

EVOLVE OR DIE!

CMA CONFERENCE • LONDON 2011 • APRIL 11-15

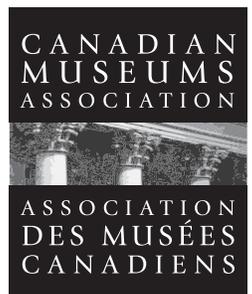


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**Plus a special thanks to the following institutions
who played a major role in the planning of CMA 2011...**

Canadian Museum of Nature
Fanshawe Pioneer Village
London Arts Council
London Heritage Council
London Regional Children's Museum
Museum London
Museum of Ontario Archaeology
The Museum



KEYNOTES 2011



Tuesday, April 12, 4:30 pm

SIMON BRAULT

O.C., B. Sc., FCGA

Simon Brault is one of Canada's more ardent cultural warriors: the CEO of the National Theatre School, the Vice-Chair of the Canada Council for the Arts, the president of Culture Montréal, and a

member of the Canada Prizes' advisory panel, Brault has fought on the side of arts and culture for over three decades. A long-time advocate of the arts in Montréal, Brault has taken action to re-establish that city as one of the most culturally accomplished communities in Canada. He continues the good fight in his new book, *No Culture, No Future*, an impassioned manifesto that argues that arts are not just a right but a necessity. Originally published in Quebec as *Le Facteur C*, besides highlighting culture's economic value, he explores the reasons why culture is of vital importance. Brault also preaches a culture of inclusivity: that instead of erecting barriers between high art and mainstream art, between the elite and the mainstream, we need to tear them down.

Supported by the Canadian Federation of Friends of Museums



Wednesday, April 13, 8:45 am

JANET CARDING

CEO and Director, Royal Ontario Museum

Children who enjoy memorable times in museums "become people who see museums as part of their life. One thing we have to do is continually create new museum visitors."

Canada's largest museum selected a curator from "the land down under" to lead them into the next decade. A strong believer that video displays can help bring museum collections to life, Janet Carding began her career as a curator at the Science Museum in London, and has since worked at the UK's National Museum of Science and Industry. Since 2004 Carding has been assistant director, public programs and operations at the Australia Museum in Sydney. She holds degrees from Cambridge and the University of London.



Wednesday, April 13, 12:45 pm

CHRIS RUDGE

Former CEO,
Canadian Olympic Committee

Passionate about sports, Chris Rudge is the former CEO of the Canadian Olympic Committee (COC). He also chaired the wildly successful Own The Podium (OTP)

program through 2009 and 2010. An adjunct professor at the University of British Columbia's School of Human Kinetics, Rudge currently is the chair and CEO of the 2012 100th anniversary Grey Cup Festival and the chairman of the Canadian Sport Center, Ontario. His sport background includes competing as a player with the Syracuse Stingers of the National Lacrosse League (NLL), holding the position of Directeur du personnel with the NLL's Les Caribou de Québec and coaching the Canadian National Field Lacrosse Team in 1976. For more than a decade Rudge held several executive positions with Quebecor World Inc. Prior to joining Quebecor World Inc. in 1991, Rudge was president and part owner of Pickering, Ontario-based Web Offset Publications. He has also been general manager, sales and marketing at Maclean Hunter Printing and has held various senior advertising sales positions at *The Financial Post*, including national advertising manager. Rudge began his professional career as a physical education teacher with the Toronto Board of Education, teaching both junior and senior high school students. Rudge is and has been active on a number of boards, including The Paxen Group Inc. (Melbourne, Florida), Merrill Lynch Canada, the Organizing Committee for the 2015 Pan American Games, the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games, the National Ballet of Canada, the White Ribbon Campaign, the School of Graphic Communications Management at Ryerson University where he co-chaired the New Building Campaign, the University of Toronto Department of Athletics Restricted Funds Committee and the Country Day School (Vice Chairman). He was a member of the Province of Ontario's Olympic Trust and Waterfront Development Board and Chairman of the Town of Vaughan's Recreation and Sports Advisory Committee and has been an active member of the Canadian Printing Industry Association.

KEYNOTES 2011

PHOTO: JASON TEAKLE



Wednesday, April 13, 3:30 pm

EDDIE FRIEL

Niagara University

"Been there, done that" might well apply to Eddie Friel when it comes to systemic change. Friel, is one of the key figures in transforming Glasgow, Scotland from a perceived decaying industrial city to

a major tourist destination. Appointed the first chief executive of Greater Glasgow Tourist Board, he developed the policies that helped transform Glasgow, turning that dying industrial city — once a world shipbuilding capital — into an arts and cultural center that now employs twice as many people in the tourism industry as it did in shipbuilding. Friel joined the faculty of Niagara University in January 2007 as an "expert in residence" in the College of Hospitality and Tourism Management to help reshape the image of Buffalo/Niagara. Gary Praetzel, dean of Niagara's tourism management college, said he brought Friel in because of the parallel between Glasgow and Buffalo. "Friel offers us a road map to economic growth through tourism. What was done in Glasgow is the perfect strategy to follow here. On the world stage, he's one of the great experts in destination marketing. It's like bringing to campus a Nobel Prize winner." Friel, a native of Londonderry, Northern Ireland, has more than 35 years experience in the tourism industry. He has a string of degrees and honors, including Officer of the Order of the British Empire, bestowed upon him in 2004 by Queen Elizabeth II for services to tourism in Scotland.

