

GET IN STEP!

- ◆ What's just over the horizon technologically and philosophically?
- ◆ What are the ethical issues confronting museums in the 21st century?
- ◆ What challenges are presented by changing demographics?
- ◆ What's necessary to engage a generation more attuned visually than verbally?



Ponder these and other future-oriented questions with your colleagues at the fabulous Rancho de los Caballeros Resort in Wickenburg for:

STEPPING INTO THE FUTURE

26th Annual Conference
of the
Museum Association of Arizona
April 23 – 26, 2008

Last year's Conference celebrated MAA's quarter century of service to Arizona's museums, but this year we focus on what's ahead for us — an outgrowth of the enthusiastic response to last Annual Meeting's future oriented plenary session.



Plenary Session at the 2007 MAA Conference, left to right, Tom Wilson, Bob Breunig, Rebecca Akins, Sarah Weber, and Barbara Meyerson.

PROJECTING THE FUTURE

REFLECTING ON THE PAST

As the MAA celebrated its 25th anniversary, the plenary session at the spring conference focused on past Museum practices while speculating on future changes in the field. Bridging past and future, the group also shared perspectives on sometimes roiling transitions in the present-day.

The panel included Tom Wilson, Director of Arizona Museum of Natural History and MAA President; Rebecca Akins, Independent Consultant; Bob Breunig, Director of Museum of Northern Arizona; Sarah Weber, Special Event Coordinator, Carnegie Center; Barbara Meyerson, Independent Consultant; and Jeff Williamson, President and CEO of Phoenix Zoo.

Rebecca Akins described the challenges in compiling MAA history in her book *Serving, Sharing, Saving: The First*

(Continued on page 7)

IT'S EASY BEING GREEN!

Let's save a tree! The 2008 MAA Conference is going green by using available technology to discourage excessive use of paper. (If you have other environmentally friendly ideas for the Conference, *please* share them with us!). If you or your colleagues would like to receive e-mailed information about the Annual Meeting, send your email address to:

Tom.Wilson@cityofmesa.org

So watch your email, consult the MAA website for Conference news, and be sure to share information with your colleagues about our up-coming 26th Annual Meeting.

www.azmuseums.org

GREEN IS HERE

If you are reading this, you already know that the MAA Gallery is coming to you electronically!

The MAA Board, recognizing the versatility and immediacy of PDF e-mailings, as well as its savings in paper resources and expense, is pleased to present the Fall newsletter to you by email.

The MAA joins museum organizations across the country in improved communication practices to better serve members and limit environmental impact.

Visit the MAA Website: www.azmuseums.org

MAA Mission

The Museum Association of Arizona provides statewide leadership among Arizona's museums and cultural communities through professional support, advocacy, education and collaboration.

MAA Gallery

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Editor: Stephanie Bradley

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January 9, 2008

The *MAA Gallery* is a quarterly publication of the Museum Association of Arizona. An annual subscription is included in MAA membership dues.

The *Gallery* encourages the submission of museum-related news and information, and unsolicited articles of general interest to the museum community. The editor reserves the right to select, edit, delete and correct any copy submitted for publication. Authors assume full responsibility for the accuracy of their statements and for the opinions or judgments that they may express. Opinions expressed in this publication do not necessarily represent those of the Museum Association of Arizona. Reproduction of *Gallery* contents is permitted provided that reference is made to the *MAA Gallery* including the issue date, volume, number and author, if any. Contributions should be sent to:

maaeditor@azmuseums.org

Website: www.azmuseums.org

President's Message

By Tom Wilson



Dear Colleagues,

With this issue, the *MAA Gallery*, the newsletter of the Museum Association of Arizona, goes electronic! We will publish the newsletter on the website, azmuseums.org, and then send members the link to the page on the website. It is as easy as that — you can read the newsletter online, or print it out and read it the old fashioned way, in your hands.

There are a number of reasons why we make this change. Our ultimate goal is to better serve the museum community of Arizona, and we continually had this in mind as we planned and implemented the electronic newsletter. We can get you the news faster electronically. By the time the newsletter editor gets the *MAA Gallery* to the stage you now see it, to print and mail the issue takes three to four more weeks. We can bring you more color on the web, compared to the black and white traditionally published version.

In addition, we save money and resources. Gone are the costs for postage, paper and printing four times a year. With these savings, we can invest in improving the quality of the newsletter. The MAA Communications Committee has advertised for an editor and a designer, ideally

splitting those functions between persons specializing in those areas.

