



MAA Gallery

The Newsletter of the Museum Association of Arizona

UPCOMING MAA PROFESSIONAL DEVELOPMENT WORKSHOPS

August 20: *Creating a Website on a Shoestring Budget* at SRP at 9:00 a.m.

November 3: *Curating Your Collections* at Sierra Vista (time TBD)

For details, contact Donna Reiner at laydeescholar@hotmail.com or Brenda McLain at bmclain@lib.az.us



A loaf of brick, a jug of glue and.... Find out on page 3 what Evelyn Johnson, Holly Young and Steve Hoza were up to at the MAA Conference.

NATIONAL DOCENT SYMPOSIUM OFFERS INSPIRATION

The long-planned and much anticipated National Docent Symposium, held at the Camelback Inn during April of this year, drew docents from around the nation and Canada. Hundreds gathered to exchange ideas and techniques for serving the public and their nonprofit institutions. In addition to workshop sessions, attendees visited area venues such as the Desert Botanical Garden, Phoenix Art Museum, the Heard Museum and Pueblo Grande Museum.



Justice Sandra Day O'Connor addresses the National Docent Symposium.

Among those addressing the docents was Sandra Day O'Connor, retired Supreme Court Justice and Arizona native. Speaking outdoors, before people at picnic tables and barbecue, Justice O'Connor was quite at home. She described her early years living on a ranch and the freedom she felt "at home on the range."

Her achievements in law, especially as a woman attempting to enter that field, are widely recognized. Justice O'Connor reflected briefly on her legal experiences, then she proudly cited among her accomplishments having served as a docent at the Heard Museum years ago.

"Being a docent was a great chance for me to learn about the collections [at the

(Continued on page 7)

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Phoenix, Arizona

According to the report *Arts and Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Phoenix*, nonprofits and the 6.1 million patrons who attended events in Phoenix in 2005 combined to spend \$361 million.

The study is based on budget expenses for 67 Phoenix-based cultural organizations and the spending habits of 942 visitors surveyed at events during the 2006 calendar year.

Key findings include:

- 1) Phoenix arts and culture is a tourism driver.
 - ◆ of the 6.1 million arts and culture attendees, 60% were from outside of Maricopa County
 - ◆ those residing outside of the county spent \$45 dollars on average, nearly twice as much as resident attendees spent on event-related costs beyond the price of admission
- 2) Arts and Culture organizations and audiences attending events support more than 11,000 jobs.

- ◆ organizations spent \$133 million dollars for operations in 2005 (up 52% from the 2001 study)
- ◆ audiences spent \$228 million in event-related costs, such as meals, lodging, clothing, etc. (a 32% increase from the 2001 study)

3) The return on investment for Phoenix tax payers is big: 17 dollars returned for each dollar spent

- ◆ the City of Phoenix invests just under \$1 million in direct grant support to cultural organizations
- ◆ leverages spending by organizations and audiences, returning \$17 million in local tax revenue

The report also shows that Phoenix nonprofits are growth leaders, with total economic impact, number of jobs and tax revenue generated above the average for similar size regions in the study. Phoenix's economic growth also outpaced the growth of the arts and culture industry nationally.

For more details, contact Dwight D. Walth, Director of Grants Services and Community Initiatives
Website: www.phoenix.gov/ARTS

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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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 Friends,

The Arts are Good Business!

Americans for the Arts has recently published its study *Arts & Economic Prosperity III*, (see page 1) which measures the economic impact of the arts in the United States and in certain individual communities. For the study, the arts include not only museums, but also theatres, symphonies, opera and other arts institutions. Nevertheless, the results are instructive for the museum community. And the conclusions are the same for all: arts and culture are good business.

Nationally, arts and culture create \$166.2 billion in economic activity. The industry sustains 5.7 million jobs and generates nearly \$30 billion in revenues to local, state and federal governments. The three levels of government support arts and culture with only about \$4 billion, which represents a 7:1 return on investment for governments.

The city of Mesa, where my museum is located, is one of the communities covered by the survey. Mesa is now the third largest city in Arizona, with a population of about 450,000, but it is not the behemoth of Phoenix, or even as

large as Tucson. Nevertheless, arts and cultural activities in Mesa generate \$47.57 million in local economic activity. This spending — \$29.28 million by nonprofit arts and cultural organizations and an additional \$18.3 million in event related spending by their audiences — supports 1,461 full time equivalent jobs, generates \$26.02 million in household income to local residents, and delivers \$4.34 million in local and state government revenue.

