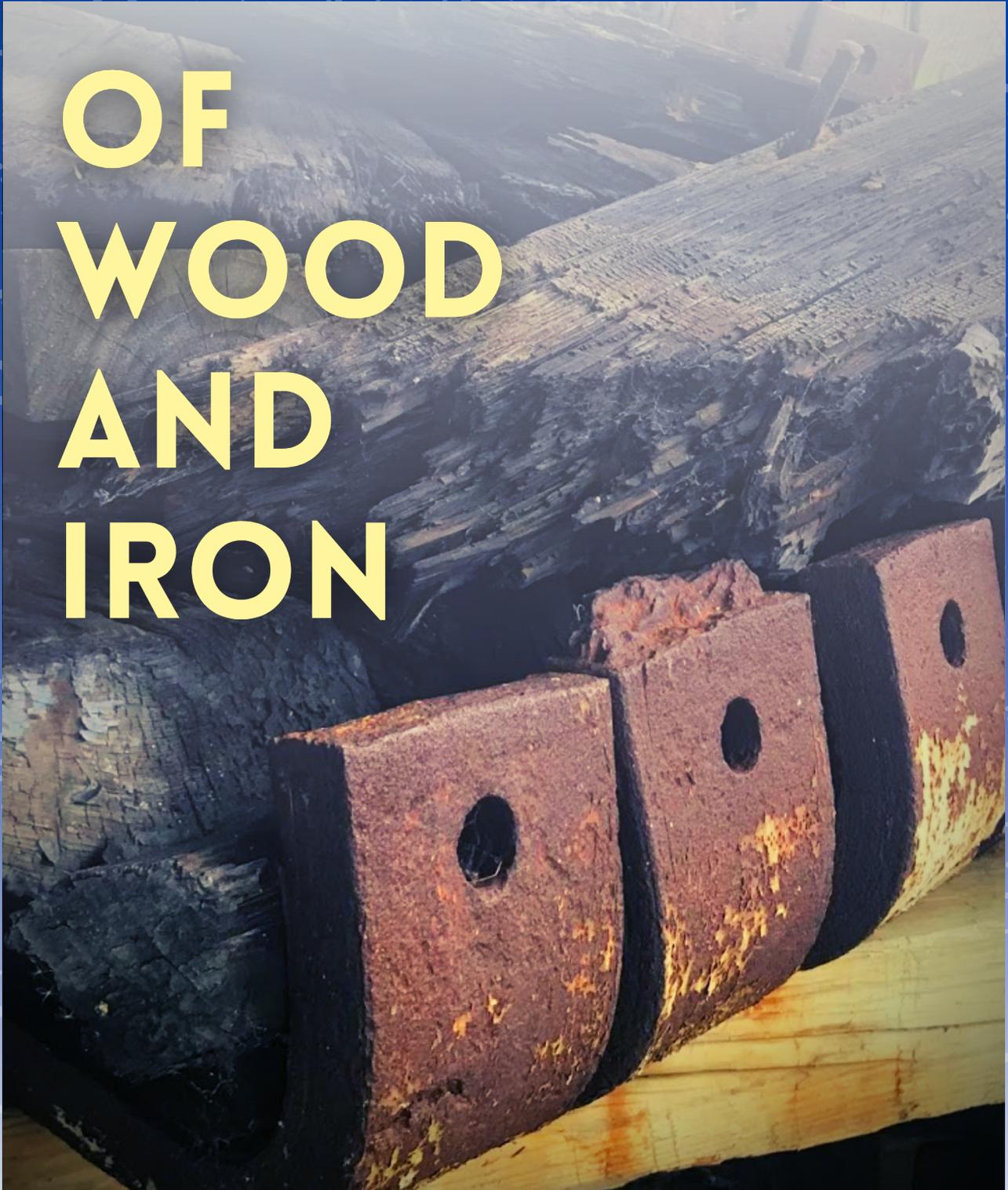


Winter 2020/2021

gam *essenger*

Georgia Association of Museums

OF WOOD AND IRON



*Conservation work on ironclad warships continues at
The National Civil War Naval Museum in Columbus*

From the President

GAM Members,



Well, we have almost made it. 2020 will go down in history for the unprecedented challenges, changes, and pivoting that we have all dealt with both personally and professionally. We have literally had to build the airplane as we flew it to adapt our institutions and programs to the events of the year. As I write this message and reflect on what has happened, I find hope that better days lie ahead. Through this year, museums throughout Georgia have found new ways to fulfill their missions by offering digital programming, reinventing existing activities to cope with the challenges of the pandemic, and becoming beacons of connection for communities to have a space for open dialogue and engagement.

