

GAMG 2013

Georgia Association of Museums and Galleries Newsletter

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President's Message

Catherine M. Lewis, Ph.D.



Dear Fellow GAMG Members,

More than 5,000 people, including over 460 from 50 different countries, joined us in Baltimore for a lively and productive American Alliance of Museums (AAM) meeting. We saw a number of fellow GAMG members there and all learned a lot in the 150 sessions. I want to encourage GAMG members to consider taking two easy steps to becoming better connected to AAM. First, consider joining the organization. They have new membership levels that are truly pay as you can. If you can only afford \$1, there is a place for you. AAM is working hard to serve museums, A to Z. Visit this link for more information: <http://www.aam-us.org/join/member-types-and-benefits>. AAM is also encouraging all American museums to take the Pledge of Excellence. Whether you are a large institution with dozens of staff members or a one-person shop run by volunteers, the pledge reminds us all that best practices will help serve our collections and our audiences. AAM keeps a list of how many museums in each state have taken the pledge, and Georgia had fairly low numbers. So please review the pledge and take it today! Visit <http://www.aam-us.org/resources/assessment-programs/pledge-of-excellence> for more information.

Back to GAMG business. We are excited about Dalton for the 2014 GAMG annual meeting. The board has visited the various host sites and we are making good progress in the program planning. We have a lot of good ideas and hope the 2014 meeting is our best yet.

Warm regards,

Catherine M. Lewis, Ph.D.

Executive Director, Museums, Archives & Rare Books

Director, Museum of History and Holocaust Education

Kennesaw State University

**Contact Jenny Goldemund
if you want to propose a session at jennygold@bellsouth.net.**



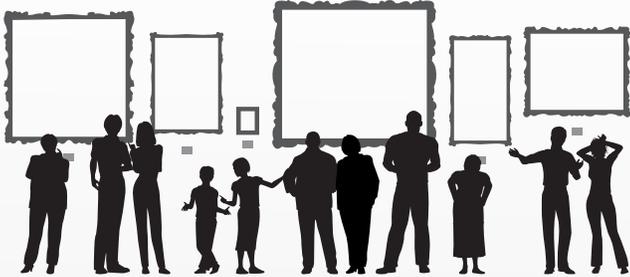
Michele Rodgers

Many of our GAMG member institutions rely on earned income, whether admissions, program fees, sales of merchandise, or a combination of these. For those who operate museum stores, the guidelines about types of items to stock, how to increase store traffic, and how to market to tourists, are not always clear. Fortunately there is assistance in the form of the Museum Store Association. The MSA provides cultural commerce retailers and vendors of quality, museum-related products and services with networking opportunities, publications, training, money-saving programs, and an annual Conference & Expo exclusively for the cultural commerce community and more.

Even if you can't attend the annual Conference, the MSA has published a number of White Papers that cover topics ranging from "Online Travel and Tourism Marketing Strategies" to "Public Relations and Special Events to Build and Track Tourism Business." To find out more about this useful resource, email info@museumstoreassociation.org or call 303-504-9223.

NEWS YOU CAN USE!

TOOLKIT AVAILABLE



Benefits for Your Museum Members

Have you heard about the Southeastern Reciprocal Membership Program? Through this innovative program, members of participating museums receive:

- Free admission at all times during museum hours
- The same discount in the gift shop and café as those offered members of that museum
- The same discount on purchases made on the premises for concert and lecture tickets, as those offered members of that museum

Reciprocal privileges do not include receiving mailings from any of the participating museums except for the museum with which the member is affiliated.

NOTE: Museums may temporarily suspend reciprocal program during special exhibitions.

To find out more contact Susan Perry
at SEMC at membershipservices@semcdirect.net
or call 404-378-3153.

Small Museum Toolkit Available

For the first time, individual volumes of the Small Museum Toolkit are available for purchase in paperback or hardback. This collection of six books serves as a launching point for small museum staff to pursue best practices and meet museum standards. Each brief volume, written in a friendly tone by experienced museum professionals, helps you define the questions you should be asking, gives you tools to achieve your goals, and guides you where to go for help. Order through AltaMira Press by calling 1-800-462-6420 or by going online to www.altamirapress.com.

HONOR MILITARY PERSONNEL



A record-breaking 2,000 museums are saluting military families this year as Blue Star Museums and will offer free admission to active-duty military personnel and their families from Memorial Day through Labor Day 2013. Email bluestarmuseums@arts.gov to sign on or learn more about the program.