We hope to achieve wider readership as well. Publishing the *MAA Gallery* on the web invites a potentially worldwide audience rather than the several hundred institutions and individuals who receive the version published on paper. I know in my office, I can send the newsletter to all staff electronically, rather than rely on the more chancy physical circulation. And, we can archive past issues on the website.

The Texas Association of Museums surveyed their members concerning newsletter publishing format. Around 2002, most wanted a traditionally published newsletter; by 2006, they opted for electronic publishing and the old way was hardly on the radar screen. We know that all but a few of our members have email and internet access, and we can send a hard copy to those that don't.

MAA takes this step to improve quality, speed publication, use color, save money, facilitate storage, conserve resources and increase audience. Those are good reason to go electronic. We hope you like it!

Tom

President
Tom Wilson, Director
Arizona Museum of Natural History

President Elect
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Pueblo Grande Museum

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News from the Conference



STEPPING INTO THE FUTURE

Museum Association of Arizona
26th Annual Meeting, April 23 – 26, 2008

Rancho de los Caballeros Resort
Wickenburg, Arizona

CALL FOR PAPERS

PUT YOUR BEST FOOT FORWARD!

What's just over the horizon technologically and philosophically? What issues will confront museums in the 21st century? What challenges do changing demographics present? What's necessary to engage a generation more attuned visually than verbally?

The Museum Association of Arizona invites papers, sessions and workshops dedicated to the theme *Stepping into the Future*. MAA welcomes sessions on collaborations, community projects, educational programs, collections care and management, exhibitions, law and ethics, evaluation, development and fundraising, interpreting sites and monuments, administration and governance, disaster planning and other subject

Your proposal should include:

- ◆ Title of session (duration: 90 minutes) or workshop (duration: half-day or full-day)
- ◆ Session chair and presenters (affiliation, address, telephone, email)
- ◆ Description of presentation (up to 150 words)
- ◆ Audiovisual requirements

Send your idea for a session or workshop to (final proposals due December 21):

Thomas H. Wilson
 MAA President & Sessions Chair
 Director, Arizona Museum of Natural History
 Tom.wilson@cityofmesa.org
 (480) 644-3418

Save the Date:
APRIL 23-26, 2008

SAVE THE DATE

CALL FOR BOARD NOMINATIONS

Please think about members whom you would like to nominate to MAA Board positions.
Send your suggestions to JoAnn Stuckey at JASConsultant@juno.com.



Photo at left:

"Operators are standing by..."

Nancy Cutler, Pat Smith and Pam Levin are ready to welcome and register 2008 conferees as they did last spring at the MAA Conference in Prescott.

Photo Stephanie Bradley



"Gloves go on!" Vicki Burger during the Archives Workshop at the 2007 MAA Conference.

Photo Tom Wilson

News from the Field

WORKSHOPS, TRAINING, CONNECTIONS

The Small Museums Association (SMA) has extended its call for papers for its 24th Annual Conference in Ocean City, Maryland, February 24 through 26, 2008. The theme is the use of technology in five broad areas: fundraising, curating, education, museum boards, and volunteers.

Technology, however your museum is currently using it, can open up a great many opportunities, from improving the efficiency of your gift shop to updating your collections records to managing the business that is your museum. The SMA wants to provide those associated with small museums with the tools needed to use technology to make their institutions even better.

For more information, visit
<http://www.smallmuseum.org/>

The Arizona Memory Project provides a shared space for Arizona cultural institutions to store and display digital collections online.

To join, contact Richard Prouty at 602-258-5053 or azmemory@lib.az.us. Visit the Arizona Memory Project at <http://azmemory.lib.az.us>

The Institute of Museum and Library Services is the primary source of federal support for the nation's 122,000 libraries and 15,000 museums. Its mission is to grow and sustain a "Nation of Learners." Through its grant making, convening, research and publications, the Institute empowers museums and libraries nationwide to provide leadership and services.

To learn more about the Institute, please visit www.ims.gov.

Arizona Humanities Council

Free workshops on AHC, its available resources, programs and "how to write a competitive AHC grant" will be held on:

November 16, 2007 from 10:00 a.m. to 12 noon

Visit www.azhumanities.org to register, to learn the latest information, and to order their Program Catalog.

Society of American Archivists Professional Educational Workshop

Understanding Photographs: Introduction to Archival Principles and Practices will be held at the University of Arizona Library in Tucson on November 8 and 9.

