

# GAMG 2012

Georgia Association of Museums and Galleries Newsletter

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## *President's Message*

### Brent Tharp

Building effective partnerships have been and will continue to be an important part of our field. They can help us share resources, broaden impact and increase effectiveness, but they are not easy programs to establish and maintain. Much of the literature concerning building partnerships comes from the business world and is adapted by museums and galleries. Dave Brock with the consulting and

marketing firm Partners in EXCELLENCE sums up the elements of an effective partnership as:

**Shared Risk:** Each partner bears a fair and appropriate share of the risk in the alliance. No partner has a disproportionate level of risk.

**Shared Resources:** Each partner commits an appropriate proportion of the resources, whether they are capital, people, knowledge, technology, or other.

**Shared Rewards:** Each partner shares appropriately in the rewards, the partners work together to create mutual wins.

**Shared Vision:** The partners share a common view of the objectives, results, and outcomes of the alliance. They share a common vision of the importance of the relationship.

**Shared Values:** They share common value systems and complementary cultures.

The key to creating and maintaining these shared concepts, though, is in the partnership's ability to have open, inclusive, and frequent conversations and dialogue. In this realm, I believe the world of museums and galleries lead and the business world should look to it for inspiration. Join us for a perfect example, in January for GAMG's annual meeting in Milledgeville. The well thought out program reflects the spirit and strategies of an effective partnership, as do the community hosts who have worked so hard to provide for the conference. Your membership, participation, experience, commitment and voice keep GAMG a strong partnership.

## Administrative Director's Report



**Michele Rodgers**

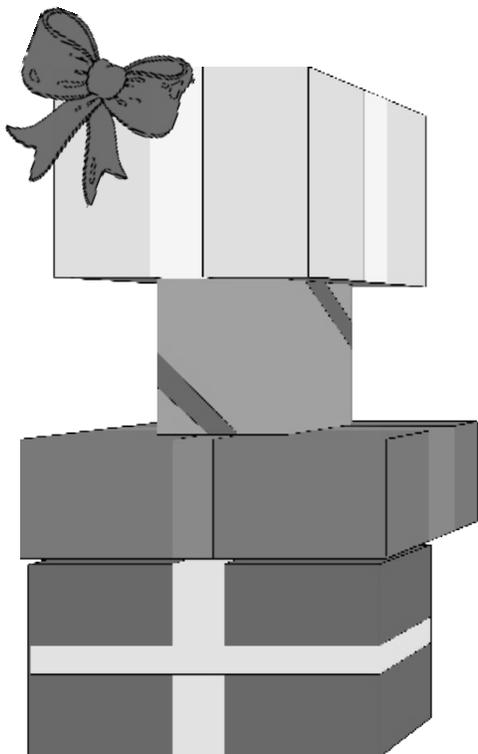
This is the time of year that we all reflect on our blessings, and I want to say a huge thank you to our outgoing GAMG Board President, Brent Tharp, for his support of me and this organization. Brent has been a hard-working, dedicated leader of GAMG. In addition, there are several long-term board members who are completing their service to us, and I am thankful for their guidance and assistance, especially Treasurer, Ann Harrison, who has worked tirelessly to make sure our budget makes sense. Excellent leaders are what makes GAMG a strong organization, so be sure to thank our board members when you see them, and also consider volunteering to serve on the board yourself.

## NEWS YOU CAN USE

### Interpreters Wanted

What is natural harmony? Is it moonshine, moon pies, and music interpreted by historians in nature? Yes! But wait- there's more! Grammy-award winning keynote speaker, cutting edge research findings, and once in a lifetime behind-the-scene tours of Music City USA await you at the National Association for Interpretation's (NAI) Southeastern Regional Interpreters Workshop!

Discover "Natural Harmony in the Volunteer State" at Montgomery Bell State Park February 20-24, 2012! With economical rates, free excursions, and in-depth mini workshops, naturally there is something for everyone! For more information, please visit [www.nairegions.org/3](http://www.nairegions.org/3) or contact 2012 Workshop Chairman, April Welch, at [April.Welch@tn.gov](mailto:April.Welch@tn.gov).



### Promote Your Museum's Gift Shop This Holiday Season

This holiday season, consumers are seeking unique, personal gifts for gift-giving and museum stores may have exactly what they are looking for. Beverly Barsook, executive director of the Museum Store Association, shared some gift ideas from museum stores around the country for a recent article in USA Today. "This is a great opportunity for museum stores to promote themselves as a unique shopping destination in their local communities," says Barsook. "Many people don't realize they can shop at a museum store without purchasing admission to the museum and there is often a misconception that museum store merchandise is priced higher than traditional retail stores. This just isn't the case."

Founded in 1955, MSA is a nonprofit, international association organized to advance the success of cultural commerce and of the professionals engaged in it. By encouraging high standards of professional competence and conduct, MSA helps museum store managers better serve their institutions and the public.