PHOTO: JAMES O'MARA



Wednesday, April 13, 4:15 pm

DR. JAMES M. BRADBURNE

AA Dipl MCSD

Director general of the Fondazione Palazzo Strozzi in Florence, Italy James Bradburne was responsible for concept, strategy and implementation of a foundation to revitalise the public cultural

program of the Palazzo Strozzi. A British-Canadian architect, designer and museum specialist Bradburne has designed World's Fair pavilions, science centres, and international art exhibitions. Educated in Canada and England, he developed numerous exhibitions, research projects and symposia for UNESCO, national governments, private foundations, and museums worldwide during the course of the past fifteen years. He currently sits on several international advisory committees and museum boards, and recently curated and designed exhibitions including *Rudolph II* (Prague 1997) and *Blood: perspectives on art, power, politics and pathology* (mak.frankfurt/Schirn Kunsthalle). He lectures internationally about new approaches to informal learning, and has published extensively.



Thursday, April 14, 8:45 am

WAYNE MADDISON

Director, Beaty Biodiversity Museum, Vancouver BC

Wayne Maddison grew up in southern Ontario and Alberta, finding a love of nature, and jumping spiders in particular, as a teenager. He worked in the Royal

Ontario Museum's entomology department as a high school student. Maddison's knowledge of jumping spider species continued to develop as an undergrad, spurred on by collecting trips and visits to the Canadian National Collection in Ottawa and the Museum of Comparative Zoology at Harvard. After completing his BSc at the University of Toronto, he did a PhD at Harvard University, and a postdoctoral fellowship at the University of California at Berkeley. He was an assistant and associate professor at the University of Arizona from 1990 until 2003, when he joined the University of British Columbia as professor and Canada Research Chair. Over the past seven years, he has become rededicated to museums and museums-based research. Maddison's research arose from a fascination with the diversity of forms and behaviours of jumping spiders, which led to systematics, which led to phylogenetic theory and computer programming. His work continues to be both empirical, on spiders, and theoretical, on the use of phylogeny in evolutionary inference.

Supported by the Alliance of Natural History Museums



Thursday, April 14, 4:15 pm

KADIE WARD

Director of Marketing and Communications, London Economic Development Corporation.

Actively involved in the London community, Kadie Ward sits on the board of directors for the Downtown

London Business Association, Canadian Club of London, Museum London, and is a founder of Museum Underground, a group focused on engaging the next generation of museum patrons in a meaningful relevant way. Ward has been a member of the Innovation Systems Research Network and Techno-Policy Network where she researched regional innovation systems. Her research has been published and presented to both local and international audiences. Passionate about community and regional economic development, Ward strives to bring innovation to her communities and introduce a new way of thinking about building cities.

Ward describes how Greek classical sculpture may have articulated and embodied the best model for economic development. Through an engaging and entertaining discussion of modern economic development theory Ward argues that economic developers could learn a lot from the content and form of the art that surrounds us.

MONDAY, APRIL 11

11:00 am – 5:00 pm (Grand Ballroom Foyer)

Registration

1:00 pm – 5:00 pm

PRE-CONFERENCE MOBILE WORKSHOP

Discover London's Urban Landscape

Take a walk with two of London's key City Planners and explore the past, present and future heritage of downtown London. Discover the landmarks that reveal London's enduring story. Learn about the current state of London's downtown and what the City of London has planned for the downtown's future.

Fee: \$20. Pre-registration required. Includes admission to all sites and a refreshment break. **Please meet in the lobby of the Hilton London Hotel at 12:45 pm.**

5:00 pm – 7:00 pm

Dinner on Your Own

Connect with colleagues and friends and explore London's fine tradition of dining experiences. Look in your delegate bag for a listing of local restaurants.

7:00 pm – 9:00 pm

EVENING EVENT

Celebrating Place

Old East Village is an integral part of London's history and tonight we celebrate its revitalization through commerce, culture and community. Many Londoners fondly recall the shopping district's street festivals and sidewalk bazaars. Although today's abundance of malls and big box stores have dramatically changed the consumer landscape, the Old East Village has remained focused on specialty shops and community spaces. Contributing to the revitalization efforts are three organizations collaborating to strengthen the community and showcase Old East Village as a Culture District for London. Join your colleagues and friends for a mobile tour which includes: **Aeolian Performing Arts Centre, Palace Theatre** and the **London Clay Art Centre**.

Fee: \$30. Pre-registration required. Includes transportation, admission to all venues and a reception at the **Aeolian Performing Arts Centre** including beer, wine and soft drinks. **Please meet in the lobby of the Hilton London Hotel at 6:45 pm.**

Unless otherwise specified all sessions take place at the Hilton London Hotel.

