, organization, and vision can ensure your institution remains healthy for years to come.

Ron Chew's work has spanned over 25 years in community journalism and education. In 1991 he became executive director of the Wing Luke Asian Museum (Seattle WA). Under his leadership, the museum has become a catalyst for social change in underserved communities, by broaching complex subjects such as racism, sexism, discrimination, violence, immigration, exploitation, disenfranchisement, and poverty. Ron has received numerous accolades and awards including the Washington State Governor's Heritage Award, the Washington Museum Association's Award of Institutional Excellence, and the prestigious Ford Foundation's Leadership for a Changing World Award.

2:30 pm – 3:15 pm

ICE CREAM BREAK

Sponsored by: Pacart

3:15 pm – 4:45 pm

EDUCATIONAL SESSIONS

Taking Environmental Action: Museums and Community

Presenter: Alanna Mitchell

It isn't news that Canadians are concerned about the state of the environment, the impact of climate change, and the issue of biodiversity. Helping the public to understand such critical emerging issues is one of the basic ways our institutions can be relevant. Collections in museums and zoos provide the ideal backdrop for public education. Ms. Mitchell will discuss the critical role that museums can play in fostering essential links between communities and preserving the environment.

Award-winning journalist Alanna Mitchell specializes in translating science into narrative. The former earth sciences reporter for *The Globe and Mail*, she is currently a communications strategist for the International Institute for Sustainable Development. In 2000, the IUCN and the Reuters Foundation named her the best environmental reporter in the world for her work on Madagascar's vanishing forests. Her recent book, *Dancing at the Dead Sea: Tracking the World's Environmental Hotspots* was named one of Canada's top five best non-fiction books in 2004 by Quill & Quire.

Museums: Between Enchantment and Chaos (T)

Presented by ICOM Canada.

Moderator : H  l  ne Pag  , Mus  e de la civilisation

Presenters: Beno  t L  gar  , Montreal Science Centre; Sylvie Morel, Canadian Museum of Civilization

As our beautiful world suffers the effects of global warming, and we experience renewed nuclear threat, pandemics, and tensions between nations, should museums intervene? Some feel that museums should remain neutral, others believe museums have an important social role to foster citizenship and awareness of current social issues. Should museums support social and political activism? Or remain social observer?

Making History Public

Moderator: Del Muise, Carleton University

Panelists: Lon Dubinsky, Canadian Museums Association; Josie Premzell, Peel Heritage Complex

The Canadians and Their Pasts is a multi-year research project exploring what history means to Canadians and what sources of knowledge they value. This session will present the project's preliminary findings, and discuss the critical role that museums can play, in making Canadian history more accessible to an increasingly diverse public. The project is supported by the CURA program of the Social Sciences and Humanities Research Council of Canada. Partners include six major universities, several museums and heritage organizations, and CMA.

Strengthening Relationships: Private Galleries and Public Institutions

Moderator: Victoria Henry, Canada Council Art Bank

Panelists: Olga Korper, Olga Korper Gallery; Shirley Madill, Art Gallery of Greater Victoria; Ann Thomas, National Gallery of Canada; Yves Trépanier, TrépanierBaer

This panel discussion will highlight the importance of an open dialogue between public institutions and commercial galleries in Canada. It will illustrate that a mutually beneficial relationship between these communities will support all stakeholders within the Canadian visual arts sector.

Get Your Audio Tour Guide Here! Implementing the right system for your museum

Moderator: Stacey Wakeford, Canada Science and Technology Museum

Panelists: Yves Paris, Montreal Biodome; Laurent Marquart, GSM Design; Cécile Ouellet, Musée de la Civilisation

Selecting and implementing the appropriate audio tour guide system for your institution is an important – yet sometimes daunting – task. The right system can save you time and money, increase revenues, and improve the visitor experience. Learn how to select a system and gain valuable tips for planning and implementation, from other institutions currently using audio tour guide systems.