The average resident attending an arts and culture event in Mesa will spend \$17.24 over and above the admission price, and a non-resident will spend even more, \$26.97 (compared to \$19.53 and \$40.19 nationally).

The intrinsic value of arts and culture — that they build character, make more well rounded citizens, and enrich lives — are important arguments to understand and advance. But in addition, arts and culture are good business for communities. We need to advocate both points of view when we make the case for arts and culture to our community leaders and audiences.

Tom Wilson

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News from the Conference

Custom Enclosures Pre-Conference Workshop Storage Extraordinaire

In his role as archivist at the Hoo-hoogam Ki Museum, **Steve Hoza** designs and creates custom enclosures for fragile artifacts. At this year's MAA Conference, he shared his expertise with colleagues during a pre-conference workshop.

Steve's enclosures are arguably as much a work of art as the objects they contain. The functional boxes are made of an easily cut corrugated board that is acid- and lignin-free, and fixed with PVA glue, which provides further protection from acids. Cushions for delicate objects are made using tubular polyethylene, cut to size, then wrapped with a barrier of unbleached and unwashed muslin. ("You never get the wrinkles out if you wash it!" Steve sighs with experience.)

He first examines the object, identifying its stress points and creating cushioned supports for them. Pottery rims, necked pottery and round bowls are special challenges. The muslin-wrapped polyethylene foam "collars" are cut to snugly cushion the pot and limit its movement.

In designing the overall storage, Steve also considers how the object will be removed from its container.

"The box fails if the access to the object requires a person to grab it at a weak or unstable point," he says.



Thus, many of his boxes open with a drop-down flap rather than a standard top cover. Often, he fashions a sliding platform on which the object sits

Steve Hoza makes some basic measurements before cutting corrugated board that will morph into a custom enclosure for protective storage of valuable artifacts.

Boxing Workshop leader Steve Hoza demonstrates methods to custom-craft safe storage for collection items for Janet Gillette.



*Photos
Stephanie Bradley*



Enclosures designed with side entry, drop-down flaps make access to objects easier and safer.

so it can be guided easily out of the box. The design allows one to handle a pot from the side, rather than attempting to gain hold of a rounded surface where there is no point to grasp except a weak rim.

"Pre-made boxes can do more damage than no protection at all," says Steve. "An object is more easily jostled in a loose environment."

Steve's boxes, however, are meant to withstand "earthquakes or people-quakes," he says.

The exterior sides of the boxes contain a wealth of information: identifying name; accession number; digital photos, with a printed scale; dimensions; instructions for opening; as well as warnings of fragility.

"With all that information about the object," Steve says, "there is often no reason to actually open the box and remove the piece unless it is to be displayed."

Baskets and pottery were the focus of boxing at the workshop. "Baskets require different support," Steve notes. "I create concentric rings to support the basket walls at different levels as they tend to sag with gravity and their coils separate."

"We don't seal the box," he says, "We want air to circulate."

Ultimately, the design plan for a box results in a stable environment for the item, and a protective barrier from light, dust, and chemical or photochemical processes.

—by Stephanie Bradley

For those unable to attend the workshop, Steve Hoza offers to show MAA members how to make their own custom-made enclosures. Contact Steve by phone at 480-850-8321 or email him at steve.hoza@srpmic-nsn.gov.

News from the Field

WORKSHOPS, TRAINING, CONNECTIONS

Arizona Commission on the Arts

The Arizona Commission on the Arts is traveling the state to present its Community Workshops and Listening Tour. Check its website for times and destinations near you:

www.azarts.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 the 2007 Program Catalog.

Visit the MAA Website: www.azmuseums.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>

WEBJUNCTION

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

Hubbell Trading Post
National Historic Site Online

The Hubbell Trading Post Museum reports that its entire database of more than 27,000 cataloged objects is now posted on the internet.

The catalog information is available for all the artifacts and many of the catalog records include a photograph of the object.

<http://www.museum.nps.gov/hutr/page.html>

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.

AAM Introduces Museums and Community Collaborations Abroad

The American Association of Museums (AAM) has developed a new partnership in cultural diplomacy with the U.S. Department of State Bureau of Educational and Cultural Affairs (ECA), called Museums & Community Collaborations Abroad (MCCA). MCCA is designed to strengthen connections between the people of the U.S. and people abroad through museum-based exchanges.

