

WINTER 2019-2020

GAMessenger

The Quarterly Newsletter of the Georgia Association of Museums

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Season's

Greetings from President Matt Davis

I hope this message finds you well! It is hard to believe that 2019 is almost over! As the holidays roll around, many of us will be busy with events in and out of the museum. Your GAM board has continued to work hard to finalize the details of our upcoming conference and to complete work on some important projects. In this issue, we hope you will enjoy reading more about the upcoming conference and find details on a proposed set of bylaw revisions. Additionally, a slate of candidates who have been nominated for our open board positions are also included for your review and consideration. I am looking forward to seeing each of you in Columbus for #GAMAMA2020 and I wish all of you a very happy holiday season and a prosperous 2020!

Best,





Advocacy Opportunities

Would you like to travel to our nation's capital to advocate for museums with arts and culture professionals from across the country? The coming months will bring two amazing opportunities for GAM members to join with fellow Georgians in Washington, D.C. to speak with our elected representatives 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. Both experiences include nonpartisan advocacy training from experts in the field, as well as networking opportunities with other advocates throughout the U.S.

On February 24 and 25, 2020, the American Alliance of Museums will host events for **Museums Advocacy Day**. Participants will receive a robust variety of economic data and advocacy strategies, as well as breakout sessions focused on specific timely topics, on the 24th before taking to Capitol Hill on the 25th to visit Congressional offices. The Georgia delegation was particularly small last year, a situation we'd like to remedy this year with a slew of wonderful GAM members! For more information, visit <https://www.aam-us.org/programs/museums-advocacy-day/> or contact GAM President Matt Davis at matt.davis@gcsu.edu.



Americans for the Arts will host the **National Arts Action Summit** on March 30 and 31, 2020. Advocates will receive dynamic advocacy training on the 30th with data about the impact of the arts, as well as details about current legislative priorities, before attending the Nancy Hanks Lecture on Arts and Public Policy by a prominent arts figure at the John F. Kennedy Center for the Performing Arts. (Last year's inspiring speaker was EGOT winner Rita Moreno, as introduced by U.S. Supreme Court Justice Sonia Sotomayor.) A kick-off breakfast on the 31st begins a full day of Congressional office meetings on the Hill. ArtsGeorgia has steadily grown the Georgia delegation for this event every year, and it is offering financial support to help more advocates than ever attend! For more information, contact ArtsGeorgia President Bill Gignilliat at artsga@artsgeorgia.net or GAM board member Rebecca Bush at rbush@columbusmuseum.com.