 = Simultaneous translation

OF SPECIAL INTEREST TO MEMBERS OF THE ALLIANCE OF NATURAL HISTORY MUSEUMS MEMBERS:

Monday, April 11, 4:00 pm (Boardroom 7)

Education/Programming/Communications Committee Meeting

Tuesday, April 12, 9:00 pm – 12 noon (Boardroom 7)

Alliance Board Meeting

Tuesday, April 12, 12 noon – 4:00 pm (Duke of Connaught)

All ANHM Member Meeting

Wednesday, April 13, 6:00 pm (Grand Ballroom Foyer)

Silent Auction

Held in conjunction with CMA's Reception with Exhibitors

Thursday, April 14, 8:45 am – 9:45 am (Grand Ballroom)

Keynote Address: Natural History, Old and New
Dr. Wayne Madison, Director, Beatty Biodiversity Museum

Alliance of
Natural History
Museums of Canada



Alliance des
musées d'histoire
naturelle du Canada

NOTES

8:00 am – 6:00 pm (Grand Ballroom Foyer)

Registration

9:00 am – 4:00 pm (Duke of Edinburgh Room)

FULL-DAY WORKSHOP

Forecasting the Future of Museums

Snapshots of the world, 2050:

1. museums are embedded in the world around us — seamlessly interleaved with the local historic district, art park, senior center and home-based schools.
2. museums are hyper-local and low tech, places of respite and retreat, refuges from the virtual and plugged-in turned-on world.

Which will be true? Perhaps neither or both! American Association of Museums's (AAM) Center for the Future of Museums will lead attendees in a day-long exploration of potential futures.

You will learn:

- the basics of forecasting
- preview major trends
- explore provocative scenarios... and learn a new paradigm for planning.

Fee: \$75. Pre-registration required. Includes printed material, two health breaks and lunch.

Facilitated by: **Elizabeth Merritt**, founding director of the Center for the Future of Museums—a think-tank and research & development lab for the museum field. The American Association of Museums created the Center for the Future of Museums (CFM) to help museums explore the cultural, political and economic challenges facing society and devise strategies to shape a better tomorrow. Ms. Merritt has 15 years experience in museums. Prior to joining AAM in 1999, she was Director, Collections and Research, at Cincinnati Museum Center, responsible for the administration of the curation, collections management, research, and conservation efforts related to the natural history and science, history, and children's museums of the Center. Her areas of expertise include museum standards and best practices, ethics, collections management and planning, and assessment of nonprofit performance. She teaches and speaks internationally, is a prolific author, most recently providing commentary for "National Standards & Best Practices for U.S. Museums," which is much less dry than it sounds. She is a Master Gardner, a competitive fencer, and serves as chair of the fundraising taskforce for the Yale Fencing Association.

Sold out

9:00 am – 4:00 pm (Suite 300)

FULL-DAY WORKSHOP

Social Media: Evolution to Execution

Facilitators: **Titus Ferguson**, rtraction; **Andrew McClenaghan**, Echidna Web Solutions; **Justin Ogglesby**, Hall and Associates

There is no doubt that Social Media tools like Twitter and Facebook are here to stay and for many of us it is time to jump on the band wagon before it pulls away. Social media has created a fundamental shift in the way people communicate and if used effectively you can generate more traffic to your website, stay in touch with your "visitors" and connect with new and valuable resources. *Social Media: Evolution to Execution* is an in-depth full day interactive workshop where you will have the opportunity to really get your hands dirty. Representatives from London's leading web development and marketing agencies will be on hand to help everyone navigate this new world. Participants are encouraged to bring their laptops as there will be live demonstration and interactive elements presented throughout the day.

You will learn:

- How to increase your following
- How to interact better with your audience
- Social media design
- Integrating your social media plan into your marketing plan

The time to harness the power of the web is today and we want to help your through it. 500 Million people can't be wrong!

Fee: \$50. Pre-registration required. Includes two health breaks and lunch.

9:00 am – 4:00 pm (Duke of Albany Room)

FULL-DAY WORKSHOP

Beyond the Paper Plan: Integrating Emergency Planning and Training

Is disaster preparedness in your museum just a plan on paper that desperately needs updating? Or an unfinished plan that's been in progress for several years? Have you just finished your plan but are unsure of how to proceed from there? This workshop will introduce an active team process for emergency preparedness that builds capacity for decision-making while the details for the emergency plan are worked out. The workshop will draw on the experience of emergency management officers, first responders and conservators.

You will learn:

- How to build and improve an emergency plan through table-top exercises in which staff plan response to possible emergencies
- Ways to integrate emergency planning, risk identification and mitigation, and emergency response training
- Discover the usefulness of floor plans and key objectives for emergency planning, training and risk documentation
- Expand your capacity for emergency response decision-making through scenario exercises

Fee: \$55. Pre-registration required. Includes printed material, two health breaks and lunch.

Facilitated by: **Irene Karsten**, Preservation Development Advisor, Canadian Conservation Institute. Dr. Karsten is a graduate of the University of Toronto Museum Studies Program and the Sir Sandford Fleming College Art Conservation Techniques Program. She has an MSc and PhD in Human Ecology with specialization in textile conservation from the University of Alberta. From 2004 to 2009, she was Museum Conservator for the University of Alberta Museums, where she was responsible for preventive conservation and emergency preparedness for thirty-five collections on a large university campus. Since joining the CCI in 2009, her work has focused primarily on risk assessment and emergency preparedness. With Deborah Stewart, she currently facilitates the popular CCI workshop, *Emergency and Disaster Preparedness for Cultural Institutions*.

9:00 am – 12 noon (Prince of Wales Room)

HALF-DAY WORKSHOP

Building Constituency — The Museum as an Essential Service

In the contemporary quests for value, sustainability and accountability, museums are exploring ways to reinvent themselves as purveyors of services essential to their communities. Beyond collecting and preserving, they are becoming advocates for changes in policy and behaviour, forums for debate on controversy and resources for expertise on complex topics. They are linking themselves to the goals of other institutions and expanding their constituencies and influence in the process. This necessitates more collaborative and holistic approaches to planning and design where users and partners are brought into the process early to explore the meaning of success and its implications for institutional character and physical form.

