



## President's Message

**Catherine M. Lewis, Ph.D.**

Dear GAMG Members,

As we move into summer, we have an opportunity to reflect upon how we promote our institutions throughout Georgia and farther afield. Each year, the museum community celebrates Museum Advocacy Day, which is focused on bringing a "united message directly to Capitol Hill." The American Alliance of

Museums leads the effort, and in 2015, a number of things happened:

More than 250 advocates in Washington, D.C. on February 23-24, 2015

- 350 Congressional offices visited in all 50 states
- Over 1,873 #museumsadvocacy tweets
- Five federal agencies provided information about their priorities and activities
- Multiple radio, print and television stories
- Six congressional champions
- Twelve updated Issue Briefs
- One mobile app

The American Alliance of Museums offers a range of tools for large and small museums, available at <http://www.aam-us.org/advocacy/museums-advocacy-day>.

We are all so busy with strategic planning, disaster preparedness, cultivating donors, caring for collections, and planning new educational programs that we often forget that public advocacy is a key part of our work.

At the local, regional, and national level, reminding our elected officials why we exist, how we support education, and how we impact our communities culturally and economically is vitally important. One meeting can sometimes make all the difference, so consider joining Museum Advocacy Day and consider adding advocacy into your strategic planning. It makes all the difference.

Have a great summer, and we look forward to working with you all to plan our January 2016 conference in Albany.

Best wishes,

Catherine M. Lewis, Ph.D.

Assistant Vice President, Museums, Archives & Rare Books

Director, Museum of History and Holocaust Education

Professor of History

President, Georgia Association of Museums and Galleries

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## NEW AND RENEWING MEMBERS SINCE MARCH 2015

### Institutional

Atlanta History Center  
Augusta Museum of History  
Brenau University Gallery  
Chi Phi Fraternity  
Fort Valley DDA/Main Street  
Funk Heritage Center  
Garden of the Coastal Plain  
Historic Augusta

### Individual/Student

Anne Angstadt Letkeman  
Michael Rebman  
Danny Woten

## 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](http://www.gamg.org) for more information.



**Michele Rodgers**

It was great to see so many of my colleagues in Atlanta recently for the American Alliance of Museums (AAM) Conference. More than 4000 museum professionals from the US and 57 countries were in Georgia for the AAM meeting and over 450 volunteers helped the event run smoothly. Numerous Atlanta area museums played host to conference events and offered classic southern hospitality. Thanks again to all of you who volunteered time and energy to provide a warm welcome to the conference attendees.

One AAM session that was of particular interest to me was “How to Host a State Museums Advocacy Day.” As you may be aware, for a number of years AAM has been hosting a Museums Advocacy Day in Washington DC, which has been increasingly effective in convincing legislators of the importance of museums. Now a number of states have started their own Advocacy Days, with positive results to report.

Advocacy is not only a right, but a responsibility; it is similar to donor cultivation. Nothing happens overnight, but it needs to be done with the “long view” in mind. Start by inviting local politicians – mayor and council members – to your events and be sure to thank these folks for their support of your institution. Next, do the same with state legislators representing your area. Again, focus on building a relationship with them without “making the ask” for money. Down the road, once the relationship is built, then you can urge the legislator to support your cause.

For information on how to encourage elected officials to visit your museum, refer to details in the Summer 2014 GAMG Newsletter, which can be found in PDF form on the GAMG website, [www.gamg.org](http://www.gamg.org), under the News and Events Tab.

**AMERICAN ASSOCIATION FOR MUSEUM VOLUNTEERS  
MONTHLY ROUNDTABLE IN ATLANTA**

Museums across the country and state rely on hundreds of thousands of volunteers to help with everything from giving tours to cataloging new collections. The American Association for Museum Volunteers (AAMV) is the only national association dedicated to the paid and unpaid staff members who work with volunteers in all categories of museums. Throughout the year we host webinars, conference sessions, online discussions, and facilitate networking opportunities for our members as we continue to explore the challenges, successes, and best-practices of managing a volunteer program.

Over the last few years in my role as the AAMV Regional Director for the South East, I've had many conversations with full-time volunteer managers and other museum professionals who work with or manage volunteers. We all seem to face the same issues: how to recruit a diverse volunteer corps, how to ensure that our volunteers don't "go rogue," and how best to train our volunteers, to name but a few. The thing that I love most about AAMV is that it facilitates many opportunities to share experiences and consider best AND worst practices. Working together, improve our volunteer programs.

One of our newest initiatives in the Southeast is a monthly volunteer manager roundtable hosted in the metro Atlanta region. The gathering provides an opportunity to talk about different issues and topics. We hope that as many of you as possible will be able to join us to make these conversations more meaningful with your experience and expertise. We also hope that you will consider joining AAMV either as an individual member (\$35 is really a bargain!) or an institutional member to connect with colleagues across the state, region, and nation. Your membership would enhance AAMV, making it an even more network for knowledge sharing and professional development.

