

## Sunday, February 6

**3:00 – 6:00 PM**

**Registration**

Courtyard by Marriott

**6:00 – 9:00 PM**

**Meet and Greet Gathering at Three Toms Tavern**

112 N. Broad Street

Thomasville, GA 31792

## Monday, February 7

**ALL DAY**

**Registration**

Courtyard by Marriott

**9:30 – 10:45 AM**

**Understanding OSHA Compliance in the Museum and Cultural Heritage Site Industry**

In-person and Remote session

Marriott Room 1

Meeting ID: 815 7843 0669

Passcode: xxxxxx

Chair: Sean Castillo, Georgia Tech OSHA Consultation Program

Co-Chair: Jenny Houlroyd, Georgia Tech OSHA Consultation Program

The session provides an introduction to safety and health issues in the museum industry, including but not limited to hazardous chemicals, respiratory protection, personal protective equipment, and physical hazards. The session will explain how OSHA operates within the museum field and the applicable OSHA standards with which employers must comply. The session provides resources, such as information on the OSHA onsite consultation programs, which can be used to comply with OSHA standards and protect the health of employees.

**Exploring Slavery and Freedom through a Virtual Reality Tour of the Owens-Thomas House**

Marriott Room 2

Chair: Bethanie Boswell, Georgia Public Broadcasting

Co-Chair: Ashley Porter, Georgia Public Broadcasting

This virtual journey uses Oculus Go Virtual Reality (VR) headsets to explore the complexities of slavery and freedom in antebellum Savannah through the lens of the Owens-Thomas House &

Slave Quarters. Participants will use VR technology to learn about the connections between the institution of slavery and the global economy and discover how one city can teach us about society and culture before the Civil War. Key concepts are presented through interactive elements, including primary source letters, images, and videos. This session presents a potential model for museums making their facilities available to audiences regardless of physical location.

**10:00-12:00 PM**

**Walking Tour of Downtown Thomasville**

Meet at Marriott main entrance

**10:00-12:00 PM**

**Creating an Engaging Fundraiser Workshop**

Meet at Thomasville Center for the Arts

Chair: Mariam Mirabzadeh, Thomasville Center for the Arts

Chair: Michele Arwood, Thomasville Center for the Arts

We will take you through the steps of creating an engaging and impactful fundraiser that compliments your mission and appeals to your audience.

**11:00 – 12:15**

**Don't Just Exit Through the Gift Shop**

In-person and Remote session

Marriott Room 1

Meeting ID: 845 9630 8569

Zoom Passcode: xxxxxx

Chair: Trevor Beemon, Cobb Landmarks

Staff from the William Root House Museum & Gardens will discuss how to build a gift shop that stands as a destination on its own. Having an effective gift shop is an important way to increase your visibility in the community, draw traffic to your site, and generate revenue. During this session, we will discuss different ways to source products, how to display them, and how to craft your own branded merchandise.

**From a Box of Dusty Mystery Artifacts to an Award-Winning Exhibit**

Marriott Room 2

Chair: Polly Huff, ABAC's Georgia Museum of Agriculture & Historic Village

This session will explore, in friendly conversation style, the Georgia Museum of Agriculture's permanent historic exhibition Middleton Shoe Shop. We will do a deep dive into the curatorial process of discovering a box of mystery artifacts, matching them to records, the subsequent

cross-country research, and the eventual designing and opening of an exhibit, all in the middle of the COVID pandemic.

**12:15 – 1:45 PM**

Lunch (on your own)

**1:00 – 3:00 PM**

**A Community-led Future: A Workshop on the Process of the LP Future Project**

**Thomasville History Center**

Meet at the Lapham-Patterson House Historic Site

626 N Dawson St, Thomasville, GA 31792

Chair: Amelia Gallo, Thomasville History Center

Co-Chair: Anne McCudden, Thomasville History Center

Co-Chairs: Briana Grosicki and Rebecca Fenwick, Ethos Preservation

Co-Chairs: Stephani Roohani, Historic Meadow Garden

In this session, we will dive into the LP Future Project, an effort to gather a shared community vision for the adaptive reuse of the Lapham-Patterson House. Learn how the process is almost more important than the product, tools to better help you evaluate your community engagement efforts, and participate in an interactive section where attendees will directly aid in the next steps of this project and learn how to apply the some or all of the process to historic properties at home.