Upon completion of this workshop you'll be able to:

- ✦ Incorporate basic archival knowledge into your work with photos;
- ✦ Identify specialized resources, techniques and tools available for managing photograph collections from researching unidentified photographs and identifying common photo processes to managing a copy service;
- ✦ Learn about risks and concerns related to nitrate and acetate based films, and to legal and ethical issues;
- ✦ Understand archival preservation and storage options for photographic materials;
- ✦ Recognize standards and best practices for arranging, describing and using photographs;
- ✦ Set priorities and make informed choices in your photograph management strategy.

For more information, visit education@archivists.org.



Lila Atkins and Pat Raygor of the Old Trails Museum led the workshop "Yes, You Can Take Great Pictures of Your Collections" at the Spring MAA Conference.

NOMINATIONS SOUGHT

Nominations are invited for the 2008 Award for Outstanding Commitment to the Preservation and Care of Collections.

The deadline is December 15, 2007. For additional information, see www.heritagepreservation.org/awards/aic.htm

AZGATES= ARIZONA GRANTS ACCESS TOOL AND EXPERTS SOURCE

ASU and the Arizona-Mexico Commission invite you to visit

www.azgates.org

for information on funding opportunities statewide.

News from the Field

Decoding IRS Proposed Changes to Form 990

The American Association of Museums (AAM) is examining proposed changes to IRS Form 990, which has become a key tool for the media, charity oversight groups and donors to assess the financial condition of individual nonprofits and gather data on executive compensation and fundraising activities.

Among concerns expressed is that the IRS is not fully taking into account the implications an overhaul to Form 990 will have on: a) how nonprofits currently collect and keep their records needed for filling out the Form 990, or b) the education and training that will be necessary for those that prepare these returns for nonprofit organizations. The IRS indicates that it intends to use the new form for the 2008 tax year (which would cover returns filed in 2009).

THE LARGER PICTURE

All this information is to make you aware that there is a looming prospect for change in how nonprofits fulfill their IRS reporting requirements. Working with outside counsel, AAM filed comments with the IRS on behalf of the museum community. It is unclear how successful AAM will be in getting the IRS to make much needed changes to their plan.

ASU Art Museum Announces Initiatives

Arizona State University (ASU) Art Museum announced three new initiatives that underscore the Museum's vision to serve as a laboratory for thinking about and enjoying art in innovative ways.

"In the last year, ASU Art Museum has documented a more than 40 percent increase in attendance," states Marilyn Zeitlin, director and chief curator of the ASU Art Museum. The ASU Art Museum's overarching mission is to explore the interaction between art and society. It will pursue this mission through the three programmed initiatives:

- * **Global Arizona** addresses the international scope of Phoenix, carrying the fastest growing metropolitan area to the global level with partnerships in Cuba, Brazil, and Argentina. Global Arizona will bring international exhibitions to Phoenix and carry the global issues that are exemplified in Phoenix to the international art world.
- * **Moving Targets** presents the role of **new media** in the arts — an area in which the ASU Art Museum has a long history — supporting emerging artists and a panoply of critically-acclaimed practitioners of new genres.
- * **InterLab** is a transdisciplinary program that spans the entire University, inviting faculty and graduate students to collaborate to bring multiple points of view to an idea that is expressed through works of art.

2008 CONSERVATION ASSESSMENT PROGRAM APPLICATIONS AVAILABLE NOW

The Conservation Assessment Program (CAP) applications are now available. Download an application at



www.heritagepreservation.org
and submit it by December 1, 2007.

CAP is designed to help small to mid-sized museums of all types to obtain a general assessment of the condition of their collections, environment, and historic buildings. Following an on-site assessment by a conservation professional, the museum receives a written report recommending priorities to improve collections care. This report assists museums in educating staff and board members on preservation practices, creating long-range and emergency plans, and raising funds to improve the care of their collections.

For more information, contact CAP staff at cap@heritagepreservation.org or call 202-233-0800.

Heritage Preservation's CAP is supported through a cooperative agreement with the Institute of Museum and Library Services.

NATIONAL TASK FORCE RELEASES NEW TOOLS TO PROTECT CULTURAL HERITAGE

A new collection of handy tools, released by the Heritage Emergency National Task Force, is now available. For free downloads, visit **www.heritageemergency.org**.

The new tools include:

- ✓ *Tips for Working with Emergency Responders.* Meet local emergency responders and learn how they work before disaster strikes.
- ✓ *Guide to Navigating FEMA and SBA Funding.* This concise Web site leads cultural institutions through the process of applying to the Small Business Administration (SBA) and FEMA for assistance after major disasters.
- ✓ *May Day.* This annual event encourages cultural institutions to undertake a simple emergency preparedness task.
- ✓ *Recommended Professional Emergency Management Training.* Free courses teach cultural heritage staff and volunteers about local, state, and federal disaster response frameworks already in place, as well as official protocols and structure, terminology, and key local contacts.