It has not been easy. Many of us have faced the challenges of severe revenue loss, staff loss, furloughs, and continued closures. Additionally, our need to better connect with ALL members of our communities and engage in exhibitions and stories that speak to all audiences has never been more apparent or important.

So, as we look towards better days ahead and 2021, I have faith that our industry will endure, our missions will be met, and the same passion and ingenuity that has sustained us through this trying time will only make us better.

Thank you all for what you continue to do and best wishes to each of you for a happy holiday season!

Sincerely,

Matthew S. Davis
President
Georgia Association of Museums





OF WOOD AND IRON

The National Civil War Naval Museum in Columbus owns two of the war's six remaining warships, the CSS Jackson and the CSS Chattahoochee. Both hulls sit in the museum, but some large parts sat outside in a pole barn for many years. After an initial report on the condition of the macro-artifacts, followed by a horrendous arson-caused fire, conservation finally began on the Jackson fantail and the two engines from the Chattahoochee this fall.

In early September, Terra Mare Conservators began the laborious process of documenting, cleaning, and moving the fantail of the Jackson and the largest parts of the engines of the Chattahoochee. Terra Mare's team have conserved numerous artifacts across the globe, including those from the CSS Alabama off the coast of France, and the H.L. Hunley submarine in South Carolina. A small team of maritime archaeologists from SEARCH, Inc, also spent a few days recording as much data about these artifacts as possible before conservation work began.



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In the first phase, the team documented and dismantled the fantail of the Jackson, the only surviving fantail from Civil War ironclads. It is a complex structure of wood and iron in a half-moon shape, hence the name “fantail.” Each beam was documented and carefully removed for conservation.

Using a process called photogrammetry, archaeologists took hundreds of images of each layer in order to better understand the structure, revealing elements not seen since 1864. All iron plates, which weigh about 350-400 pounds each, were documented, separated and cleaned with a blast of dry ice. In later preparing to clean the engines, museum staff, volunteers and conservators spent many hours removing Chattahoochee River mud from every nook and cranny.

The goal is not just to conserve these artifacts, but to study them in detail. This will provide a better understanding of these items and the materials and techniques used to build them. These artifacts are now inside, away from environmental decay, on display for the world to see. As funds and time allow, staff will develop new and exciting exhibits based on them.



National Civil War Naval Museum
1002 Victory Dr, Columbus, GA 31901
(706) 327-9798 <https://www.portcolumbus.org/>

Diversifying Your Collections and Exhibitions

Beyond COVID-19, many museum leaders, curators, and collections managers today are discussing ways to collect and explore more diverse and inclusive stories. If you're just getting started on this work, how can museums begin to tackle the issue of lack of diversity in collections and exhibitions? Here are some tips:

Reach out to diverse communities and organizations; do not wait for them to reach out to you.

Schedule time to meet with people at a local church or other meeting space in the community. Demonstrate that your organization is interested in getting to know community members and that you're willing to meet on their turf.

Cultivate the relationship and ideas.

The relationship cannot and should not be a "one and done" meeting or a one-time special event. The saying that "trust is built at the speed of relationships" is especially applicable here.

Have a plan of action for using new artifacts.

Having a specific exhibit idea ready to go can often lead to finding the perfect artifact for that exhibit. Show that artifacts won't be tucked away forever in storage by letting donors and lenders see their treasures on display.

Work with area higher education institutions.

The Marietta Museum of History recently worked with two classes from Kennesaw State University on African American and Latinx history in their area. Collaborate with college groups to bring a fresh perspective and help build a stronger sense of community.