**1:00 – 4:00 PM**

**Tour of Popes Museum**

Meet at Marriott main entrance

**2:00 – 3:15 PM**

**Beyond the Standards: Diversifying Museum Education Content**

In-person and Remote session

Marriott Room 1

Meeting ID: 861 5785 5724

Passcode: xxxxxx

Chair: Brittany Sealey, Museum of History and Holocaust Education

Co-Chair: Andrea Miskewicz, Museum of History and Holocaust Education

Co-Chair: Adina Langer, Museum of History and Holocaust Education

Museum of History and Holocaust Education staff will discuss various efforts underway to diversify our education programs and exhibit materials. Topics will include the expansion of the museum's mission, interdepartmental efforts to provide multilingual translations, and ways to integrate diverse perspectives into K-12 programs. We will also discuss challenges to diversifying content, such as primary source limitations, the political climate, and audience pushback.

### **Perspectives on Preservation**

Marriott Room 2

Chair: Rachel Bragg, DeKalb County Department of Planning & Sustainability

Co-Chair: Leigh Burns, Fox Theatre Institute

Co-Chair: April Morton, City of Thomasville

Three presenters will share their preservation experiences and adaptations in a round table discussion with attendee participation. Rachel Bragg will share her experience supporting a Historic Preservation Commission and working with a local historic district in DeKalb County. Leigh Burns will connect with participants by discussing the Fox Theater Institute's historic preservation outreach program for performing arts venues in Georgia. April Norton, Director of Downtown & Tourism Development in Thomasville will present their experience at the intersection of historic preservation and economic development.

**3:00 – 4:00 PM**

**EMP Happy Hour**

**1861 Distillery**

314 Smith Avenue

Thomasville, GA 31792

**4:15 – 8:30 PM**

**Progressive Dinner (Pebble Hill Plantation, Jack Hadley Black History Museum, Thomasville History Center, and Lapham-Patterson House)**

- 4:15 Meet in Marriott lobby for bus transportation
- Attendees have two options: Bus #1 departs at 4:30; Bus #2 departs at 6:00

**9:00 PM**

**GAM After Hours**

Marriott Bar

## **Tuesday, February 8**

**ALL DAY**

**Registration**

Courtyard by Marriott

**9:00 AM**

Exhibit Hall opens

**9:30 – 10:45 AM**

### **Making Moments of Ambition Work**

In-person and Remote session

Marriott Room 1

Meeting ID: 895 2527 0801

Zoom Passcode: xxxxxx

Chair: Tommy Gregors, Thronateeska Heritage Center

Co-Chair: Audrey Chang, Science Gallery Atlanta

Co-Chair: Brent Tharp, Georgia Southern University Museum

Ambitious goals require developing strategic partnerships, expanding audiences, creating new models, and taking advantage of opportunities both planned and unexpected. The Directors of three organizations differing in size, audiences, and age in Albany, Atlanta, and Statesboro discuss institutional and environmental transformation in the process of reaching aspirational objectives.

### **Beyond the Barriers**

Marriott Room 2

Chair: Lowell Fuchs, ARTS InCommunity

Co-Chair: Mary Wilson Joseph, Atlanta History Center

Co-Chair: Deborah Gerace, Georgia Public School System

ARTS InCommunity presents recorded interviews with direct support professionals (DSPs) in Georgia who serve disabled veterans and individuals with physical, cognitive, and developmental disabilities. Join us as we address challenges and barriers to access individuals and DSPs face when visiting cultural museums. ARTS InCommunity and participants will explore strategies and practical solutions cultural organizations and staff can make to move beyond the barriers.

### **Collections, We Have A Problem**

Marriott Room 3

Chair: Polly Huff, ABAC's Georgia Museum of Agriculture & Historic Village

Co-Chair: Christa McCay, Marietta History Center

Co-Chair: Ephraim Rotter, Thomasville History Center

Join this triple threat of museum curators from across the state for a lively discussion of all things accession, tagging, record-keeping, deaccession and everything in between. Bring your questions and share your grievances with an empathetic group of friends from the field, and leave recharged, or at least heard and seen.