# GAMG GEARING UP FOR BEAUTIFUL MILLEDGEVILLE, GA

Looking forward to January's blustery days and the post-holiday lists of things to do? Probably not. So take a few days to reinvigorate your mind and restore your focus by joining your colleagues in lovely Milledgeville, Georgia, for the annual GAMG Conference, January 18 – 20, 2012. This quintessentially southern city will charm you with its fascinating tales, southern delicacies and gracious hospitality, while GAMG will provide you with meaningful workshops, thought provoking speakers, and practical sessions.

Workshops will kick off the conference on Wednesday, with Grant Writing, Restoration Triage, School Tour Transformation, and a site visit to Rock Hawk. Each of these will take place at an historic site located in and around Milledgeville. On Wednesday evening, the downtown Museum District will be open late so conference attendees can eat and drink their way through GCSU's Natural History Museum, The Museum of Fine Arts, The Old Governor's Mansion, and The Museum at GCSU.

Thursday morning's conference breakfast will feature a new addition, Museum Idea Pot Luck. Attendees are invited to bring one great idea that your museum or gallery has tried and found successful. Each person will have a chance to give a short (1 – 2 minute) presentation on this idea to the audience. At the end, GAMG will compile the list to share with all attendees.

Sessions throughout Thursday will include Fundraising, Internships, New Fundraising Strategies, Directors' Roundtable, Curators' Roundtable, Graduate Programs in the Humanities, Mentoring Speed Date, Museum Branding, Hands-On Social Networking, Leveraging Museum Opportunities, and Developing Assessment Tools. Meanwhile, the Exhibit Hall will be open throughout the day for attendees to visit one-on-one with vendors to the trade. The Thursday Exhibitor Luncheon will feature Keynote Speaker, Chancellor Hank Huckaby.

Thursday evening's dinner and auction at Georgia's Old Capital Museum will be highlighted by the appearance of the GAMG Glamour Girls, otherwise known as Brent Tharp and Craig Amason. While conference attendees chat and dine, both silent and live auctions benefitting the MUSE program will take place. This



year Tharp and Amason have promised to appear decked out in “glamour girl” finery that attendees purchase at auction for them. There will be a selection of tiaras, wigs, gowns and shoes for these brave souls to wear, so bring plenty of cash to the auction!

On Friday, sessions include This Old House, Volunteers, Surviving Minefields in the Museum Profession, and the Educators' Roundtable. To close out the conference, the Annual Awards Luncheon will recognize many who have been instrumental in the success of numerous Georgia museums and galleries.

# GAMG ANNUAL CONFERENCE REGISTRATION FORM

**GAMG**  
Georgia  
Association of  
Museums and  
Galleries

## Registration Form

(Registration Instructions on reverse)

GAMG Annual Conference  
**Milledgeville, GA**  
January 18 - 20, 2011

### MEMBERSHIP STATUS

- I am a member of GAMG, Member type: (please check one)  Individual  Associate  Institutional Representative  
 I am not a member of GAMG but wish to join  
 I am renewing membership with registration

### PERSONAL INFORMATION

(PLEASE PRINT. INFORMATION WITH AN \* WILL APPEAR ON YOUR BADGE)

First Name\* \_\_\_\_\_ Last Name\* \_\_\_\_\_

Job Position/Title\* \_\_\_\_\_

Name of Institution/Affiliation\* \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Address above is  Home  Work

Daytime phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### REGISTRATION FEES AND MEAL COUNT

Please check **each event** you will be attending

- |  | <b>FEES</b>                          |
|--|--------------------------------------|
| <input type="checkbox"/> Full Conference Registration (before January 6, 2012)                       | \$175.00 member; \$225.00 non-member |
| <input type="checkbox"/> Full Conference Registration (after January 6, 2012)                        | \$195.00 member; \$245.00 non-member |
| <input type="checkbox"/> I will attend Wednesday morning Grantwriting Workshop                       | (included with conf. registration)   |
| <input type="checkbox"/> I will attend Wednesday morning Restoration Triage Workshop                 | (included with conf. registration)   |
| <input type="checkbox"/> I will attend Wednesday afternoon Rock Hawk Tour                            | (included with conf. registration)   |
| <input type="checkbox"/> I will attend Wednesday afternoon School Tour Workshop                      | (included with conf. registration)   |
| <input type="checkbox"/> I will attend Wednesday only  | \$110.00 available to members only   |
| <input type="checkbox"/> I will attend Thursday only   | \$110.00 available to members only   |
| <input type="checkbox"/> I will attend Friday only   | \$110.00 available to members only   |
| <input type="checkbox"/> Student Registration  |                                      |
| <input type="checkbox"/> Full Conference registration  | \$150.00                             |
| <input type="checkbox"/> I am attending as a session <b>presenter only</b>                           | no charge                            |
| <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday |                                      |