The National Task Force book, *Field Guide to Emergency Response*, was honored with the Society of American Archivists' prestigious Preservation Publication Award. Also, it received a first place media award from the International Association of Emergency Managers.

The Heritage Emergency National Task Force is a partnership of 41 national service organizations and federal agencies created to protect cultural heritage from the damaging effects of natural disasters and other emergencies.

Names in the News



2007-2008 CAMA board members are as follows:

President

Mitch Menchaca
Arizona Commission on the Arts
mmenchaca@azarts.gov

Vice-President

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Glendale Public Library
rgulbranson@glendaleaz.com

Treasurer

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Museum Association of Arizona

Representative

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kolaraz@msn.com

Member at Large

Vicki Berger
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WHAT'S IN A NAME?

ARIZONA MUSEUM OF NATURAL HISTORY

Mesa Southwest Museum became the **Arizona Museum of Natural History** on October 1.



The new name better reflects the mission of the museum to inspire wonder, appreciation and understanding of the natural and cultural history of the Southwest.

AzMNH underscores the strengths of the museum in archaeology and paleontology, acknowledges its state-wide collections and research programs, and suggests its areas of future growth. The new name will help build the national audience the museum already enjoys, attract greater regional support, and increase opportunities for new partnerships and collaborations. The Arizona Museum of Natural History anticipates playing a major role in educating visitors about the natural history of the Southwest. Visit the website at www.azmnh.org, now under redesign.



At the MAA conference, the *People in Public Spaces* Session was led by (left to right,) Barbara Meyerson, Brenda Brandt and Kathy Eastman.

ENVIRONMENTAL FILM FEATURES SOLERI

The 11th Hour, a new environmental film produced and narrated by Leonardo DiCaprio, features interviews with more than fifty of the world's most prominent thinkers and activists, including Arizona architect and visionary **Paolo Soleri**.

The 11th Hour documents the grave problems facing the planet's life systems. However, the most powerful element of *The 11th Hour* is not a portrait of a planet in crisis, but its offering of hope and solutions. The film ends with a call for restorative action through reshaping human activity.

To find a theater showing, *The 11th Hour*, visit www.11thhouraction.com/seethefilm.

Send your news to maaeditor@azmuseums.org

The ASU Art Museum Ceramics Research Center and curator **Peter Held** received the annual CLAY Award from the Friends of Contemporary Ceramics, the largest organization of ceramic collectors, art dealers and curators in the U.S. The award is given for lifetime achievement in advancing the field of ceramics.

YUMA CROSSING STATE HISTORIC PARK

BECOMES

YUMA QUARTERMASTER DEPOT

STATE HISTORIC PARK

Yuma Crossing State Historic Park is now named **Yuma Quartermaster Depot State Historic Park**.

An Exhibit Master Plan is currently under way to develop new exhibits for the military storehouse and visitor center/contact station. These new exhibits will focus on the Colorado River and its historic and current uses, such as: steam boating; the development of Arizona, both military and civilian; and the US Army's role in the development of Arizona.

Working with the City of Yuma, Yuma Crossing National Heritage Area, the US Bureau of Reclamation, Arizona State Historical Society, US Army's Museums and the Yuma Proving Grounds Heritage Center, Yuma Quartermaster Depot State Historic Park hopes that the new direction will be both informative and educational for the visitor.

Check out WEBJUNCTION
<http://az.webjunction.org>
Register now — it's free!

News from the Field

WESTERN REGION NEWS

LAKE HAVASU MUSEUM OF HISTORY

The Museum is working on an archiving project utilizing historical documents pertaining to the lower Colorado River received from the Bureau of Land Management. The Museum will be the repository for research documents on past lawsuits, maps, and aerial photos through Jim Simpson's work on the boundaries of rivers and lakes.

YUMA ART CENTER/CITY OF YUMA ARTS & CULTURE

The Yuma Art Center, in partnership with Yuma Private Industry Council, completed their eighth summer mural project involving six area high school students.

YUMA FINE ARTS ASSOCIATION

The National Endowment for the Arts, the Yuma Community Foundation and the Sturges Cultural Trust present a series featuring Chicano artists who have an urban style to share with the Chicano population in the rural setting of Yuma.

(Projecting the Future Continued from page 1)

Twenty Five Years of the Museum Association of Arizona.