This session will focus on these methods and their results in a number of guest case studies. It will be conducted in an interactive workshop format, and audience participants are expected to share their own experiences and explore the implications.

What you will learn:

Participants will be introduced to convergent, holistic planning processes. This will include examples of how to successfully realize these key concepts:

- Develop a coincidence of interest
- Create linkages among the mission, architecture, visitor experience and the institution
- Identify and include new stakeholders
- Build commitment in the community
- Become a platform for new voices
- Plan through collaboration

Fee: \$30. Pre-registration required. Includes printed material and a health break.

Facilitators and Presenters

- **Moderator:** **Robert Laidler**, Oak Hammock Marsh Interpretive Centre
- **Facilitating Host:** **Phil Aldrich**, AldrichPears Associates
- **Co-Facilitator:** **Catherine Rockandel**, Rockandel & Associates
- **Session Guest for Case Study:** **Nancy Noble**, Museum of Vancouver

1:00 pm – 4:00 pm (Duke of Connaught Room)

HALF-DAY WORKSHOP

Interpretation Master Planning

Interpretation master planning is sometimes seen as a “necessary evil”. But it doesn’t have to be. Interpretation planning can be a great way to remember what it is you are good at, to put your ducks in a row at the site, to listen to and work with staff and visitors, and to get your message out. In this workshop, we’ll consider the why, how and so what of interpretation planning. Regardless of your institution you will find this workshop informative.

You’ll explore:

- How to plan the plan
- What goes into an interpretation master plan — themes & strategies
- Implementation challenges
- How to tell if it’s working (for you & others)

Fee: \$70. Pre-registration required. Includes printed material and a health break.

Facilitated by: **M. Christine Castle**, Consultant, Educator, and Editor of Museum Education Monitor (MEM). Chris has 30 years of museum experience. Christine specializes in the design, development, and evaluation of interpretation programs for galleries, museums, and cultural heritage. She has recently assisted Fanshawe Pioneer Village, the Art Gallery of Ontario, the Archives of Ontario, and Interpretation Canada with their interpretation requirements.

2:00 pm – 3:00 pm (Boardroom 7)

ANNUAL GENERAL MEETING

Canadian Federation of Friends of Museums (CFFM)

Open to members only.

4:30 pm – 6:00 pm (Grand Ballroom)

WELCOME TO LONDON

Andrea Halwa and **Annique Sanche**, London Heritage Council

OPENING KEYNOTE ADDRESS

Carol Sprachman Memorial Lecture

Simon Brault

No Culture, No Future: The Urgency of Renewing Public Engagement with Arts and Culture in Canada

Kindly supported by the Canadian Federation of Friends of Museums

CFFM | FCAM

7:00 pm – 9:00 pm

EVENING EVENT

Blast from the Past!

Join us for an evening of food, friends and fun at the **London Regional Children’s Museum**. Discover how hands-on exploration inspires the next generation of museum visitors and rediscover your own childhood along the way. Explore the museum’s galleries, sample delicious food and drinks, and experience the value of play-based learning for yourself!

Fee: \$55. Pre-registration required. Fee includes transportation, entrance to the Museum, entertainment, heavy reception, one complimentary alcoholic or non-alcoholic beverage. Cash bar.

Buses will shuttle between the Hilton London Hotel and the London Regional Children’s Museum (at approximately 20 minute intervals) commencing at 6:45 pm. Departure from the Lobby. Buses will begin to return to the hotel at 8:30 pm.

7:00 am – 5:00 pm (Grand Ballroom Foyer)

Registration

7:30 am – 8:30 am (Grand Ballroom East & Foyer)

Breakfast with the Exhibitors

8:45 am – 10:00 am (Grand Ballroom)

CMA OFFICIAL CONFERENCE OPENING

Master of Ceremonies:

Brian Meehan

Executive Director, Museum London

Joe Fontana

Mayor, City of London

Penn Kemp

Poet Laureate, City of London

John G. McAvity

Executive Director, Canadian Museums Association

Jon Tupper

President, Canadian Museums Association

KEYNOTE ADDRESS

Fellows Lecture

Janet Carding

CEO and Director, Royal Ontario Museum

Evolving Museums — The View from on Top

Last year Janet moved from Sydney, Australia to the Director's office at the Royal Ontario Museum, Toronto. Having moved from one hemisphere to another, she considers the extent to which the challenges we face in Canada resemble those in Australia, and indeed are challenges that Museums are addressing around the world. From finances to technology; collections access to audience development — how must museums adapt and evolve?

THE INDUCTION OF THE 2011 FELLOWS

Janet Brooke

Dan Gallacher

10:15 am – 11:30 am

E EDUCATIONAL SESSIONS

E The Evolution of the Online Museum

(Grand Ballroom)

Moderator: Brian Meehan, Museum London

Panelists: Gabrielle Blais, Canadian Heritage Information Network; Loren Fantin, Our Ontario; Andrea Hallam, London Heritage Council

We know where we have been but where are we going with the future of online museums? Explore a range of tools available for online interaction; look at the likely costs, partnering, and who needs to be at the table to ensure the success of your online presence?