If you would like any more information about AAMV or our monthly gatherings contact me, Richard Harker, at [rharker@kennesaw.edu](mailto:rharker@kennesaw.edu) or check out our website at [www.aamv.org](http://www.aamv.org).

By Richard Harker

**2015 GAMG Interns**



GAMG was fortunate this year to have the assistance of six college student interns during the Annual Meeting in Statesboro. They provided essential duties, helping at the registration desk, distributing and collecting session evaluations, and setting up silent auction items. These young ladies represented four colleges and are already having an impact on cultural institutions in Georgia.

Yanique Leonard, a University of West Georgia (UWG) graduate student, serves as a research assistant at the UWG Center for Public History. Madeline Henriques attends Kennesaw State University and works as an education intern at the Museum of History and Holocaust Education at KSU.

Maria Ross, a grad student at UWG, also serves as Conference Director and Administrator for the West Georgia Textile Heritage Trail. Leah Eunice works as curator at Colquitt County Arts Center while attending classes at Valdosta State University.

Tracy Seiler recently served as summer intern at Hills & Dales Estate in LaGrange and is currently a student at LaGrange College. Cecelia Stephens is a grad student at UWG who works for the Martin Luther King Jr. National Historic Site in Atlanta.

Here's what Yanique had to say about her GAMG conference experience:

I must confess that I was a bit of a skeptic when I was told to apply for an internship for the GAMG conference this year. Thoughts of not fitting in, getting lost, or not having a good time kept coming to mind. I am only a second semester graduate student, so I felt that the conference would not apply to me because I did not have the experience that others possessed. I can definitely say that after this conference and internship that I was completely wrong.

The GAMG conference gave me a behind the scenes look at people who work in the “real world.” I got the opportunity to see them as professionals and people. This conference allowed me to meet a great deal of people, some of which I would have never met otherwise. These people were extremely nice and helpful throughout the duration of the conference. For example, Dr. Brent Tharp inviting all the interns over to his home for dinner was the best type of icebreaker. Conference attendees gave me advice and tips for my specific career area and even wanted to keep in contact with me, also vice versa. I left the conference feeling as if I made a few lifelong connections.

Not only were the people great as individuals, but when I went to the various workshops they opened my mind to issues in the museum field. They did not cut any corners or try to sugar coat anything; they gave us the facts and all information. This was a revelation for me because I was clueless about some of the issues that museums faced on a regular basis. The two workshops that I think I took a great deal from were the “African American Historic Sites” and the one for “New Professionals.” The African American historic sites workshop showed me that museum owners of African American historic sites have to work twice as hard as regular historic sites just to obtain funding and sponsorships. The new professionals workshop showed me that there a great deal of people in the public history field that are interested in collections, like me. This made me feel a thousand times better; I know that I am not the only person interested in this career area.

The GAMG Conference was an amazing experience. I want to thank everyone I met for his or her advice and a bit of mentorship. This was actually my first conference and I cannot wait to go to others after this one. There was never a dull moment; there were amazing events and workshops that I will hold dear. I cannot wait to see if the other conferences I attend in the next few months are the same as this conference or if they are completely different.

## Museum Store Association to Meet in Atlanta in 2016

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The Museum Store Association (MSA) Education Advisory Group is seeking presentation proposals for the 2016 MSA Retail Conference & Expo, April 15-18 in Atlanta, Georgia. We are looking for presenters who will captivate audiences, provide examples of how innovative thinking can help a store grow and demonstrate inventive retail solutions that can enhance the nonprofit retail industry.

The MSA Knowledge Standards highlight areas that relate to the needs of store operators:

- Merchandise Planning
- Customer Relations
- Operations
- Financial Management
- Human Resources
- Communications
- Business Relations
- Strategic Management

Our goal for presentations is to:

- Demonstrate innovation and cutting edge store operation techniques
- Stimulate discussion and audience engagement
- Provide examples of best practices
- Target emerging, mid-career and seasoned professionals
- Include video, audio, etc. to engage different learning types

To present, participate in a panel, or recommend a speaker, please submit to:  
[museumstoreassociation.org/2016-conference-expo-session-submissions](http://museumstoreassociation.org/2016-conference-expo-session-submissions).

The deadline for session proposals is July 24, 2015. For more information contact Julie Anderson at [janderson@museumstoreassociation.org](mailto:janderson@museumstoreassociation.org) or call 720-390-7620.

## IMLS Appointment

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On March 10, President Obama announced Dr. Kathryn “Kit” Matthew as his choice to serve as director of the federal Institute of Museum and Library Services (IMLS). Dr. Matthew must now be confirmed by the U.S. Senate. Will you take two minutes to ask your Senators to confirm Dr. Kathryn Matthew as the next IMLS director?

## Creating an Economic Impact Statement

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Thanks to the American Alliance of Museums, you now have a basic template for creating an economic impact statement (see below). Complete yours today! Now more than ever, legislators and funders need to know just how your museum impacts your community. You can start with a just few key pieces of data to personalize and complete the basic template. Then get creative - you can put the data on your museum or organization's letterhead, add photos of visitors enjoying the museum, or add additional data that helps make the case about the value of your museum in your community.