The MCCA program has two primary goals:

- For Communities: Through innovative, museum-based exchanges, awardees will identify community stakeholders they serve and work to broaden cross-cultural understanding.
- For Museums: Awardees will develop replicable models for international collaborations that reach beyond museum walls and involve the public.

MCCA allows museums to propose projects that reflect their institutional goals and unique collections, and integrate their communities into project activities through collaborations with local or tribal governments and schools, and other groups.

"The lifelong learning and engagement inspired by museums knows no national boundaries," said Ford W. Bell, AAM president and CEO.

(Continued on page 7)

Shake It Up:
Museums Activate and Innovate
The 2007 Western Museums
Association Annual Meeting
October 10 - 14, 2007
in Oakland, California.

Arizona State Museum: FOUR CORNERS LEARNING EXPEDITION!

From September 29 to October 6, 2007, travel with museum archaeologists and explore the culture and beauty of the incomparable Four Corners region. Highlights include the Hopi Mesas, Canyon de Chelly, Chaco Canyon and Mesa Verde, culminating in a trip down the San Juan River, past spectacular rock art and cliff dwellings.

For more info, visit: www.statemuseum.arizona.edu/public/tours.

News from the Field

2008 CONSERVATION ASSESSMENT PROGRAM APPLICATIONS AVAILABLE THIS FALL

If yours is a small museum, the Conservation Assessment Program (CAP) can help you improve your collections care.

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.

The FY2008 CAP applications will be mailed on Friday, October 5, 2007, to museums on the CAP mailing list and will also be available on Heritage Preservation's Web site at www.heritagepreservation.org. To be added to the application mailing list, or for more information, contact CAP staff at cap@heritagepreservation.org or 202-233-0800.

Postmark deadline for applications is December 1, 2007.

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

BUILDING AUDIENCES FOR ARIZONA ARTS AND CULTURE

At his "Building Audiences" session at the April MAA Conference, Matt Lehrman, Executive Director of Alliance for Audience (ShowUp.com), challenged participants to market their organizations differently, specifically with "high touch, not high tech."

In promoting an institution, Matt cautions, "Never say, 'fun for the whole family.' There is no such thing and the public knows it."

Instead, Matt related his own experiences visiting museums with his family. "Visitors may not remember the collections they see, but they will remember how they felt about them. In your promotions, focus on the *experience of visiting*, not the objects, and the memories from the day that will enrich the visitors' lives."

Often museums are perceived as 'been there, done that,' by the public, according to Matt. "Stir up membership and attendance by offering 'bring a friend' deals or a free entry day."

Television stations offer wonderful opportunities for wide coverage. Matt suggested considering your museum with TV in mind. "TV stations are always looking for a backdrop for their morning shows. Keep a list of potential backdrops, and line up people in the organization who are expert in some area and are available to speak on air."

Matt encouraged museum staffs to brainstorm to identify *other* places that draw the same audience. For example, if kids are the target audience, he said, "Distribute information at soccer games, parks, day care centers, pediatricians' offices."

Distribution, however, is more than dropping off flyers. "You need to develop a relationship with a shop owner who wants to partner with your organization; someone who will actively pass on your information. Here, you can use an outreach person, one

who will become acquainted with potential supporters, those people who will be enthusiastic about your program and maybe encourage their customers to participate."

Clearly, he acknowledges, such a tack requires time to develop. Matt's ShowUp.com illustrates building relationships by sharing audiences and by packaging entertainment for general benefit.

—Stephanie Bradley

PUEBLO GRANDE MUSEUM TO RECEIVE CONSERVATION ASSESSMENT

Heritage Preservation announced that the Pueblo Grande Museum has been chosen to participate in the 2007 Conservation Assessment Program (CAP).

Pueblo Grande Museum joins the 2,400 museums that have participated in CAP since the program began in 1990. Heritage Preservation's President, Lawrence L. Reger, praised Pueblo Grande Museum for "making the vital work of caring for collections and sites a priority at their institution and helping ensure that they are available to present and future generations."

A professional conservator will spend two days surveying Pueblo Grande Museum and three days writing a comprehensive report that will identify conservation priorities. The on-site consultation will enable the Pueblo Grande Museum to evaluate its current collections care policies, procedures, and environmental conditions. The assessment report will help the museum make appropriate improvements for the immediate, mid-range, and long-range care of their collections. The Pueblo Grande Museum expects to receive valuable advice in caring for public trust property from participating in CAP.