5:00 pm – 6:00 pm

ANNUAL GENERAL MEETINGS

1. Canadian Federation of Friends of Museums. Dinner to follow meeting, by invitation only.
2. Coalition of Canadian Health Care Museums and Archives
3. ICOM Canada

6:30 pm – 8:30 pm

EVENING EVENT

Science Soirée at the Canada Science and Technology Museum

Step out on the town with science! Marvel over amazing experiments and intriguing demonstrations. Engage with science buskers, enjoy experiments, and check out demonstrations that will knock your top hats off! Canes optional.

Fee: \$35. Fee includes transportation, admittance to the museum wine and cheese reception. Open to CMA delegates and guests. Pre-registration required.

SATURDAY, MARCH 31, 2007

7:30 am – 9:00 am

TRAVELING EXHIBITION MARKETPLACE

Looking for just the right exhibition for your museum? Trying to find that perfect venue for your own traveling exhibition? We've got the solution: exhibition exchange central! The CMA's fifth annual traveling exhibitions marketplace. Be sure to stop by to see if someone has what you're looking for! This marketplace is for both producers and borrowers of traveling exhibitions.

For more information and to reserve a table, contact Anne Gagnon at (418) 644-6440, ext. 3336 or anne.gagnon@mnba.qc.ca

9:00 am – 10:00 am

PLENARY SESSION

Gordon Tootoosis

When Gordon Tootoosis first met the Queen, he thought he would honour her by welcoming her to his home territory in his birth language: Cree. At CMA 2007 Tootoosis will talk about his experiences as a First Nations actor in the predominantly non-Aboriginal performing arts community. He will discuss the synergies that can emerge when two cultures come together. If it works in performing arts, what can museums learn about creating cultural synergies?

An acclaimed Hollywood actor and Cree activist, Gordon Tootoosis has lived much of his life struggling to find a balance between two cultures – the one he works in and the one he was born to. He spent his childhood on Saskatchewan's Poundmaker Reserve, and like so many native children, he was exiled from home and forced to attend a Catholic residential school. In 1972, he got his acting break as Almighty Voice in *Alien Thunder*, and has since co-starred with such luminaries as Brad Pitt and Sir Anthony Hopkins, playing One Stab in *Legends of the Fall*.

10:15 am – 11:45 am

CONCURRENT SESSIONS

All Artefacts are Not Created Equal: Assessing the Significance of Collections (T)

Moderator: Charles Costain, Canadian Conservation Institute

Panelists: Ian Cook, 3CS AsiaPacific Consultancy; Judikje Kiers, Museum Amstelkring, Amsterdam, Netherlands; Patricia Kell, National Historic Sites Directorate, Parks Canada

Understanding the significance of objects is key to making collections management decisions, ranging from deaccessioning to storage pressures to risk-based decision-making. One approach to this challenge is to examine the significance of objects or collections. Methods for assessing significance have been developed in the Netherlands and Australia, and by Parks Canada. Three experts will describe their respective methodologies, how they have been implemented, what has worked (and what hasn't),

and the results.

Presented in collaboration with the Canadian Conservation Institute

The Traveling Exhibition in all its Stages (T)

Moderator: Nicolas Gauvin, Canadian Museum of Civilization

Panelists: Yvan Chouinard, Musée de la civilisation; Myriam Proulx, American Museum of Natural History; Pascal Normandin, Montreal Museum of Fine Arts; Kim Reid, Peterborough Centennial Museum and Archives

What opportunities can traveling exhibitions offer your institution? Come and listen to experts debate the hot topics, ask questions, and discuss the issues surrounding traveling exhibitions. The session is intended to facilitate exchange and is best suited for attendees who are looking for traveling exhibitions or who hope to develop their own.

Museum Research: Dinosaur or Phoenix?

Moderator: Andrée Gendreau, Musée de la civilisation, Québec, and Vice-President, Canadian Museums Association

Panelists: Victoria Dickenson, McCord Museum; Paul Litt, Carleton University; Robert McGhee, Canadian Museum of Civilization; David Moorman, Social Sciences and Humanities Research Council; and CMA museum research committee: Laura Brandon, Canadian War Museum; Del Muise, Carleton University; Garth Wilson, Canada Science and Technology Museum

As museum professionals, we believe museum research is about finding out more about collections. But this is changing – and rapidly. More contemporary concerns relating to issues such as gender, ownership, and the sacred are now also part of the equation, enriching, although also complicating, the researcher's task. The general public is rarely privy to these developments and challenges and, in consequence, its understanding of the traditional role and importance of museum research appears to be eroding.