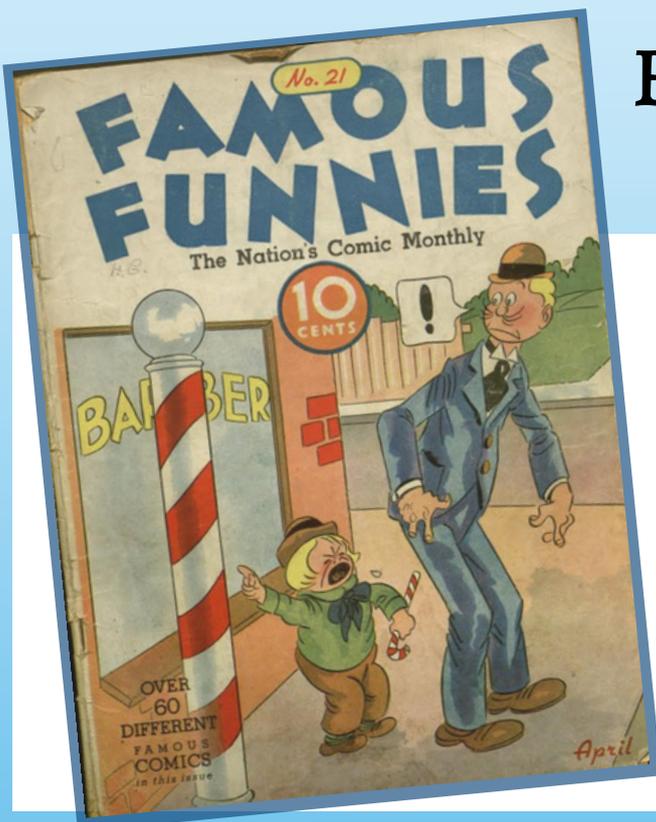
Upcoming Grant Opportunities

Georgia Council for the Arts

The GCA awards several grants to arts organizations each year, including Project Grants to support a one-time arts event or event series; Partner Grants to provide general operating support to nonprofit arts organizations; and Arts Education Program Grants to fund K-12 arts programming offered by nonprofits and government entities. Project and Partner grant applications will be due in February 2020 for FY21, and Arts Education Program Grant applications will be due in March 2020. More information for all grants are available online: <https://gaarts.org/what-we-do/grants/>.

Georgia Humanities

Twice a year GH awards grants for a range of cultural programs, including exhibits, walking tours, and lectures, that bring the public together and strengthen communities through dialogue around humanities topics. Applications for the spring grant cycle are due March 30, 2020 for projects beginning on or after July 30, 2020. GH will accept rough drafts for feedback up to March 16. For full guidelines, visit <https://www.georgiahumanities.org/grants/>.



Beyond Words

Visual Narratives from
the Block Book to the Graphic Novel

January 6 – March 16, 2020

Reception: Thursday, February 6, 6-8:30pm.

Writers tell stories with words; artists tell stories with pictures; and together, words and images form a powerful tool for communication, expression, and narrative. From the block books of the Middle Ages to the graphic novels of today, this exhibition examines how pictures and words work together to construct narratives that are complex, subtle, sophisticated, and powerful.



ROBERT C. WILLIAMS
MUSEUM of
PAPERMAKING

Rebranding Update

Rachel Bragg, Rebrand Committee Chair

Hello Georgia Association of Museum Members! We have concluded our initial rebranding and focusing process and I want to share our progress with you. A year ago we asked for your responses to a survey, and we thank you for your participation! These answers helped us make some crucial decisions, the two most important being to change our name to Georgia Association of Museums and to no longer produce a physical newsletter. More than 60% of respondents told us they supported a name revision and more than 94% told us that their institution was not considered a gallery. You also told us that the organization provided state-wide networking and support.

The rebrand committee and GAMG board had a series of conversations about how best to represent the membership and organization moving forward. We discussed the potential downsides to a name change. Would previous board members or longtime members feel alienated? Would we implement this change only to regret it? Would we alienate our members who are galleries? Would people who just learned how to pronounce GAMG feel like they'd wasted their time? Ultimately, we voted to keep the core of our name intact but with a revision. By dropping the "Galleries" from our name, we hope to put more emphasis on the "Georgia" and "Association" portions of our name and to make it more convenient to say the entire name of the organization or the simplified acronym of GAM. Thank you for all those that took the time to tell us what you thought about the possibility of a name change, either positive or negative; we really do appreciate it.

To accompany the name change, we developed a new logo which is also the beginning of a more coherent brand. Survey respondents' top three answers to "How would you like GAMG's brand to feel?" were Engaging, Fun, and Modern. This new logo hits the mark. It is easy to read, while still communicating the uniqueness of the organization. Best of all, it allows for customization so we can make it work with different colors and backgrounds. Thank you to Rick Spears who designed the new logo and to Michael Lachowski who helped with our direction. Another difficult decision the board made as part of this process was to stop printing the physical newsletter. Less than 5% of respondents said that the physical newspaper was "very important" and more than 45% said it was "not important at all." The newsletter also represented a significant portion of our annual budget at approximately 10% of our yearly expenses. After numerous board discussions, we voted to move to an electronic newsletter. We have been so thrilled with the outcome! Having a digital newsletter now means it can be produced in full color and we are not limited by page counts. We now have space to include more member content and advertisements.

continued

The survey also informed our next steps: additional guidance for members and a new webpage. Two-thirds of respondents told us they'd like to see GAM provide more guidance for issues and controversies affecting museums. We'd like to incorporate this through social media and potentially smaller local meetups during the year. We're also working towards a new website that will make it easier to stay in contact and up-to-date throughout the year.