### **10:00 – 12:00 PM**

#### **Longleaf Ecology Tour at Pebble Hill Plantation**

Meet at Marriott main entrance

Join Pebble Hill's Learning Center Program Coordinator on a guided tour of the beautiful longleaf pine forest at Pebble Hill Plantation. This fire-dependent forest rivals tropical

rainforests in plant diversity and is home to many rare and unique plants and animals. Learn about pioneering foresters along with the conservation commitment of the Pebble Hill family who blazed the way for fire to become an accepted conservation tool that is responsible for saving an entire ecosystem. Please bring a personal water bottle, binoculars, and wear appropriate shoes and clothing for a short hike in the woods.

**10:45 – 11:00 AM**

**Coffee Break with Vendors and a visit from Thomasville-Thomas County Humane Society puppies and kittens**

**11:15 AM – 12:30 PM**

**Setting Fundraising Resolutions That Stick**

In-person and Remote session

Marriott Room 1

Meeting ID: 841 6460 9001

Zoom Passcode: xxxxxx

Chair: David Moore, Historic Oakland Foundation

Co-Chair: Linda McNay, Our Fundraising Search

A new year brings fresh perspectives and renewed resolve to take on the obstacles that challenge us. Join two fundraising experts as they explore ten achievable resolutions to level up development strategies. Identify the right resolutions for you, create a plan, and find success with your goals in 2022.

**The Horrors, The Humors, & The Completely Improbables: But It Happened Anyways**

Marriott Room 2

Chair: Amelia Gallo, Thomasville History Center

Co-Chair: Ashleigh Oatts, TRR Cobb House

So you want to work in a small museum (or you want to know what it's like to work in a small museum)? Join us for a series of fun anecdotes about all the wild and wacky things that go on behind the scenes. This session is designed for museum professionals who want to be able to say "At least that didn't happen to me," and anyone who wants to know just what it's like to work at a site with 3 or fewer staff members. Bring your craziest small museum story to share and commiserate over our most unusual "other duties as assigned!"

**The New "Para" Normal**

Marriott Room 3

Chair: Christa McCay, Marietta History Center

Co-Chair: Anna Monroe, Marietta History Center

The Marietta History Center is housed in the historic Kennesaw House. The building is supposedly home to over 700 ghosts and has been featured on television, social media and print outlets, in regard to, the paranormal. Learn how the Marietta History Center has successfully been able to provide an experience in one of the most haunted buildings in the city by partnering with a local ghost tour company

**12:45 – 2:15 PM**

**Keynote Luncheon**

**The Plaza Restaurant**

Keynote Speaker: Malinda Horton, Executive Director of the Florida Association of Museums  
217 Broad Street  
Thomasville, GA 31792

**2:30 – 3:45 PM**

**Framing History with the American Public: A Panel Discussion**

In-person and Remote session

Marriott Room 1

Meeting ID: 862 2053 7213

Zoom Passcode: xxxxxx

Chair: Rebecca Bush, The Columbus Museum

Co-Chair: John Marks, AASLH Public History Research Lab

Co-Chair: Nicole Moore, National Center for Civil and Human Rights

Co-Chair: Adina Langer, Museum of History and Holocaust Education

For the past two years, the American Association of State and Local History has conducted research into gaps between public and professional conceptions of what history is and why it's valuable to society. This panel will offer an early look at the project's findings and recommendations in advance of their publication in late February 2022. This panel discussion will include curators, educators, and exhibition specialists at history museums discussing the findings in the report and how they might apply it to public history work.

**Community Centric Board Engagement**

Marriott Room 2

Chair: Laura Hennighausen, Purpose Possible

The age-old struggle with nonprofit boards - how do you get them to DO something? This session presents real-life success stories of activating and engaging boards in Community Centric Fundraising, a fundraising model grounded in equity and racial justice. Learn how to find the right members for your board and how to get them engaged in meaningful ways that actually serve your organization.

**Speed Mentoring**

Marriott Room 3

This session will provide participants opportunities for peer on peer mentoring with seasoned professionals from across the various disciplines of museum work. Participants will be able to freely engage in a completely confidential manner on issues involving their careers, institutions, navigating the field, ethical manners, or really any topic they choose. This is an incredible opportunity for mentoring and we invite you to come and engage with us!