Many museums and organizations have created an Economic Impact Statement for their museum or several museums they represent. They have used these letters to share their museum's economic impact with members of Congress, local legislators and potential funders.

### Basic Template

ECONOMIC IMPACT STATEMENT for name of institution

My museum employs \_\_\_\_ (#) people in our community.

My museum spends \$ \_\_\_\_ annual budget each year on goods and services in our community.

My museum serves \_\_\_\_ (#) visitors each year, including % from out of town.

My museum serves \_\_\_\_ (#) schoolchildren each year through school visits to museums.

Admission fee: \$ \_\_\_\_\_

According to AAM, on a national scale, museums are economic engines:

- Museums employ more than 400,000 Americans.
- Museums directly contribute \$21 billion to the U.S. economy each year. They generate billions more through indirect spending by their visitors.
- 78% of all U.S. leisure travelers participate in cultural or heritage activities. These travelers—including visitors to museums—spend 63% more on average than other leisure travelers.
- The U.S. Bureau of Economic Analysis has found that arts and cultural production constitute 3.2 percent of the nation's entire economy, a \$504 billion industry.
- The nonprofit arts and culture industry annually generates over \$135 billion in economic activity, supports more than 4.1 million full-time jobs and returns over \$22 billion in local, state and federal tax revenues.
- Governments that support the arts see an average return on investment of over \$7 in taxes for every \$1 that the government appropriates.

## Special Thanks to the 2015 GAMG Conference Exhibitors

**Braswell Food Company**  
226 N. Zetterower Avenue  
Statesboro, GA 30458  
800-673-9388  
[www.braswells.com](http://www.braswells.com)  
[customerservice@braswells.com](mailto:customerservice@braswells.com)  
Jonathan Childree, Marketing Manager

**Deborah Harvey Graphic and Exhibit Design**  
906 Brittany Lane  
Statesboro, GA 30461  
912-531-5667  
[Dharvey@nctv.com](mailto:Dharvey@nctv.com)  
Deborah Harvey, Creative Director

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978-771-5432  
[dmunddesigngroup@comcast.net](mailto:dmunddesigngroup@comcast.net)  
Doug Mund, Principal

**Georgia Arts Network**  
c/o VSA Arts of Georgia  
199 Armour Drive NE  
Atlanta, GA 30324  
Teresa Osborne, President  
770-623-6002  
[toshorn@thehudgens.org](mailto:toshorn@thehudgens.org)

**Goosepen Studio & Press**  
P.O. Box 3275  
Hickory, NC 28603  
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[nwm@goosepenpress.com](mailto:nwm@goosepenpress.com)  
Nathan Moehlmann, Owner

**Milner Inc.**  
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Norcross, GA 30092  
770-734-5300  
[sbaker@milner.com](mailto:sbaker@milner.com)  
Steve Baker, Senior Sales Representative

**PastPerfect Software**  
300 N. Pottstown Pike, Suite 200  
Exton, PA 19341  
800-562-6080  
[brian@museumsoftware.com](mailto:brian@museumsoftware.com)  
Brian Gomez, VP, Operations

**Southeastern Museums Conference (SEMC)**  
P.O. Box 9003  
Atlanta, GA 31106  
404-814-2014  
[sperry@semcdirect.net](mailto:sperry@semcdirect.net)  
Susan Perry, Executive Director

**The History Workshop/Brockington & Associates**  
498 Wando Park Blvd., Suite 700  
Mt. Pleasant, SC 29464  
843-881-3128  
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706-542-4145  
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Amanda Sharp, Publicity & Sales Manager

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### ADVOCACY NEWS

ArtsGeorgia celebrates its fifth anniversary with the launch of the 2015 Arts Advocacy Initiative in support of restoration of state funding for arts and arts education. Support by the larger community, with an appeal to everyone to affect change is essential. The Georgians for the Arts campaign was designed to appeal to as many Georgia citizens as possible.

We can do better than dead last in state arts spending in the United States with only \$.06 spent per person per year. ArtsGeorgia invites everyone to participate in the Georgians for the Arts campaign to achieve these primary results:

- Unite those who support the arts in a campaign that appeals to all
- Restore annual state arts funding to \$5.2 Million Dollars in FY2017
- Increase annual state arts funding to \$1.00 per capita by FY2020
- Invest state funding in arts education for every child from K-12

Shown in the photo below are buttons and stickers developed to support the campaign. Wear a button. Use a sticker. Join the Georgians for the Arts campaign. Voice your support! Visit [www.artsgeorgia.net](http://www.artsgeorgia.net) or the ArtsGeorgia Facebook page for the latest updates, calls to action, and news of the campaign. Request buttons and stickers at: [artsga@artsgeorgia.net](mailto:artsga@artsgeorgia.net)