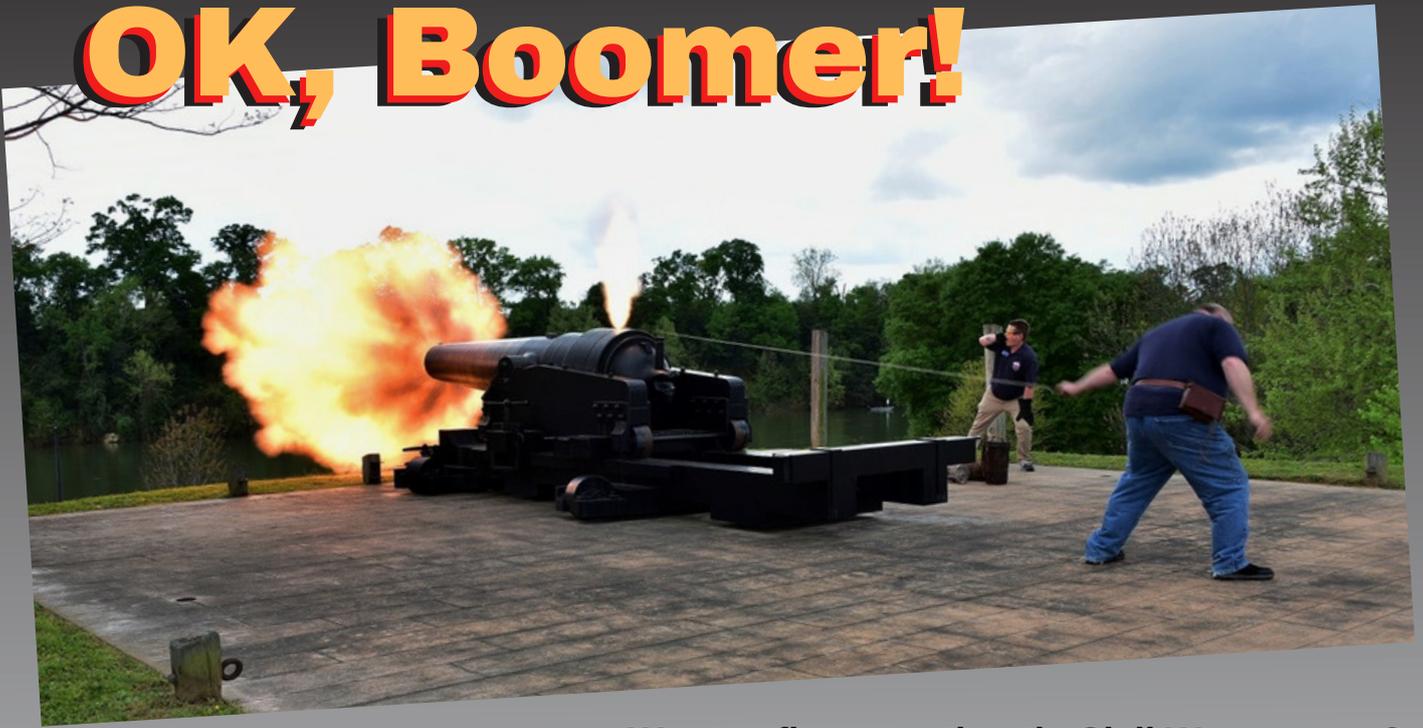
If you'd like to help with any of these initiatives or have other ideas about how the board can best serve you, reach out to Michele Rodgers or any board member. We'd love to have your feedback or your help! Thank you to everyone involved with this process, and I can't wait to see you all in January.