### MEALS (It is very important that you complete this section)

- |   |   |
|---|---|
| <input type="checkbox"/> I will attend the Wednesday Evening Event          | <input type="checkbox"/> I need a vegetarian meal |
| <input type="checkbox"/> I will attend the Breakfast on Thursday            | <input type="checkbox"/> I need a vegetarian meal |
| <input type="checkbox"/> I will attend the Keynote Luncheon on Thursday     | <input type="checkbox"/> I need a vegetarian meal |
| <input type="checkbox"/> I will attend the Auction Social on Thursday night | <input type="checkbox"/> I need a vegetarian meal |
| <input type="checkbox"/> I will attend the Awards Luncheon on Friday        | <input type="checkbox"/> I need a vegetarian meal |

- I will have \_\_\_\_\_ guest(s) attending the Keynote Luncheon \$25.00 each person  
 I will have \_\_\_\_\_ guest(s) attending the Awards Luncheon \$25.00 each person  
(No charge for Award recipient)

Registration Fee \$ \_\_\_\_\_  
Guest Fee \$ \_\_\_\_\_  
Membership Fee \$ \_\_\_\_\_

Total Due \$ \_\_\_\_\_

Payment Method:  Cash - On-site  Check (Payable to Georgia of Association of Museums and Galleries)  Paypal - available at [www.gamg.org](http://www.gamg.org)

# GAMG ANNUAL CONFERENCE REGISTRATION FORM

## Registration Instructions

This form is for the use of conference participants only. Exhibitors and Vendors registering to conduct business must complete an Exhibitor registration form.

Each registrant (including session presenters) must submit a registration form.

### Registration Rates

The pre-registration rate is \$175.00 and must be received on or before January 6, 2012. Mail to GAMG, ATT: Michele Rodgers, P.O. Box 2133, Marietta, GA, 30061. You may also register online at [www.gamg.org](http://www.gamg.org). The rate for registration after January 6, 2012 is \$195.00.

The on-site registration rate is \$195.00. You may also join GAMG or renew your membership with your pre-registration or at on-site registration.

The per date registration rate is \$110.00.

Fulltime students may register at the student rate of \$150.00 if the registration form is accompanied by a copy of a current university/college ID or a letter from the university/college indicating fulltime enrollment. Student registrations received online will not be complete until a copy of the university/college ID or the letter from the university/college is received.

Spouses attending conference sessions must register. Spouses participating in the meal events are required to pay as follows. Breakfast \$25.00, Lunch \$25.00, Dinner \$25.00, Awards Luncheon \$25.00

### Membership Categories

<b>Student</b>	\$15	<b>Individual</b>	\$50
		Individual whose institution is a member	\$25

#### **Institutional Membership**

Sliding scale based upon annual operating budget

\$0 - \$100,000	\$50	\$500,001 - \$750,000	\$200
\$100,001 - \$250,000	\$100	\$750,001 - 1 million	\$250
\$250,001 - \$500,000	\$150	More than 1 million	\$300

<b>Sponsor</b>	\$50.00
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### **Conference Hotel Information**

Fairfield Inn Milledgeville  
2631-A North Columbia Street  
Milledgeville, GA 31061  
478-452-5202 or 1-800-Marriot

Conference rate is \$80 plus tax and fees

All reservations must be made by December 17, 2011 to secure conference rate.  
Be sure to mention that you are registering with GAMG in order to get the conference rate.

# GAMG



# 2012

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 SEPTEMBER 2011

### Institutional

Annette Howell Turner Center for the Arts  
Augusta Museum of History  
Blue Ridge Mountains Arts Assoc.  
Bulloch County Historical Society  
Bulloch Hall  
Cherokee County Historical Society  
Georgia Educational Programs Inc.  
Georgia Museum of Art  
Georgia's Old Capital Museum Society  
Hay House  
Heard Co. Historical Center and Museum  
Historic Augusta, Boyhood Home of President Woodrow Wilson  
Historic Macon, Sidney Lanier Cottage  
Historic Westville  
Madison-Morgan Cultural Center  
Monroe Art Guild  
Oak Hill/Martha Berry Museum  
Oglethorpe University Art Museum  
Oliver Cesair Gallery  
Pebble Hill  
Salvation Army Southern Historical Center  
The Bandy Heritage Center for NW Georgia  
The Columbus Museum  
The Museum School of Avondale Estates  
Whitfield-Murray Historical Society

### Sponsor

ArtsGeorgia Inc.  
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### Individual / Student

Anne Letkeman  
Ann McCleary  
George Fell  
Thomas Lee  
Larry Moore  
Sylvia Mansour Naguib  
Margaret Sommer  
Kimberly Stone  
Julia Stover  
Frances Veal  
Marijane Vest  
Cece Warner

## 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.