E CMA 2011 ignite talks



(Suite 300)

CMA Ignite is a high-energy event consisting of 5-minute talks by people who have an idea - and the guts to get on stage and share it. Ignite is a style of presentation where participants are given five minutes to speak on a subject accompanied by 20 slides. Each slide is displayed for 15 seconds, and slides are automatically advanced. Run by the London Heritage Council, CMA Ignite is a force for raising the collective IQ and building connections in the museum sector in Canada.

Talks:

Many Guises: Contemporary Art Ignites the Historic Bytown Museum

Judith Parker, Bytown Museum

What is a Museum?

Jennifer Nelson

North American First Nation Culture Interaction at our Museum

Dr. Fiona Ciaran, Aigantighe New Zealand

Young Canada Works Program in Heritage Organizations

Elise Hargraves, Canadian Museums Association

An Experiment in Going Viral

Derek Weidl, The Museum

Italian Canadians as Enemy Aliens: Memories of WWII

Louanne Aspillaga

Popular Music Remains: How to Get Involved with a Hat

Kathleen Pirrie Adams

E Museums & Expos — Innovation at Shanghai 2010?

(Queen Victoria Room)

Moderator: **John McAvity**, Canadian Museums Association
Panelists: **David Balcon**, Northwest Research & Consulting; **Benoît Légaré**, Montreal Science Centre, **Bernard Riordan**, Beaverbrook Art Gallery

Museums and World's Fairs have always had a very close relationship. Architecture, exhibition techniques, interpretation, visitor services are all key features of both museums and fairs. In June 2010, CMA organized a group of Canadian museum directors to visit Shanghai's Expo 2010, the largest and most dynamic fair to date. This session will explore their critical insight into new exhibit technology, interpretation and services. Come learn from what they discovered and what may work in Canada.

E Museums and School Partnerships: Museums as Essential Educators

(Duke of Edinburgh Room)

Moderator: **Sheila Johnson**, Fanshawe Pioneer Village
Panelists: **Frannie Blondheim** and **Stephanie Nemcsok**, University of Alberta; **Anne Marie Goodfellow**, University of British Columbia; **Heather Sercombe**, The London Museum School; **Janet Tufts**, Canadian Medical Hall of Fame

Panelists will share their knowledge, experience and perspectives on museum-school partnerships. Attendees will be asked to share their own partnership experiences.

11:30 am – 12:30 pm (Grand Ballroom East & Foyer)

Lunch with Exhibitors

12:45 am – 1:45 pm (Grand Ballroom)

KEYNOTE ADDRESS 

Chris Rudge

0-14: Own the Podium

1:45 pm – 2:05 pm (Grand Ballroom East & Foyer)

Networking Break with Exhibitors

2:15 pm – 3:15 pm

EDUCATIONAL SESSIONS

E Evolution of the Museum Environment: Potential Savings for Museums

(Grand Ballroom)

Moderator: **Charlie Costain**, Canadian Conservation Institute
Panelists: **Pierre Bail**, Musée de la civilisation; **Guy Laroque**, Canadian Museum of Civilization

Over the past two years, the Directors of some of the most important galleries in the world have started to promote a re-examination of strict environmental specifications, resulting in discussions within the conservation profession in England and in the United States. While these proposed changes have caused some confusion, they also present opportunities for significant cost savings in museum operation and maintenance. This panel will present the approach that is being taken by the national museums and the federal funding agencies in relation to both their own operation and their loan requirements, presenting some examples of the energy savings that can be achieved with more flexible environmental requirements.

E Getting on the Radar: Positioning Museums in the 2011 Federal Election

(Suite 300)

Moderator: **Philippe Mailhot**, Saint-Boniface Museum
Panelists: **Bill Greenlaw**, Nova Scotia Museum; **Pierre Landry**, Musée du Bas-Saint-Laurent; **Shannon Litzenberger**, Toronto Arts Foundation; **Nancy Noble**, Museum of Vancouver; **David Silcox**, Sotheby's Canada

The federal general election is set for May 2nd and the candidates are on the campaign trail. In the coming weeks, Canadians will be presented with issues like jobs, health care, pensions, crime and taxes and asked to vote for the candidate they feel will best address them. But will the arts generally and museums in particular figure on the electoral radar? If not, why not, and what actions can we take to change this? This panel session will address these questions and more with the goal of engaging all of us in this most fundamental of democratic processes and positioning museums for success.

New Roadmaps and Uncharted Waters

(Queen Victoria Room)

Moderator: **Robert Pearce**, Museum of Ontario Archaeology

Panelists: **Madelaine Callaghan**, Scarborough Museum;

Victoria Dickenson, Canadian Museum for Human Rights;

Cathy Molloy, Markham Museum

Community building, social capital, civic engagement, youth empowerment — these are all concepts that museums are becoming increasingly familiar with. As repositories of history, museums are well positioned to introduce and integrate diverse residents and newcomers into a cohesive society, and in doing so, to embed our institutions into the fabric of daily life. Learn how three diverse institutions are implementing programs to engage new Canadians and by doing so the effect that they have had.

Protecting Artifacts through Accurate Valuation

(Duke of Edinburgh)

Anton Antonov and **Linda Rodeck**, XL Group; **Sonja Tanner-**

Kaplash, Insurance Program of the Canadian Museums Association

Explore issues crucial to galleries and museums. Benefit from new ideas, strategies, and resource sharing with our panel of experts.