**2:30 – 4:30 PM**

**“Who Did You Vote For?” Using Living History to Approach Difficult Topics**

Meet at Thomasville History Center

Chair: Jeremy Petrella, Wiregrass Living Historians

Co-Chair: James Rouse Carter, Wiregrass Living Historians

Co-Chair: Chris Adams, Okefenokee Adventures

Controversy and Debate seem to be synonymous with the 21st Century but perhaps reflecting the problems of today in the recreated past can help people reconcile the world they live in. With the cooperation of the Thomasville History Center, this workshop will present a recreated spectator experience involving the election of 1868 as we grapple with concerns of our modern electoral process. The workshop will be held at the Metcalfe Courthouse on the Thomasville History Center Grounds and will be followed by a discussion annotating the activity, exploring best practices and brainstorming further applications.

**4:00 – 5:30 PM**

**Ice Cream Social with Vendors and special mental health break featuring Thomasville-Thomas County Humane Society puppies and kittens**

**6:00 PM**

**GAM Auction and Dinner**

- 6:00 PM Meet in lobby of Marriott to load bus for Thomasville Center for the Arts
- 6:30 – 9:30 PM Dinner and MUSE Auction at Thomasville Center for the Arts
- 8:00 – 9:30 PM Bus will make continuous trips from TCA to Marriott

**9:30 PM**

**GAM After Hours**

## **Wednesday, February 9**

**9:00 – 10:15 AM**

**Volunteers Personal Experiences: Helping or Hurting?**

In-person and Remote session

Marriott Room 1

Meeting ID: 871 5939 8372

Zoom Passcode: xxxxxx

Chair: Anna Monroe, Marietta History Center

Co-Chair: Brad Hawkins, Aviation History & Technology Center

Co-Chair: Jennifer Reid, Meals on Wheels Atlanta

Co-Chair: Mary Fernandez, Historic Oakland Foundation

Allowing volunteers to convey personal experiences is an opportunity to make the content intimate, relevant, and emotional. Left unchecked, presentation of personal experiences, such as veteran, holocaust and civil rights experiences can also create problems for the institution. Placing the utmost importance on public trust and museum integrity, how do we, as museums, check the validity of personal experiences? What are our obligation and liabilities? What are some guidelines to using personal experiences?

### **Standing Out in a Crowded Field: Reimagining Fundraising Events in Chaos**

Marriott Room 2

Chair: Amelia Gallo, Thomasville History Center

Co-Chair: Mary Eleanor Greitzer, Thomasville History Center

Event season in a small town is not for the faint of heart, but what happens when a pandemic derails your traditional fundraiser template (and everybody else's)? Join us as we discuss the Thomasville History Center's successful launch of a new fundraising event that stood out amongst a crowded field and has drawn new audiences. Share what changes you have made to your event planning and what pandemic-informed changes you think will stick around.

**10:15 – 10:45 AM**

**Coffee Break with Vendors and a visit from Thomasville-Thomas County Humane Society puppies and kittens**

**10:45 AM – 12:00 PM**

### **National Grants: They're Possible!**

In-person and Remote session

Marriott Room 1

Meeting ID: 873 8477 7179

Zoom Passcode: xxxxxx

Chair: Rebecca Bush, The Columbus Museum

Co-Chair: Virginia Howell, Robert C. Williams Museum of Papermaking, Georgia Tech

Co-Chair: Matthew Davis, Department of Historic Museums, Georgia College

National grants can provide big funds, but though their applications can seem like big work, a little planning and organization goes a long way. Learn more about tips and tricks for the

application, administration, and final report processes for NEA, NEH, and IMLS grants from three grant recipients who have lived to tell their tales. Questions are encouraged!

**Georgia Museum Educators Meeting**

Marriott Room 2

Chair: Callan Steinmann, Georgia Museum of Art

Chair: Amelia Gallo, Thomasville History Center

Join the Georgia Museum Educators group for a discussion of the future of field trips as we navigate the new normal. Attendees will be encouraged to share their institution's evolving approaches to planning, scheduling, and facilitating onsite educational programs for K-12 visitors. Which of these adaptations will become the next normal?

**12:15 – 2:00 PM**

**Business Meeting and Awards Luncheon**

**The Plaza Restaurant**

217 Broad Street

Thomasville, GA 31792

**2:00 – 3:00 PM**

**GAM Board Meeting**