Bylaws Revisions: Working Smarter for You

In conjunction with the GAM board's recent organizational rebranding and refocusing efforts, a committee was formed to examine the organization's bylaws and how they align with current GAM protocol, as well as nonprofit best practices. As a result of the hard work of this committee, led by Christa McCay, the GAM board will present revisions to the bylaws to be voted on at our annual business meeting at the 2020 conference. These revisions offer clarification and reflect current organizational procedure while also providing for GAM's future. The revised bylaws are now available at www.gamg.org and copies will be circulated at the business meeting as well. If you have any questions, please contact Christa at cmccay@mariettaga.gov.

OK, Boomer!



Want to fire an authentic Civil War cannon? The 7" Brooke Rifle cannon at the National Civil War Naval Museum weighs in at close to 15,000 pounds and is the largest black powder weapon from the Civil War still operational today. Produced in Selma, Alabama, this cannon was recovered from the wreckage of the CSS Jackson. It was one of the most powerful cannons made during the war. Do not miss this unique opportunity to experience the thrill of firing the big gun! All you have to do is attend the #GAMAMA2020 conference and Monday night's progressive dinner, where we will award the opportunity to the winning bidder. After bidding closes, everyone will convene on the banks of the Chattahoochee River to enjoy the "big bang." Just like our silent and live auctions, proceeds will benefit GAM's MUSE advisory program for member organizations. Support a good cause while feeling the boom!

Georgia Museum Job Survey

Ever wonder how your job compares with your colleagues? Well, so do we. This year, we will be asking all conference attendees who work in Georgia, GAM members, and all museum workers in Georgia to answer a short survey, so we can better understand our collective human resources. The survey will be anonymous and ask questions like current salary, starting salary, years employed, overall experience, location classification (rural/urban/suburban), staff size, job classification, benefits, vacation days, etc. It will be available to complete in person at the conference, emailed to members, and hopefully shared with as many Georgia museum workers as possible. This information will be made available to all GAM members when complete.

New and Renewing Members Since June 2019

Institution

Augusta Museum of History Atlanta Historical Society Blue and Gray Museum
Coastal Georgia Historical Society Georgia Southern University Museum
Hills and Dales Historic Westville LaGrange Art Museum
Lockerly Arboretum Madison-Morgan Cultural Center
Robert C. Williams Museum of Papermaking
The Old School History Museum William Harris Homestead

Sponsor

Georgia Public Library Service Hollinger Metal Edge Quatrefoil Associates

Individual/Student

April Moon Carlson Michelle Lopez Ephraim Rotter Margaret Sommer



CHRISTMAS AT THE MANSION

Nov. 24 - Dec. 22 : Christmas
Tours
Tues. - Sat. 10 am - 4 pm and
Sun. 2 pm - 4 pm

Nov. 28 - Dec. 2 : Closed

Dec. 7, 14, and 17 at 6 pm and
7 pm : Candlelight Tours

Dec. 23 - Jan. 1 : Closed



*Full-color ad space
now available!*

*Contact
Administrative
Director*

*Michele Rodgers at
gamg@gamg.org
for pricing.*

GAM Board Elections

Get in the spirit of democracy early at the GAM Conference! GAM members will vote at the annual business meeting for candidates to represent them through 2020. Up for re-election are the following current board members:

Matt Davis Mary Wilson Joseph Ephraim Rotter Holly Beasley Wait

In addition, the following candidates are presented as potential new board members:



Marcy Breffle

is the Education Manager at Historic Oakland Cemetery in Atlanta, a 48-acre multi-faceted space with multiple connection points for thousands of visitors and students. She has developed a variety of engaging and collaborative programs to expand Oakland's reach into the Atlanta community, including photography workshops, a home school program, an annual Juneteenth celebration, scavenger hunts, and after-hours thematic tours. Marcy is a proud Atlanta native, trivia enthusiast, and museum nerd.



Michael Lachowski

has been Public Relations Coordinator at the Georgia Museum of Art at the University of Georgia since 2012. A graduate of the University of Georgia in studio art, he is also a working artist who participated actively in the Athens music scene as a founding member of the Athens band Pylon. Michael has been an active contributor to GAM and SEMC conferences as well as working with tourism entities both statewide and locally for decades.