You'll hear from both sides of the equation — underwriters, carriers and museums professionals concerning:

- the lagging economy and litigation
- risks of expanding the museum demographic
- protecting artifacts through accurate valuation

3:30 pm – 4:15 pm (Grand Ballroom)

KEYNOTE ADDRESS 

Eddie Friel

College of Hospitality & Tourism Management,
Niagara University, Buffalo, New York

Museums... Who Needs Them?

4:15 pm – 5:00 pm (Grand Ballroom)

KEYNOTE ADDRESS 

James Bradburne

Director General, Fondazione Palazzo Strozzi, Florence, Italy

Evolve or Die, Memory and Museums in the 21st Century

5:00 pm – 5:45 pm (Duke of Albany Room)

ANNUAL GENERAL MEETING

ICOM Canada

Open to members only.

6:00 pm – 6:45 pm (Grand Ballroom East & Foyer)

RECEPTION WITH THE EXHIBITORS

Reconnect with old friends and make a few new ones at the 2011 CMA Expo. Connect with tried and true vendors as well as meet new suppliers who offer a wide variety of products and services for your institution.

Fee: Included in conference registration and for Award Dinner guests.

Kindly supported by Profitek Information Systems



7:00 pm (Grand Ballroom)

2011 CMA AWARDS DINNER

MC: **Madelaine Lennon**, Board Chair, London Heritage Council

Entertainment provided by: **Naahii**

Narration by: **Dennis Whiteye**

Bouquets to all the 2011 award winners! Presentations will be made throughout a fabulous celebratory dinner for the CMA Awards of Outstanding Achievement, CMA Awards of Distinguished Service, the Museum Volunteer Award, ICOM Canada's International Achievement Award and the Museums and Schools Partnership Award.

Fee: \$80. Pre-registration required.

7:00 am – 5:00 pm (Grand Ballroom Foyer)

Registration/Information

7:30 am – 8:30 am (Grand Ballroom East & Foyer)

Breakfast with Exhibitors

8:45 am – 9:45 am (Grand Ballroom)

KEYNOTE ADDRESS

Dr. Wayne Maddison

Director, Beaty Biodiversity Museum, Vancouver, BC

Natural History, Old and New

After the romantic age of discovery, when world voyages brought strange and novel creatures back to museums, biology through the 20th century increasingly shifted from observations and collections in the field to direct hypothesis testing using a few chosen species in the lab. This was at the expense of exploration, even though our exploration was far from finished. However, a resurgence in basic exploration has been provoked by environmental awareness and the need to know what we are losing. Stories of discoveries of new species clearly spark the interest of a public yearning for the mysterious and hidden primeval, the authentic. This scientific resurgence and public yearning have spurred the foundation of the Beaty Biodiversity Museum at UBC. Although such a public interface is unfamiliar to most of our researchers, we have realized that our own passion for the stories and beauty of nature is a precious resource that we can and should share with the public, using the museum, in order to promote both basic exploration and an appreciation for biodiversity. Join Dr. Maddison on his stimulating explorative journey which will lead you to realize our collective institutions must evolve or die.

Kindly supported by the

Alliance of
Natural History
Museums of Canada



Alliance des
musées d'histoire
naturelle du Canada

9:45 am – 10:10 am (Grand Ballroom East & Foyer)

Networking Break with Exhibitors

10:15 am – 11:45 am

E EDUCATIONAL SESSIONS

E Donors, \$\$\$, Collections

(Suite 300)

Moderator: Brian Meehan, Museum London

Panelists: Pat Feheley, Art Dealers Association of Canada;

Matthew Teitelbaum, Art Gallery of Ontario

Museums begin with collections. Collections come from collectors who can also become donors. The existing structure does not always work in the best interest of our institutions or our significant collectors. Our panel explores the questions: Can museums become advocates for their donors? Can institutions steer potential donors through the maze of Professional Art Dealers Association of Canada, other recognized appraisers, Culture Properties Review Board, Revenue Canada, etc? Do we care about motives? Should institutions facilitate the growth of their collections/why growth?

E Risks of Expanding the Museum Demographic in a Litigious Society

(Queen Victoria Room)

Moderator: Lyne Erwin, Marsh Canada

Panelists: Amanda Conlon, London Childrens Museum;

Robert Laidler, Oak Hammock Marsh Interpretive Centre;

Jane Williamson, Ecclesiastical Insurance Canada

Museums and galleries are always seeking new revenue streams. By expanding the traditional demographic base to attract more families and youth, they can effectively increase attendance. With the expanded demographic comes additional risk. What policies and procedures should your institution have in place to protect youths while they are participating in educational programming on your premises? How do the new abuse and privacy guidelines affect you? Join our practitioners for a lively forum discussing how best to protect yourself and institution.

E Rethinking Museums: Beyond Gallery Walls

(Duke of Edinburgh Room)

Moderator: Shanna Dunlop, Fanshawe Pioneer Village

Panelists: Ariel Beaujot, University of Vermont;

Jennifer Levin-Bonder, University of Western Ontario;

Erich Weidenhammer, University of Toronto

Explore the role of technology and material culture in rethinking the relationship between museums and Gen Y. Panelists will share practical tips on how to do cataloguing, undertake online exhibits, launch exhibits with a university class and integrate community into living museums. Attendees will learn what they need to develop successful programming and exhibits to successfully engage Gen Y.