Participants at Matt Lehrman's companion session on Grassroots Marketing with Juliet Martin and Larry Warner.

People in the News

★ **Governor Janet Napolitano** received the 2007 National Award for State Arts Leadership at the 75th Annual U.S. Conference of Mayors in June. The award honors an elected official who has demonstrated outstanding leadership in the advancement of the arts at the state level. During her inaugural year as governor, Governor Napolitano issued three politically risky line item vetoes that saved public funding for the arts in Arizona.

★ **Ryan Huna Smith** is the new Director of the Smoki Museum in Prescott. Smith is a noted Native Artist, as well as the former Director of 'Upward Bound' at Pima Community College. Ryan will be the first Native Director of the Smoki Museum, Inc. in its long history. He will assume his position in early September.

★ The **Ken Evans Memorial Fund** honors the memory of longtime friend and past president of MAA, Ken Evans. The fund supports professional development scholarships. To contribute to the Fund or apply for assistance, contact MAA Treasurer Holly Young at holly.young@phoenix.gov.



★ **Michael M. Brescia**, assistant curator of ethnohistory at Arizona State Museum and assistant professor of history at the University of Arizona, is applying his bilingual skills and historical sensibilities to a major translation project for the University of Arizona Press. He is undertaking an English translation of Antonio Rubial García's most recent monograph, "Monjas, cortesanos y plebeyos: La vida cotidiana en la época de Sor Juana," which Michael plans to translate as *Daily Life in Sor Juana's Mexico*.

★ **Ford W. Bell** is President and CEO of the American Association of Museums (AAM). Bell has more than 30 years experience as a nonprofit executive, board chair, donor, trustee, educator and scientist. He was previously President and CEO of the Minneapolis Heart Institute Foundation.

He has also served as a trustee of the Minneapolis Institute of Arts. While board chair Mr. Bell helped raise \$103 million as part of the Institute's "Bring Art to Life" capital campaign.

Bell succeeds **Edward H. Able, Jr.** who retired last year after 20 years of service.

At the MAA Conference banquet, Larry Warner and Lennee Eller sported tie-dye fashion in memory of Ken Evans.

GRANTS NEWS

➤ **MUSEUM OF NORTHERN ARIZONA** recently received four grants:

- ◆ Southwestern Foundation grant (\$4,850) to fund Archive storage upgrades, care, organization and management of its 3,500 linear feet of archive holding;
- ◆ IMLS-CP grant (\$8,924) to bring in conservators to do condition assessments of MNA's kachina doll collection and textiles;
- ◆ NEH-Stabilization grant (\$575,000) to purchase Delta cabinets, Spacesaver compactors, support ongoing conservation consultation, and hire a Move Coordinator for move into new collection center; and a
- ◆ NAGPRA grant (\$50,904) to support hiring personnel and an osteology consultant to identify and document human remains that might reside in Ecofact collections.

➤ **OLD TRAILS MUSEUM** received a \$1000 grant from the Arizona Commission on the Arts to be used in conjunction with hosting *Between Fences*, the traveling Smithsonian exhibit for rural museums.

➤ **THE ARBORETUM AT FLAGSTAFF** was recently awarded \$27,000 from the City of Flagstaff's Arts & Science Fund and Flagstaff Cultural Partners for public programming at The Arboretum.



Acacia bean pod

➤ **VERDE HISTORICAL SOCIETY** received a \$500

grant from the Arizona Commission on the Arts for painting two murals related to their upcoming *Between Fences*, the Smithsonian and Museum on Main Street (MOMS) exhibit coming to their Clemenceau Heritage Museum next May. Beginning early in 2008 Girl Scouts will paint the murals under the guidance of artist Julie Flatt.

➤ **LEGUMES OF ARIZONA GRANT**: The Desert Legume Program at the University of Arizona, which is administered by Boyce Thompson Arboretum, has received a grant of \$62,400 from the Wallace Research Foundation for 2007-2008 to support production of "Legumes of Arizona: An Illustrated Flora and Reference."

The Foundation previously provided \$65,000 in support for 2006-2007. This flora and reference is expected to serve the needs of many groups including, but not limited to, farmers, horticulturists, landscapers, homeowners, botanists, herbalists, pharmacognosists, nutritionists, and a wide variety of plant researchers.

The information should become a valuable tool for informed selection of legume plants, for many uses, from agriculture to the search for new drugs.