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 100-400 words to Rebecca Bush, GAM Newsletter Chair, at rbush@columbusmuseum.com



GAM Board Members 2019

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

Rebecca Bush
The Columbus Museum
706-748-2562
rbush@columbusmuseum.com

April Moon Carlson, Secretary
msaprilmoon@gmail.com

Christy Crisp, Awards Committee Chair
Georgia Historical Society
912-651-2125
ccrisp@georgiahistory.com

Matt Davis, President
Georgia's Old Governor's Mansion/
Sallie Davis House/Andalusia
478-445-4545
Matt.davis@gcsu.edu

Althea Foster
John's Creek Arts Center
770-623-8448
afoster@johnscreekarts.org

Virginia Howell
Robert C. Williams Museum of Papermaking
404-894-5726
Virginia.howell@rbi.gatech.edu

Polly Huff, Membership Committee Chair
Georgia Museum of Agriculture
& Historic Village
229-391-5222
phuff@abac.edu

Mary Wilson Joseph
Atlanta History Center
404-814-4110
mwilson@atlantahistorycenter.com

Christa McCay
Marietta Museum of History
770-794-5726
cmccay@mariettaga.gov

Ephraim Rotter, Vice President
Thomas County Historical Society
229-226-7664
Ephraim@thomascountyhistory.org

Jose Santamaria, Past President
Tellus Science Museum
770-606-5700
joses@tellusmuseum.org

Rick Spears
Fernbank Science Center
678-874-7115
rick.spears@fernbank.edu

Holly Wait
National Civil War Naval Museum
706-327-9798
director@portcolumbus.org

GAM Staff

Michele Rodgers
Administrative Director
P.O. Box 2133
Marietta, GA 30061
770-853-7539
gamg@gamg.org





**GAM/AMA 2020 Conference, Columbus, GA
January 26-29, 2020**

Registration Form

Membership Status

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

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 _____
Daytime phone _____
E-mail _____

Registration Fees *(Please check each event you will be attending.)*

- Full Conference Registration (before Jan 10, 2020) \$195.00 member / \$255.00 non-member
- Full Conference Registration (after Jan 10, 2020) \$215.00 member / \$275.00 non-member
- Student Full Conference Registration \$170.00
- Single Day Monday \$130.00 available to members only
- Single Day Tuesday \$130.00 available to members only
- Single Day Wednesday \$130.00 available to members only
- Session presenter only Mon Tue Wed No charge

Optional Conference Tours *(Limited capacity tours. Pre-registration is required.)*

- Sun 11 am to 4 pm: **Tour Little White House, Warm Springs, GA** \$40 includes lunch & bus
- Sun 11 am to 4 pm: **Auburn Highlights, Auburn, AL** \$10 includes lunch & bus
- Mon 10 am to 4 pm: **Visionary Art Environment (Pasaquan)** \$40 includes lunch & bus
- Mon 10 to 11:30 am: **Tour of Springer Opera House, Columbus, GA** \$5 (walking tour)
- Mon 1:45 to 3:15 pm: **African American Heritage Walking Tour, Columbus, GA** Free!

Workshops *(Included with conference registration. Pre-registration required.)*

- Mon AM: **Evaluating Informal Learning** (max 20 attendees)
- Mon PM: **Using Interpreters: Best Communication Style** (held at Westville – max 15)
- Mon PM: **What Color Is It? Digital Color Quandary** (max 12 attendees; bring Smartphone)
- Tue AM: **Box Building**
- Tue AM: **Projectile Petting Zoo** (held at Nat. Civil War Naval Museum (max 12 attendees)
- Tue PM: **Bringing History to Life Using Volunteers**
- Wed AM: **Citizen Scientist Experience**