Unless otherwise specified all sessions take place at the Hilton London Hotel.

 = Simultaneous translation

E The Social, Political, and Local: The Power of Place

(Prince of Wales Room)

Moderator: **Yael Filipovic**, Foreman Art Gallery, Bishop's University
Panelists: **Andrew Hunter**, Dodolab & Proboscis; **Justin Langlois**, Broken City Lab, **Andrew Lochhead**, Workers Arts and Heritage Center

Embracing new roles, forging new relationships, and charting new territory on the notion of place has proven to facilitate new kinds of relationships with communities that allow for increasingly socially responsible work within our institutions. Through a dialogue that explores the critical relationships, the panelists have taken with the notion of place, this discussion will engage in unpacking the politics at play in work engaged with local spaces, communities, and histories and how this plays a part in a broader role we may be asked to play as facilitators of social change at local and regional levels.

E My Museum, My Community — Rethinking the Museums

(Duke of Connaught Room)

Moderator: **Adriana Davies**
Panelists: **Amanda Gibbs**, Museum of Vancouver; **Elizabeth Merritt**, Centre for the Future of Museums; **Douglas Worts**, WorldViews Consulting LEAD Fellow

Facing challenges from a shifting population, threats of a recession, and a revolution in communication, the museum community is being called upon to play an even greater role in sustaining the well-being of their respective communities. Three experts share their specific vision of change in how museums involve their community.

Kindly supported by the International Council of Museums Canada



11:45 am – 12:45 pm (Grand Ballroom)

Lunch with Exhibitors

12:45 pm – 1:45 pm (Grand Ballroom)

THEATRICAL PRESENTATION

Community Theatre... in your museum

Moderator: **Sheila Johnson**, Fanshawe Pioneer Village
Performers: **Dr. Mark Tovey**, **Dr. Joe Lella** and **cast members** of *The Miller and His Men*

In 1842, the Garrison Theatre in London performed the musical melodrama *The Miller and His Men* in an old frame barn

converted expressly for this purpose. An enthusiastic community theatre group has partnered with the London Heritage Council to perform the same play in the Miller Barn at Fanshawe Pioneer Village this July. Meet the producer, director and members of the cast of this production and discover how much community theatre can enrich your museums programming and make it fun for your visitors.

Supported by  

2:00 pm – 2:30 pm (Grand Ballroom West)

ANNUAL GENERAL MEETING

Canadian Museums Association

2:45 pm – 3:15 pm (Grand Ballroom East)

Ice Cream Break and Trade Show Closing

Kindly supported by



3:15 pm – 4:00 pm

E EDUCATIONAL SESSIONS — CASE STUDIES

E How Do You Dramatize History?

(Grand Ballroom)

Moderator: **Sheila Johnson**, Fanshawe Pioneer Village
Panelists: **Mike Baker**, Elgin County Museum; **Jennifer Nelson**, University of Western Ontario; **Holly Martelle**, Timmins Martelle Heritage Consultants Inc.

This case study provides an outline of the process of creating a dramatization of an historical event. The discussion will address critical issues such as funding, project team selection, promotion, how decisions were made, implementation, outcomes and the lessons learned.

Supported by  

E A Sporting Chance on the Web

(Suite 300)

Presenters: **Brent Wiancko** and **Terran Fader**, University of Western Ontario

Electronic media are becoming increasingly vital to the continued relevancy and success of museums. Websites are important platforms which not only publicize museums, but also provide extremely valuable resources for educators, researchers and the

public. You need not spend big bucks creating your web site! This case study will analyse the public history students' experience in creating a website using Omeka, a free open-source and flexible website design program. The lessons learned will be beneficial for those interested in creating cost-effective web sites.

Evolution of Museum Access

(Duke of Edinburgh Room)

Presenters: **Jessica Duarte**, **Morgan Ineson**, **Gloria Temkin** and **Doris Van Den Brekel**, Art Gallery of Ontario

Recently there has been legislation passed within Canada mandating increased access to institutions such as museums and galleries. Based on an access program at the AGO this case study will provide multi-sensory strategies to counteract barriers to meaningful art appreciation and education and how your institution can implement a similar program.

How to get the Benefits of an Interactive Whiteboard Without Spending Big Bucks

(Prince of Wales Room)

Presenters: **Katie Urban** and **Katie Singer**, Museum of Ontario Archaeology

Many museum education departments and cultural institutions do not have the budget to purchase interactive whiteboards, such as the very popular Smart Boards. We have discovered a way to make an interactive whiteboard using a remote and a laser light. For a fraction of the cost these can be put together and used in museum education to enhance the school visit experience. This case study will show attendees on how to create an interactive whiteboard and how you can easily implement it into your institutions' educational programming.

Portraits in the Street — Thinking Outside the Gallery's Walls

(Duke of Albany Room)

Presenters: **Myriam Godin** and **Carolyn Cook**, Portrait Gallery of Canada; **Peter Lacey**, Cupids Legacy Centre

Portraits in the Street is an installation of reproductions that are hung outdoors — from parking lots to pubs, historic sites to construction sites that create unexpected encounter with art. This case study of a display in Cupids Newfoundland, examines the advantages and pitfalls of the program including technical issues, partnership development, programming and evaluation and how your institution should start thinking beyond your walls!