"In some way we look to our 'flounders,'" Tom Wilson said wryly. "In 1982, we were still just collecting. Now we are more embedded in and responsible to the community."

Bob Breunig, who initiated the MAA's founding, noted that in the organization's early days, "We didn't take photos.. I don't think we thought this (MAA) was anything special but just a gathering of friends and colleagues to talk about how museums should be.

"Looking ahead, I see population growth and the environment as the biggest challenges," he continued. "We have to help our fellow citizens understand the biological, geological and cultural processes that are changing how we preserve things. Many institutions have collections bursting at the seams, so we face a curation crisis."

With a laptop propped before her, Sarah Weber personified her vision of the future. She expects the role of museums to evolve into better story tellers and as community centers. To make that happen, she believes, the museum world needs to embrace computerization. "Contact with each other in digital format is already happening," she said. "So much is on-line now. We need to promote digitization of museum collections. We are already in place to reach businesses, government and social services, so we can become a strong force not just recreational outlets." With that in mind, she considers professional development and networking as imperative to the future of organizations. Getting



Barbara Meyerson and Jeff Williamson ponder a point.

NORTHERN REGION

MUSEUM OF NORTHERN ARIZONA, FLAGSTAFF

MNA is preparing for the construction of a new 17,000 square foot collection center.

SEDONA HERITAGE MUSEUM

The Sedona Heritage Museum just completed the construction of a tenthouse replica for exhibit. Many pioneer residents lived in tenthouses from the 1870s to the 1940s.

CLARKDALE HERITAGE CONSERVANCY

The Clarkdale Heritage Center hosted a "Preview Opening" of their new museum on July 4th and to show recently restored historic building on the town square The Conservancy has been working for years on this effort.

SEDONA ARTS CENTER (SAC)

The City of Sedona's Historic Preservation Commission honored SAC's historic Art Barn with a bronze plaque – a prelude to a 2008 celebration of SAC's 50th Anniversary

JEROME HISTORICAL SOCIETY

Staff and members of the Board of Directors of the Jerome Historical Society have recently completed a total renovation of The Mine Museum, the first update since its original construction in 1953.

museums on line with blogs or *my space*, she said, will be invaluable marketing tools.

Sitting next to Sarah, Barbara Meyerson glanced at the laptop as she pulled out her fountain pen. "I am the official 'geezer,'" she laughed. More seriously, Barbara noted that while institutions have objects, the human part is critical.

"We need to be open and inviting with stories that the objects tell," she said. "These stories are what keep us relevant."

During a conference at Stanford, Barbara said, she had an enlightening experience. "I met an enormous NFL super bowl player," she said. "He asked what I did and I told him meekly that I ran a children's museum. He replied, 'You compete with us. The NFL wants to own Sundays.'"

This stunning revelation made Barbara keenly aware of the competition for minds and bodies. "Potential visitors lack time to visit everything," she said.

To demonstrate the zoo's "thinking globally," Jeff Williamson noted that one of the giraffes has a spot on *my space*. Such a networking is only one step that Jeff sees as critical if organizations are to survive. "We need to be a community of creativity so we can respond to change in the world and in demographics," he said. "We should not be defined as brick and mortar, but as a suite of relevancies. I think there is no future for zoos if we are passive displays; we need to be part of the community, connected and as stewards."

With the changing world, Jeff said that there are no wild

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STEPPING INTO THE FUTURE



Museum Association of Arizona 26th Annual Meeting, April 23 – 26, 2008

Rancho de los Caballeros Resort
Wickenburg, Arizona

(Projecting the Future Continued from page 7)

places. “There are populations of animals, but they are estranged from their wild roots. We need to not be just exhibits but to care for life and involve the community in doing it. We need to design ways to care for things that can’t do so on their own. Zoos are not what they have been in the past.”

Jeff described experiences at the Phoenix Zoo where he has found that they reach fewer people, but their impact is greater. “We prefer 300,000 people rather than 10 times that. We need to craft programs to yield social convergence and social change and insure the well-being of the animals on earth. We need to think beyond the culture that defines us.”

Jeff encouraged colleagues to integrate the public so that they contribute both money and an active involvement in institutions. As an example, he cited the process of releasing black-footed

ferrets. “Initially, only zoo staff were responsible for the release,” he said. “Now 40 volunteers work with one staff. Volunteers are very serious and contribute long-term.”

The thought-provoking session stimulated discussions and ideas among audience members as they consider the future direction of their own organizations.

—by Stephanie Bradley



Attendees at the archives workshop held at Sharlot Hall Museum during the Spring MAA Conference.

photo by Tom Wilson

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