Meals *(It is very important that you complete this section)*

- | | |
|--|--|
| <input type="checkbox"/> I will attend the Cocktail Reception Sunday evening | <input type="checkbox"/> Vegetarian or special meal? |
| <input type="checkbox"/> I will attend the Progressive Dinner Monday night | <input type="checkbox"/> Vegetarian or special meal? |
| <input type="checkbox"/> I will attend the Breakfast on Tuesday | <input type="checkbox"/> Vegetarian or special meal? |
| <input type="checkbox"/> I will attend the Keynote Luncheon on Tuesday | <input type="checkbox"/> Vegetarian or special meal? |
| <input type="checkbox"/> I will attend the Auction Social on Tuesday night | <input type="checkbox"/> Vegetarian or special meal? |
| <input type="checkbox"/> I will attend the Awards Luncheon on Wednesday | <input type="checkbox"/> Vegetarian or special meal? |
| <input type="checkbox"/> I will have _____ guest(s) attending the Keynote Luncheon | \$25.00 each person |
| <input type="checkbox"/> I will have _____ guest(s) attending the Awards Luncheon | \$25.00 each person |

(No charge for Award recipient or if you are registered for full conference.)

Registration Fee	\$ _____	Payment Method
Membership Fee	\$ _____	Cash: On-site
Tour Fee	\$ _____	Check: (Payable to Georgia Association of Museums)
Guest Fee	\$ _____	Paypal: available at www.gamg.org
Total Due	\$ _____	



Registration Information

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

Registration Rates: The pre-registration rate is \$195.00 and must be received on or before January 10, 2020. Mail to: **GAM, ATT: Michele Rodgers, P.O. Box 2133, Marietta, GA, 30061.**

You may also register online at www.gamg.org. The rate for registration after January 10, 2020 is \$215.00. The on-site registration rate is \$215.00 for members. The single day registration rate is \$130.00 per day for GAM members.

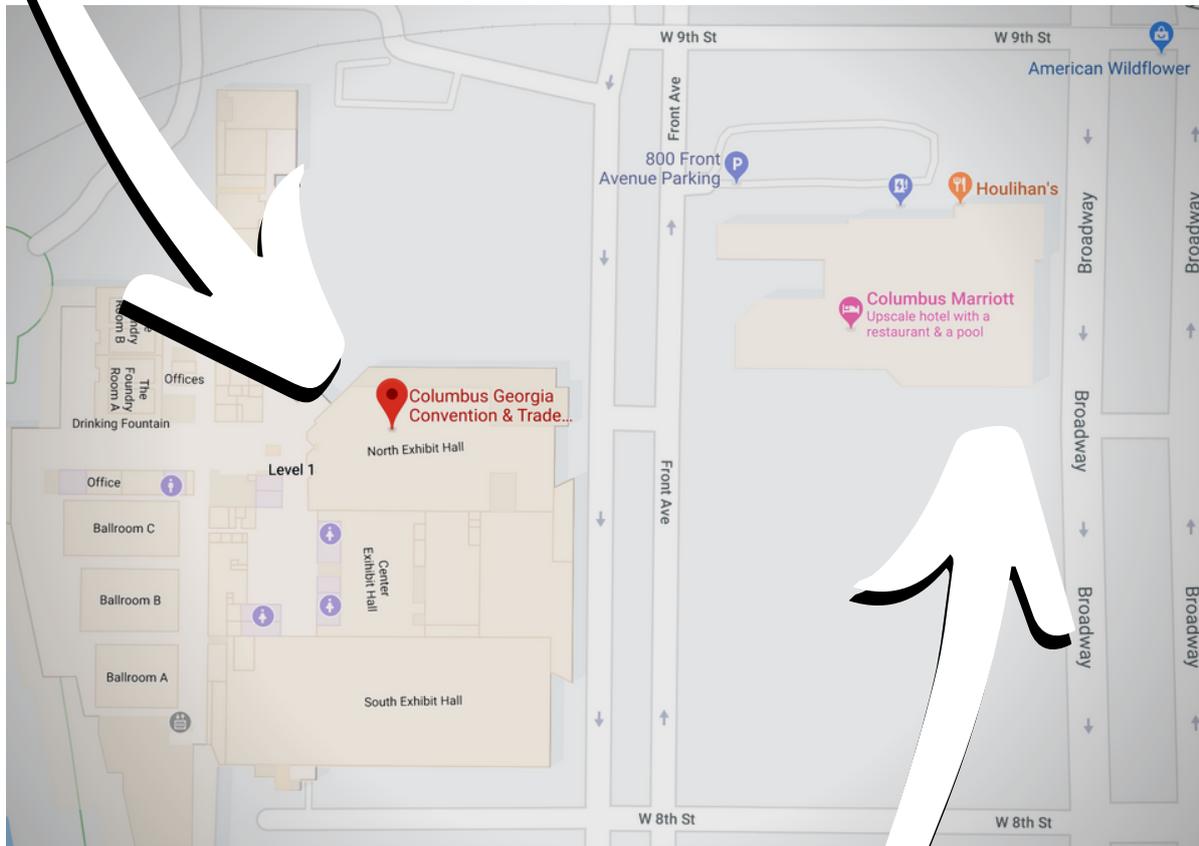
Full time students may register for the full conference at the student rate of \$170.00 if the registration form is accompanied by a copy of a current university/college ID or a letter from the university/college indicating full time enrollment. Ask about special student day rate.