Canada – China Exchange

Panelists: Pierre Bail, Musée de la civilisation; Tony Luppino, Art Gallery of Alberta; Nelly Ng, Canada Fund for International Understanding through Culture; Mark O'Neill, Canadian Museum of Civilization Corporation; Anthony Shelton, UBC Museum of Anthropology

China is currently experiencing a period of rapid growth, which is opening doors and presenting opportunities to the Western world. In September 2006, a delegation of Canadian museum directors visited with numerous officials in China to explore business opportunities and possible exchanges within the museum sector. During this session, participants will discuss potential opportunities and share their impressions of their visit to China.

Noon

CANADIAN MUSEUM OF NATURE

Breaking with tradition, the whole conference is on the move! Join us for lunch in the newly renovated Victoria Memorial Museum Building, home of the Canadian Museum of Nature, just minutes from Parliament Hill.

Buses will depart the hotel at noon, included in registration.

12:30 pm

CLOSING LUNCHEON AND AGM

Gaétan Morency is the featured lunch speaker, he has been Vice President of Public, Social, and Cultural Affairs at Cirque du Soleil since 1992, and has worked for more than 30 years in the cultural field. Dynamism and creativity are two qualities that accurately describe Cirque as their spectacles continue to surprise and delight audiences. Many are unaware that the organization comprises 42 nationalities and 25 languages; Mr. Morency will discuss their approach to working with a wide variety of cultures to build a first class team.

Lunch will be followed by the CMA's Annual General Meeting, after which you will have the choice of participating in a tour, or selecting one of two educational sessions.

3:00 pm - 4:30 pm

CMN TOURS

West Wing Gallery Tour

Tour the newly renovated west wing spaces that opened in October, 2006, featuring three world-class permanent galleries – the Talisman Energy Fossil Gallery, the Mammal Gallery, and the Bird Gallery – and the 4th floor Discovery Zone.

East Wing Hard Hat Tour

Join CMN Renewal Project staff on a behind-the-scenes tour of the east wing construction project, expected to be complete by 2010.

Pre-registration is required for both tours. Each tour is limited to 30 delegates.

3:00 pm - 4:30 pm

EDUCATIONAL SESSIONS

Do You Know Where Your Artefacts Are?

Moderator: Danièle Archambault, Montreal Museum of Fine Arts

Panelists: Jennifer Allen, Harvard Museums; Joseph King, Walker Art Center; Peter Romkey, Harriet Irving Botanical Garden of Acadia University

Recent IT developments permit users to locate and track artefacts via computer instead of

using collections inventory documents or conducting a physical search. The various new tools are not yet widely used in Canadian museums, but they warrant careful review given their cost-savings benefits. This session will examine the benefits, disadvantages, and costs of three specific tools: bar code technology, radio frequency identification (RFIDs), and GPS.

Extreme Makeovers!

Moderator: Elizabeth McCrea, Canadian Museum of Nature

Panelists: Paul Bowers, Darwin Centre Phase 2, The Natural History Museum, London UK;

Maureen Dougan, Canadian Museum of Nature; Debbie Trueman, Nanaimo District Museum

A panel of distinguished Canadian and international professionals will share their tales of museum makeovers and new beginnings – not just the exciting elements, unique approaches, and success stories, but the challenges and the pitfalls as they take their museums into the 21st century!

Presented in collaboration with: Canadian Museum of Nature

7:00 pm

CMA 2007 CLOSING CELEBRATIONS!

Canadian Museum of Civilization

Diamonds are forever, and so is the CMA. Celebrate 60 years of CMA success, and look forward to the next 60 with your colleagues at a fun-filled evening of camaraderie and adventure in the Grand Hall at the Canadian Museum of Civilization. Mingle over exotic martinis before dining on a sumptuous buffet. The evening will feature six decades of music from the late 1940s to today. Don your best 1940s outfit, something contemporary, or anything in between, and join us for an unforgettable evening!

Fee \$75. Fee includes a cocktail, buffet dinner, entertainment and transportation. Open to all delegates and guests. Cash bar.