Conference Facilities UPDATE



With the recent good news about vaccines for COVID-19, the GAM Board is very optimistic we will have an in-person conference with a virtual component on schedule April 26-28, 2021, in Statesboro. The GAM2021 Conference Committee recently toured facilities at the conference host site, Georgia Southern University, and the hospitality host site, Home2 Suites Statesboro.

We are happy to report all the facilities are fantastic! Home2 is a new hotel and sparkling clean. The housekeeping staff goes above and beyond sanitizing the spacious guest rooms and public areas, and hotel management is excited to have us. In addition to our room deals (great prices in Statesboro!), we will have access to a large meeting room we can use for hospitality and socializing. There is also a great pool area if late April is warm enough, and an outdoor fire pit lounge. There are several quick-casual restaurants within walking distance, in addition to retail shopping, convenience stores, and anything else you may need.

Our conference rooms at the Williams Center at GSU are all equipped with great audio-visual equipment and wireless internet. Program presenters bringing their own computers just have to hook into HDMI connections. VGA-to-HDMI will be available, too; if you have another type of connection besides VGA or HDMI, remember to bring your own HDMI converter!

We are working to ensure that sessions will also be available at a discounted rate via Zoom for those who cannot attend in person. Look for updates about our virtual component soon. We're excited to have the opportunity to be one of the first conferences back, and we hope to see you this April in Statesboro!



GAM 2021 Conference Hotel:

Home2 Suites by Hilton

1576 Brampton Avenue

Statesboro, GA 30458

912-259-1900

Room rate: \$96 plus taxes and fees

All rooms are King Studio Suites



Museum Advocacy Goes Virtual

For more than a decade, the American Alliance of Museums (AAM) has coordinated an annual Museums Advocacy Day in Washington, D.C. These events include nonpartisan advocacy training from experts in the field and Congressional meetings to talk about the importance of federal support for museums, including funding for the Institute of Museum and Library Services, the National Endowment for the Humanities, and the National Endowment for the Arts. As the COVID-19 pandemic continues, AAM is making the 2021 experience virtual and more accessible than ever.

Virtual Museums Advocacy Day training sessions will take place on February 22, followed by meetings with Congressional offices on February 23. All meetings will take place remotely, via video or phone. Participants will receive a robust variety of economic data and advocacy strategies before their meetings, with a special focus on COVID-19 economic relief for museums. This information can be used to make your case throughout 2021 as you speak with local and regional funders, city and county governments, and board members. Most importantly, the registration cost for non-AAM members is only \$50, a substantial discount from previous in-person events, and AAM members can register for \$25.

As the 117th Congress convenes, a new administration enters the White House, and state and local governments face difficult budget decisions, this is an important moment to let your elected officials know why museums matter. For more information, visit <https://www.aam-us.org/programs/museums-advocacy-day/> by January 19 or contact GAM President Matt Davis at matt.davis@gcsu.edu.