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

You may also join GAM or renew your membership with your pre-registration or at on-site registration.

Membership Categories	\$0 - \$100,000	\$60
Student: \$15 Individual: \$60	\$100,001- \$250,000	\$110
Individual whose institution is a member: \$25	\$500,001 - \$750,000	\$210
Sponsor: \$110 Institutional Membership is	\$750,001 - 1 million	\$260
based upon annual operating budget:	More than 1 million	\$310

Workshop #7, Part 2: Introduction to Evaluating Informal Learning: Applying Research to Practice (20 Max)
12PM-2PM:
Conference sessions and workshops, unless otherwise noted, will be held at the Columbus Convention and Trade Center at the Historic Iron Works, 801 Front Avenue, Columbus, GA, 31901. 1-706-327-4522
2PM-2:02PM:
GAM Board Meeting



**Conference Hotel Information:
Columbus Marriott
800 Front Avenue
Columbus, GA 31901
706-324-1800**

Mention GAM to receive conference room rate of \$129.00 plus taxes and fees.

Don't forget to bring items for the auction to benefit the **MUSE** program!!

Gift baskets, original art, jewelry, pottery, and locally made items are top sellers.

See you in January!



GAMAMA2020

Conference Schedule

Sunday, January 26th:

All Day:

Registration at the Columbus Marriott

11AM-4PM:

Tour #1: *The Little White House in Warm Springs*

Tour #2: *Auburn Highlights in Auburn, Alabama*

5:30PM-7:30PM

Meet & Greet Cocktail Reception at Coca-Cola Space Science Center

8PM:

GAMAMA After Hours

Monday, January 27th:

All Day:

Registration at the Columbus Conference Center

Breakfast and lunch on your own

9:30AM-10:45AM:

Session #1: *Building Membership & Programming in a Free Museum*

Session #2: *A First Date with History: Enabling Teachers to Better Use Primary Sources for Instruction*

Workshop #1, Part 1: *The Citizen Scientist Experience, or Convincing the Public to Do Your Dirty Work* (20 Max)

10AM-11:30AM:

Tour #3: *Springer Opera House*

10AM-4PM:

Tour #4: *Visionary Art Environment Adventure*

11AM-12:15PM:

Session #3: *Exhibits: Party of One...or Two*

Roundtable #1: *Capital History Highlights: Programming in an Unpredictable Environment*

Workshop #1, Part 2: *The Citizen Scientist Experience, or Convincing the Public to Do Your Dirty Work* (20 Max)

12:15PM-1:45PM:

Lunch on your own

1PM-4PM:

Workshop #2: *Onsite at Historic Westville: Using Interpreters or Tour Guides or Both: What is the Best Communication Style?* (Onsite at Historic Westville, 15 Max)



1:45PM-3PM:

Session #4: *You Want to do What? Where?: Using Your Museum as an Event Facility, the Pros and Cons, the Dos and Don'ts of Renting your Space*

Roundtable #2: *Nourish to Flourish: EMPs & Self Care*

Workshop #3, Part 1: *What color is it? The Digital Color Quandary* (12 Max, Need Smartphone)

1:45PM-3:15PM:

Tour #5: *African-American Heritage Walking Tour*

3:15PM-4:30PM:

Session #5: *Exhibit Planning 101: Do's, Don'ts, and Maybe Better Next Time*

Session #6: *Bringing New Perspectives to Old History*

Workshop #3, Part 2: *What color is it? The Digital Color Quandary* (12 Max, Need Smartphone)

3:30-PM-5:30PM:

EMP Happy Hour (Location TBD)

5:45PM:

Meet in lobby for Progressive Dinner

6PM-7PM:

Progressive Dinner Stop 1, National Infantry Museum

7PM-8PM:

Progressive Dinner Stop 2, National Civil War Naval Museum

8PM-9PM:

Progressive Dinner Stop 3, Corn Center for the Visual Arts, Columbus State University

10PM:

GAMAMA2020 After Hours

Tuesday, January 28th:

8:30AM-9:15AM:

Welcome Breakfast, The Foundry

9:30AM-10:45AM:

Session #7: *Make Over! How Museums Have Learned from the Past & Create a Vision for the Future*

Session #8: *Unexpected Challenges in Grade Specific Programming: Navigating Hurdles and Dodging Obstacles Before, During, and After School Visits*

Roundtable #3: *Retrofitting an Outdoor Learning Space for Children on the Autism Spectrum*

Workshop #4, Part 1: *Archival Box Making for Three Dimensional Objects*

9:30AM-12PM:

Workshop #5: *A Projectile Petting Zoo or: How I Learned to Stop Worrying and Love the Bomb Workshop* (Onsite at the National Civil War Naval Museum, 12 Max)

10:45AM-11:15AM:

Coffee break with vendors in exhibit hall

11:15AM-12:30PM:

Session #9: *Museum Policies and Procedures for School and Adult Groups*

Session #10: *When the Bough Breaks*

Roundtable #4: *New Voices in New Places*

Workshop #4, Part 2: *Archival Box Making for Three Dimensional Objects*

12:45PM-2:30PM:

Keynote Lunch

2:45PM-4PM:

Session #11: *Caring for Historic Textiles 101*

Session #12: *Museum Education in the Anthropocene Age*

Roundtable #5: *The Value of an Intern: Equalizing Voices in Museums*

Workshop #6, Part 1: *Bringing History to Life through the Use of Volunteers (20 Max)*

4PM-4:30PM:

Ice cream and coffee with vendors

4:15-5:30:

Workshop #6, Part 2: *Bringing History to Life through the Use of Volunteers (20 Max)*

6:15PM:

Meet in hotel lobby for bus

6:30PM-10PM:

GAM-AMA Auction Dinner at the Columbus Museum

10PM:

GAMAMA2020 After Hours

Wednesday, January 29th:

Breakfast on your own

9:00AM-10:15AM:

Session #13: *Moving Students with Moving Images*

Session #14: *8 Things Every Museum Professional Needs to Know about Fundraising*

Roundtable #6: *Activating Your Space: Community Engagement and Public Art*

Workshop #7, Part 1: *Introduction to Evaluating Informal Learning: Applying Research to Practice (20 Max)*

10:15-10:45:

Coffee with vendors in exhibit hall

10:45AM-12PM:

Session #15: *Collection Documentation Nuts and Bolts*

Roundtable #7: *Georgia Museum Educators Roundtable: Building Teen Engagement*

Roundtable #8: *The Southern Literary Trail: Celebrating the South's Literary Legends*

Workshop #7, Part 2: *Introduction to Evaluating Informal Learning: Applying Research to Practice (20 Max)*

12PM-2PM:

The Foundry, Room 1: GAM Business & Awards Lunch

The Foundry, Room 2: AMA Lunch