ArtsGeorgia Partners with GAMG



Advocating “Strength Through Unity” at the local, state and national level, ArtsGeorgia intends to grow its strategic leadership in advocacy and the delivery of art news with reliable communication options for the arts community. This fulfills important objectives of the group's mission: Arts

Georgia works to support the arts by providing resources for Georgia's **arts** and **cultural** community to raise awareness, strengthen advocacy, facilitate communication, build capacity and develop policy.

ArtsGeorgia recently developed an Arts Advocacy Handbook that is intended as a comprehensive tool for use to educate, inform and persuade elected officials

and local leaders with a loud and clear message that the arts are essential to Georgia's economy and the creation of jobs, and that the arts have an intrinsic value for all of Georgia's citizens and their communities throughout the state.

After four years of drastic cuts, ArtsGeorgia advocates restoration of state arts funding to a level of \$1 per capita by 2020. As part of that effort, arts and cultural organizations are asked to talk with senators and representatives, and the Arts Advocacy Handbook can be used to assist you. Additionally, visit the Advocacy Tools portion of the ArtsGeorgia website, w www.artsgeorgia.net, for guidance. To find out how to get your copy of the ArtsGeorgia Advocacy Handbook, contact Bill Gignilliat at artsga@artsgeorgia.net or call 404-310-8727.

THANK YOU TO OUR ANNUAL MEETING SPONSORS!

Special thanks to our GAMG Annual Meeting **Advertisers** and **Supporters!** When you see these generous contributors to our organization, be sure to give them a pat on the back:

- Riggs Ward
- Hecht Burdeshaw Architects Inc.
- Bernard A. Zuckerman Museum of Art
- Museum of History & Holocaust Education at Kennesaw State University (KSU)
- Archives and Rare Books at KSU

And for sponsoring the Business Breakfast:

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WORKSHOP
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The History Workshop specializes in:

- Custom-designed exhibits
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At the History Workshop, we believe every organization has a story to tell. Our background in archaeology, history, interpretation and design means we are uniquely committed to creating accurate, appropriate, meaningful, exciting, educational, and entertaining content. Our products are designed to fulfill our clients' missions, tell their stories, and achieve their goals.

SOUTHEASTERN MUSEUMS CONFERENCE



The Southeastern Museums Conference (SEMC) will be hosting its annual meeting this year in Savannah, October 7–9. The theme of this year's gathering is “Art and Commerce in the History City” and many GAMG member institutions will be taking part as hosts to colleagues from throughout 12 southeastern states, Puerto Rico, and the U.S. Virgin Islands. Over 55 sessions and workshops on learning in 21st century museums, engaging audiences through theatre, making technology work, building museum partnerships, reaching out to unique audiences, and more will be featured. To register now and take advantage of early bird discounts, go to www.semcdirect.net.

THE ST. MARYS SUBMARINE MUSEUM

St. Marys, Georgia



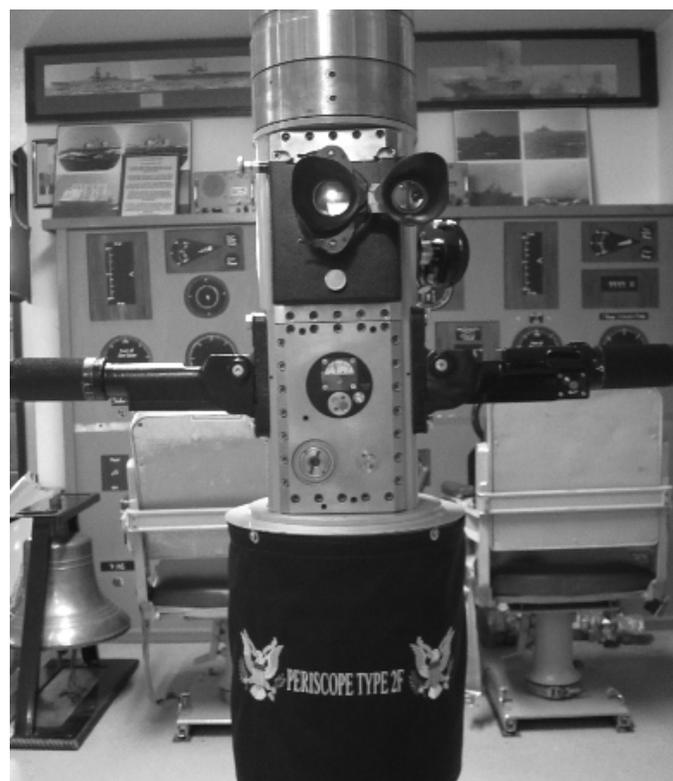
When someone strolls down the quiet sidewalks of historic St. Marys, Georgia, one takes a step back in time. The many historic homes lining Osborne Street, including magnificent Orange Hall, and stately live oaks trees fill you with a sense of history and remind the visitor of the early days of our county. When walking through the welcoming glass doors of the St. Marys Submarine Museum at the waterfront in historic downtown, the visitor is immediately filled with that same sense of rich history, only of the undersea variety.