4:15 pm – 5:00 pm (Grand Ballroom)

CLOSING KEYNOTE ADDRESS

Kadie Ward

Director of Marketing and Communications, London Economic Development Corporation

Anatomy of a City: Why the Doryphoros is the best model for economic development (Meeting the Diverse Needs of our Evolving Communities)

5:30 pm – 6:30 pm (Queen Victoria Room)

CMA 2012 RECEPTION

CMA 2012 will rock...

at the Hilton Lac Leamy Hotel in Canada's Capital Region, April 23 – 26, 2012.

Get an edge **On the Edge!** Drop by the 2012 conference kick-off reception! Out with the old, in with a new, youthful, edgy conference. Get some early clues for the Museum Chase that will allow you to discover your capital's hot museums and galleries. Since it's our 65th anniversary, we'll also give you a taste of the traditional with an edge — come and discover what's in store for CMA 2012

Kindly Supported by the Canadian Heritage Information Network



7:00 pm (Grand Ballroom)

CLOSING BANQUET

Join your colleagues over a glass of wine to celebrate the culmination of the conference. Then enjoy a sumptuous dinner and cap off the night with a sizzling repertoire of contemporary latin music. Dance the Salsa, Cha Cha, Cumbia, Bolero and Merengue with the *The Alfredo Caxaj Latin Ensemble*.

Fee: \$80. Pre-registration required. Includes pre-dinner wine, buffet dinner and more wine, entertainment and a cash bar.

Meet in the London Hilton Hotel lobby at 8:15 am

POST-CONFERENCE MOBILE WORKSHOP #1

Meet in the London Hilton Hotel lobby at 8:15 am

A Journey Through Time

- Museum of Ontario Archaeology
- Sustainable Archaeology Centre
- Fanshawe Pioneer Village

A short 20 minute bus ride will take delegates to the **Museum of Ontario Archaeology** and the **University of Western Ontario Centre for Sustainable Archaeology**. View a seven-minute introductory video in the museum theatre, tour museum displays and visit behind-the-scenes. Then don hard hat and tour through the University of Western Ontario Centre for Sustainable Archaeology being constructed adjacent to the Museum, featuring state-of-the-art artefact data recording and retrieval systems. We'll venture outside for a guided tour of the partially reconstructed **Lawson site Neutral Iroquoian village**, circa 1500 A.D.

We'll hop back onboard and travel to **Fanshawe Pioneer Village** for a period lunch at noon followed by a tour of this 46 acre outdoor museum. Hear the Phoenix from the ashes story of this community museum which has transformed from near closure in 2005 to an outstanding London example of sustainable not-for-profit management today.

Fee: \$55. includes admission to all sites, guided tours, food, and transportation, as specified. For all outdoor activities, comfortable walking shoes or hiking boots are a must, as is a warm, waterproof, windproof jacket or coat. Add a pair of gloves and you'll be prepared for any weather conditions, but we're counting on spring having sprung!

Delegates will be returned to the London Hilton Hotel at approximately 3:00 pm.

Meet in the London Hilton Hotel lobby at 8:15 am

POST-CONFERENCE MOBILE WORKSHOP #2

Meet in the London Hilton Hotel lobby at 8:15 am

From Mennonites to the Blackberry: A Journey through the Waterloo Region

- Homer Watson House and Gallery
- THEMUSEUM
- The Canadian Clay & Glass Gallery
- The Village of St. Jacobs

Just an hour away from London, the Waterloo region is a dichotomy of history. From Mennonites to manufacturing to technology and the Blue Box to the BlackBerry — you'll experience all the region has to offer. You will travel in a comfortable motor coach with a friendly and knowledgeable guide who will give a brief history of Waterloo region — home of Canada's newest Governor General David Johnston.

Your first stop will be at the former home and studio of Homer Watson. **Homer Watson House and Gallery** will offer CMA delegates a tour of the galleries and the surrounding grounds. You can also enjoy their exhibition — *Pottery, Fibre and Sculpture Show*.

Next stop... **THEMUSEUM** a 55,000 square foot, seven-year-old former department store located in the heart of Kitchener. Recently rebranded from a children's museum... you'll hear from director David Marskell on how this all came about. You'll view their most recent collaboration with curator Virginia Eichhorn called *Searching for Tom / Tom Thomson: Man, Myth and Masterwork*. A unique show put on by a young, but aspiring new museum, the exhibit features more than 60 original works by Thomson. A healthy lunch is included at THEMUSEUM Café.

From there you will take the short drive to Uptown Waterloo to experience the **Canadian Clay & Glass Gallery**. A solo show by artist Julie Oakes and an excellent gift shop with artists from across Canada will be sure to tempt delegates!

Then it is back on board our coach as we head to our last stop. Close to the hearts of thousands of visitors is the scenic riverside **Village of St. Jacobs**, where simplicities of small town life complement the fabulous shopping in many fine specialty shops, boutiques and artist's studios. You'll enjoy some free time to explore and shop.

Fee: \$55. includes admission to all sites, guided tours, food, and transportation, as specified. For all outdoor activities, comfortable walking shoes or hiking boots are a must, as is a warm, waterproof, windproof jacket or coat. Add a pair of gloves and you'll be prepared for any weather conditions, but we're counting on spring having sprung!

Delegates will be returned to the London Hilton Hotel at approximately 5:00 pm.