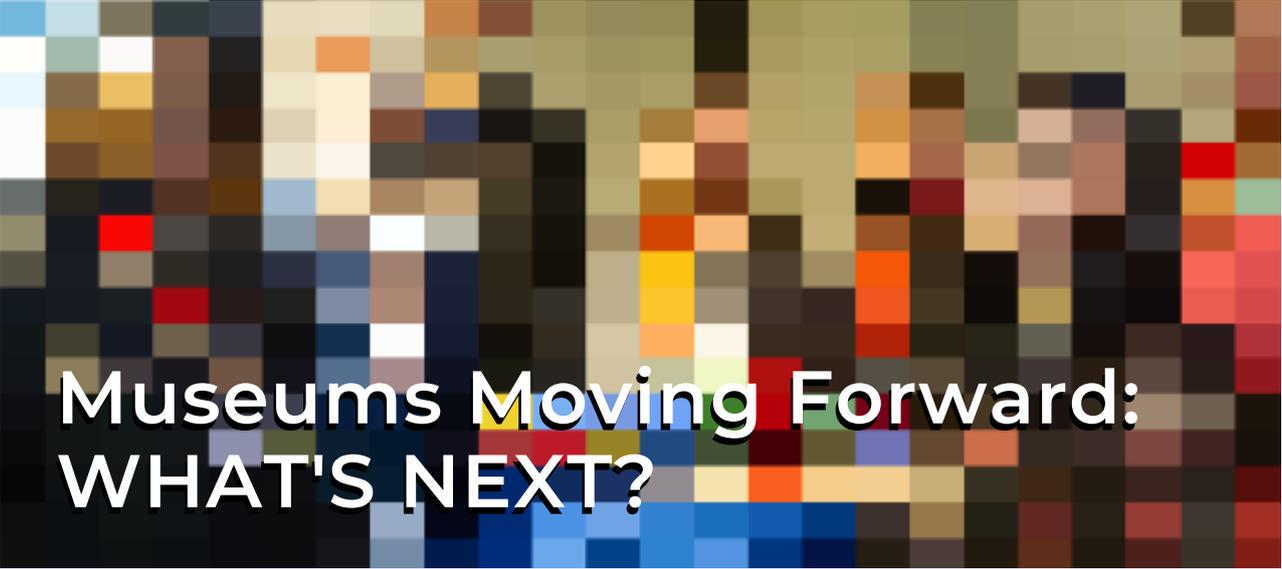
Streamline Publishing, Inc. has played a substantial role within the world of art and art collecting for over 30 years. Our company and its products - particularly Fine Art Connoisseur and Plein Air Magazine - share the conviction that art museums are an essential part of the art community, which is why we continue to offer ways for art museums to be featured in our publications; including the annual Museum Exhibition Guide (Jan/Feb) to announce intriguing art exhibitions and the brand new Museum Store Guide (Jul/Aug) to highlight unique gifts for art lovers.

Our Museum Marketing Specialist, Alexandra Lawson (alawson@streamlinepublishing.com), comes with over a decade of international art museum experience and wants to help you seek innovative solutions that break traditional molds.

To get to know us better, please enjoy the current issue of Fine Art Connoisseur for free:
https://issuu.com/thomaselmo/docs/facnovdec2020_issue_zinio

View the complete 2021 Museum Guide on our website: fineartconnoisseur.com under "Guides" (available year round starting January 1, 2021)





Museums Moving Forward: WHAT'S NEXT?

As preparations continue for GAM2021, the conference planning committee has been thinking about the types of sessions and activities that will best serve our members. Current vaccine distribution projections suggest that by late April we will have begun the transition into a post-COVID world, and museum visitation may start to increase again. However, the social and cultural events of 2020 have made clear that for many institutions and people a return to “normal” will not suffice as issues of community engagement, equity, diversity and inclusion, accessibility, and trust-building remain at the forefront of the museum field. Museums of all sizes will be considering what their futures look like, especially when continuing to deal with likely budget and staffing challenges.

These conversations have inspired GAM’s 2021 conference theme. **Museums Moving Forward: What’s Next?** reflects our eagerness to engage in forward-looking conversations that will seek to help our members tackle the rest of 2021 with renewed energy and enthusiasm. As President Jed Bartlet of The West Wing might say, the question of “What’s next?” acknowledges that our work always continues, but it becomes easier and more productive when we join together to swap ideas, serve our communities, and share our highs and lows through fellowship.

We are still accepting submissions for conference sessions and workshops through late February; visit www.gamg.org/conference.html to access the session proposal form. Virtual presentation options will be available. Trying to think of a topic? Here are some suggestions based on members’ feedback:

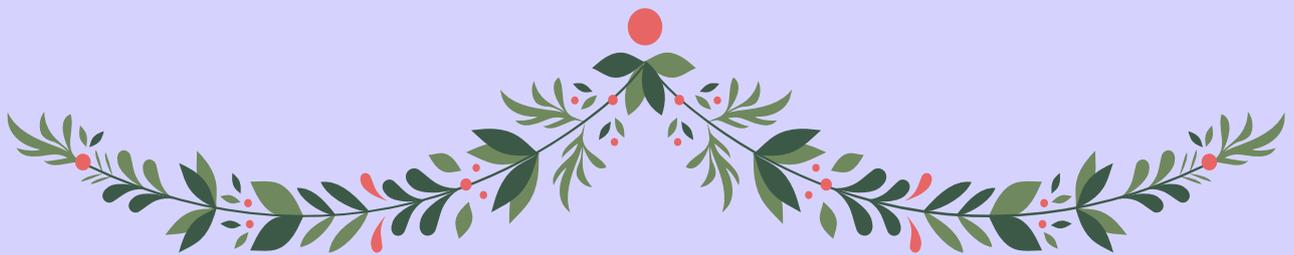
Educational/public programming: lessons learned from shift to digital, how to balance virtual vs. in-person for 2021, considerations for summer camps and fall school tours

continued

Operations: museum operations in a transitional post-COVID environment, security and safety concerns, visitation trends, museum shop and/or café operations, volunteer management, juggling staffing and budget challenges, fundraising/advocacy plans.

Community engagement: creation of DEAI plans, establishing meaningful community relationships, building and maintaining trust, having tough conversations, how to advocate for change with board members and/or senior-level staff

Collections/curatorial: DIY/homemade collections storage tips, updating exhibitions or creating new ones on a budget, building inclusive collections and exhibitions



GAM Conversations Series

**Museum Resolutions:
No Gym Membership Required**

Thursday, January 28, 4:00 pm

What is one goal your institution can accomplish in 2021? Join other GAM members in this general discussion about resolutions, resources, accountability, and how GAM can support your success. Stick around for a happy hour and wellness/sanity check following the meeting!

Register in advance for this meeting:

https://zoom.us/meeting/register/tJUpeGopzItHtMS2TrcLfgbn8J_mR7If-hr

After registering, you will receive a confirmation email containing information about joining the meeting.



New & Renewing Members

Since September 2020

Institutional

Andalusia

Coastal Georgia Historical Society

Euharlee History Museum

Georgia DNR

Heard County Historical Society

Hills & Dales

Holliday-Dorsey-Fife Museum

Madison Morgan Cultural Center

Michael C. Carlos Museum at Emory University

Old Governor's Mansion

Old School History Museum

Pebble Hill

Port Columbus

Telfair Museums

Thronateeska Heritage Foundation

Uncle Remus Museum

Individual

Mona Betzel Matt Davis Robyn Dudley

Michelle Lopez Michael Nagy Rick Spears





CALLING ALL VENDORS!

Interested in becoming a vendor or sponsor for the 2021 GAM conference? Curious about what our in-person or virtual conference might look like?

Contact Michele Rodgers at gamg@gamg.org to learn more about how you and your services can be highlighted.

Do you have institutional news or notes on happenings in the museum field you'd like to share with fellow GAM members? Submit your items of 100-500 words to Rebecca Bush, GAM Newsletter Chair, at rbush@columbusmuseum.com



*Full-color ad space
now available!*

*Contact Administrative
Director Michele Rodgers
at gamg@gamg.org
for pricing.*

Board Nominations

Have you ever wanted to do more with GAM?

Are you interested in service and helping museum professionals across the state of Georgia?

Have you ever been curious what it takes to plan a professional conference?

Would you like to meet and work with more members of our state's great museum community?

Then you might be interested in serving on the GAM board!

Nominations are now being accepted for candidates for our 2021 slate. Any institutional representative or individual member in good standing is eligible to serve for a two-year term. GAM board members meet four times a year (currently via Zoom, but usually at museums around the state) to conduct business and discuss ways to keep GAM moving forward. They also play a key role in running the annual conference and charting the organization's future.

If you are interested in learning more or submitting a name for nomination, please email Matt Davis at matt.davis@gcsu.edu. Self-nominations are welcome.

The nomination form can be found at www.gamg.org under the Committees tab.

We look forward to having you as part of our team!

Board Members 2020



Rachel Bragg, Treasurer
HW Exhibits
678-598-0359
rbragg1@gmail.com

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