News from the Field

PUBLIC ALLIES AVAILABLE

ASU's Center for Nonprofit Leadership and Management added *Public Allies* to its portfolio of programs in 2006. With its mission to "advance diverse, young leaders to strengthen communities," *Public Allies* aligns with the Center's focus to build the capacity of those who lead, manage and support nonprofit organizations.

The Public Allies program benefits:

- ◆ Young adults interested in social change
- ◆ Nonprofit agencies needing the assistance of an additional young staff member
- ◆ The community as a whole

Public Allies Arizona places dedicated, service minded young people – Allies – in 10-month apprenticeships in nonprofit organizations throughout the Phoenix community.

For more details on Public Allies, contact

www.asu.edu/copp/nonprofit/

Send your news to maeditor@azmuseums.org

(AAM continued from page 4)

Details about the Grant Process

MCCA museum participants create their own project structure and timeline. The partnerships will produce tangible outputs that engage their audiences and create models and practices that have the potential to be adopted by the larger museum field and other arts organizations.

MCCA grants will be offered in amounts between \$50,000 and \$100,000 with project activities involving travel for both US and non-US participants. Projects must be completed within fifteen months from the time funding is awarded.

Examples of projects which might be funded under this program include:

- ◆ New or improved educational programs for underserved populations in each community
- ◆ Exploration of the potential role of volunteers in managing museums, including community curation of exhibits and community-based interpretation
- ◆ Museums as agents for cultural preservation and propagation

Additional information on the program is online at www.aam-us.org/mcca.

Solve the Mystery



MAA Archivist Rebecca Akins is looking for clues as to the whereabouts of old MAA *Gallery* newsletters.

Better still, she would like actual issues!

Please do some sleuthing in the back of your file cabinets, pockets, the far reaches of your desk, under your blotter and other hidden recesses in your office for back issues.

The missing culprits are relatively recent:

Volume 19, #2, 3, 4 Volume 20, #4
Volume 21, #3 Volume 23, #4

If you have any or all of the above back issues of *MAA Gallery* and are willing to part with them, contact Rebecca at billakins2@cox.net

(Docent Symposium/O'Connor continued from page 1)

Heard] and the people who donated to them.

“The people of our nation rely on each other and always have. Farmers helped each other to raise barns. We helped other ranchers with round ups. This is not the same in other nations. When my husband was drafted, we went to Germany. We saw little volunteerism in Europe. In Russia, private groups are nonexistent. People need to learn they can gather in groups for the common good. We need to teach this to other developing countries.”

Social changes, however, are impacting volunteerism.

“In the U.S., charitable giving is down 25% since 1990,” she said. “The number of households with volunteers is down 50%. Ironically, volunteers are usually the most generous donors. Full time women volunteers are an endangered species. In the 1950s, organizations relied on women volunteers. Today more than half the women also work. All organizations that use volunteers need greater flexibility to work with docents and volunteers who work outside the volunteer institution.”

Clearly disturbed by her own words, Justice O'Connor said, “One concerned, dedicated individual can make a big difference. An individual who can force a decision and take a hand in shaping it will make a big difference, whether social, political or private. Each of you has a story with backgrounds and experiences that make you very powerful.

“Volunteer service is the hallmark of being an American. It satisfies an unfulfilled need and benefits our society. An individual can make a difference, with nothing more rewarding.

Despite all the changes we face, one constant is that life is more meaningful if one volunteers.”

—by Stephanie Bradley



UPCOMING MAA PROFESSIONAL DEVELOPMENT WORKSHOPS

August 20: *Creating a Website on a Shoestring Budget* held at SRP from 9:00 to 11:30 a.m.

November 3: *Curating Your Collections* at Sierra Vista (time to be determined)

Detailed information on these and other professional development offerings can be found on the MAA website at www.azmuseums.org or contact **Brenda McLain** at bmclain@lib.za.us or



Aggressive bidding at the MAA Conference silent auction...

Photo Stephanie Bradley



Pat Smith (far left) and Pam Levin (far right) meet historical interpreters at the Sharlot Hall Museum during the MAA Conference.

Photo Stephanie Bradley



Framing Conflicts session drew unruffled participants to the Phippen Museum during the spring MAA conference.

Photo Stephanie Bradley

At the MAA conference, the Grassroots Marketing Session (right) was led by Matt Lehrman, Juliet Martin and Larry Warner.

photo Tom Wilson



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