Founded by the dedicated and tireless efforts of many local civic, business, government and both active duty and retired navy leaders, the Museum has welcomed over 160,000 visitors since the doors opened to the public on March 30th 1996. The late WWII Submarine Hero Admiral Eugene Fluckey was the Commissioning Speaker at the dedication ceremony on that March Day, forever linking the rich heritage of that generation of submarine heroes to the museum.



The Museum celebrated its 17th anniversary this year, and the building it is housed in, the historic Arthur Lucas, Jr. Memorial Building owned by the City of St. Marys, celebrates its 102nd anniversary in 2013.

The St. Marys Submarine Museum is the largest of its kind in the Southeastern United States, housing the



largest collection of original WWII Submarine War Patrol reports outside the National Archives. Submarine artifacts, photographs, ships plaques, and major pieces of shipboard equipment are just a few of the items on display for visitors to explore. A TYPE 8 Submarine Periscope is located on the first floor and juts

THE ST. MARYS SUBMARINE MUSEUM

St. Marys, Georgia

upward through the second floor and roof of the museum enabling the visitor to explore two states, Georgia and Florida, which straddle the beautiful St. Marys River.

The Jack Schiff Memorial Library, dedicated in 1998 following the death of one of the Museum's greatest benefactors, is located on the second deck. Hundreds of submarine related books, files, records and photographs await the visitor to explore and learn from in this magnificent library. History comes alive in the pages of war patrol reports, typed by dedicated Yeoman on old manual typewriters more than six decades ago.

In 2003 the Museum was the recipient of one of the largest privately held submarine collections in the

county. Ben Bastura of Middleton, Connecticut bequeathed his entire collection and there are a dozen cases though the museum displaying his rich collection of WWII artifacts, as well as a large case of diesel boat models he made himself.

The Museum is currently working on many new initiatives to improve the displays and the overall experience for the visitor. A new computer system has been installed and a new website is in the works. The Board of Directors of the Museum is in the planning stages of developing a capital campaign with a vision to build a larger more modern facility, which is sorely needed to house an ever expanding collection, closer to Naval Submarine Base Kings Bay.



The St. Marys Submarine Museum is located at 102 St. Marys Street West in historic Downtown St. Marys. The hours are Tuesday through Saturday 10 am to 5 pm and Sunday noon to 5 pm, closed on Mondays. For information call please email the Museum at submus@tds.net or call 912-882-ASUB (2782).

GAMG



2013

Georgia Association of Museums & Galleries
c/o Michele Rodgers, Administrative Director
P.O. Box 2133
Marietta, GA 30061

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NEW AND RENEWING MEMBERS SINCE MARCH 2013

Institutional

Augusta Museum of History
Cherokee County Historical Society
Colquitt County Arts Center
Davenport House Museum
Elberton Granite Museum and Exhibit
First African Baptist Church
Fort Valley DDA/Main Street
GCSU Museum of Fine Art/Blackbridge Hall
Georgia's Old Capital Museum
Georgia Regents University
Heritage Station Museum
Historic Augusta
Historic Banning Mills
Hudgens Center for the Arts
Juliette Gordon Low Birthplace
Laurens County Historical Society
Marietta Cobb Museum of Art
Marsh House Museum
Moore Methodist Museum
Monroe Art Guild
Monroe County Historical Society
Morris Museum of Art
Museum of Aviation

Museum of Colquitt County History
Northeast Georgia History
Center at Brenau University
Oglethorpe University Museum of Art
Okfenokee Chamber of Commerce
Old Governor's Mansion
Rose Lawn
Ships of the Sea Maritime Museum
Smyrna Historical and Genealogical Society
Troup County Historical Society Archives
Watson Brown Foundation/Hickory Hill
and T.R.R. Cobb House

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GAMG INFORMATION ON BECOMING A MEMBER

Georgia Association of Museums and Galleries is comprised of more than 200 members including individuals, businesses and art, history, natural history, and science museums.

We are open to all non-profit museums, galleries, history centers, science museums and museum associations dedicated to the development and implementation of professional museum practices.

If you are interested in becoming a member or are interested in the exceptional benefits GAMG has to offer, please visit:
www.gamg.org for more information.