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

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

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

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

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

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

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

Michele Rodgers

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

NEWS YOU CAN USE

Interpreters Wanted

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

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

Promote Your Museum's Gift Shop This Holiday Season

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

Founded in 1955, MSA is a nonprofit, international association organized to advance the success of cultural commerce and of the professionals engaged in it. By encouraging high standards of professional competence and conduct, MSA helps museum store managers better serve their institutions and the public.
Looking forward to January's blustery days and the post-holiday lists of things to do? Probably not. So take a few days to reinvigorate your mind and restore your focus by joining your colleagues in lovely Milledgeville, Georgia, for the annual GAMG Conference, January 18 – 20, 2012. This quintessentially southern city will charm you with its fascinating tales, southern delicacies and gracious hospitality, while GAMG will provide you with meaningful workshops, thought provoking speakers, and practical sessions.

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

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

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

Thursday evening's dinner and auction at Georgia's Old Capital Museum will be highlighted by the appearance of the GAMG Glamour Girls, otherwise known as Brent Tharp and Craig Amason. While conference attendees chat and dine, both silent and live auctions benefiting the MUSE program will take place. This year Tharp and Amason have promised to appear decked out in “glamour girl” finery that attendees purchase at auction for them. There will be a selection of tiaras, wigs, gowns and shoes for these brave souls to wear, so bring plenty of cash to the auction!

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

GAMG
Georgia Association of Museums and Galleries

Registration Form
(Registration Instructions on reverse)

GAMG Annual Conference
Milledgeville, GA
January 16 - 20, 2011

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

PERSONAL INFORMATION
(Please print. Information will appear on your badge)

First Name* ____________________ Last Name* ____________________
Job Position/Title* ____________________
Name of Institution/Affiliation* ____________________
Mailing Address ____________________
City ____________________ County ____________________ State ____________________ Zip Code ____________________
Address above is ☐ Home ☐ Work
Daytime phone ______ Fax ______ E-mail ______

REGISTRATION FEES AND MEAL COUNT
Please check each event you will be attending

☐ Full Conference Registration (before January 6, 2012) $175.00 member; $225.00 non-member
☐ Full Conference Registration (after January 6, 2012) $196.00 member; $245.00 non-member
☐ I will attend Wednesday morning Grant Writing Workshop (included with conf. registration)
☐ I will attend Wednesday morning Restoration Triage Workshop (included with conf. registration)
☐ I will attend Wednesday afternoon Rock Hawk Tour (included with conf. registration)
☐ I will attend Wednesday afternoon School Tour Workshop (included with conf. registration)

☐ I will attend Wednesday only $110.00 available to members only
☐ I will attend Thursday only $110.00 available to members only
☐ I will attend Friday only $110.00 available to members only

☐ Student Registration ☐ Full Conference registration $150.00
☐ I am attending as a session presenter only no charge

☐ Wednesday ☐ Thursday ☐ Friday

MEALS (It is very important that you complete this section)
☐ I will attend the Wednesday Evening Event
☐ I will attend the Breakfast on Thursday
☐ I will attend the Keynote Luncheon on Thursday
☐ I will attend the Auction Social on Thursday night
☐ I will attend the Awards Luncheon on Friday

☐ I have ______ guest(s) attending the Keynote Luncheon $25.00 each person
☐ I have ______ guest(s) attending the Awards Luncheon $25.00 each person

(No charge for award recipient)

Registration Fee $__________
Guest Fee $__________
Membership Fee $__________

Total Due $__________

Payment Method: ☐ Cash – On-site ☐ Check (Payable to Georgia Association of Museums and Galleries) ☐ PayPal – available at www.gamg.org
Registration Instructions

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

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

Registration Rates

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

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

The per date registration rate is $110.00.

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

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

Membership Categories

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>$15</td>
</tr>
<tr>
<td>Individual</td>
<td>$50</td>
</tr>
<tr>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Membership (Sliding</td>
<td></td>
</tr>
<tr>
<td>scale based upon</td>
<td></td>
</tr>
<tr>
<td>annual operating</td>
<td></td>
</tr>
<tr>
<td>budget)</td>
<td></td>
</tr>
<tr>
<td>$0 - $100,000</td>
<td>$50</td>
</tr>
<tr>
<td>$100,001 - $250,000</td>
<td>$100</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
<td>$150</td>
</tr>
<tr>
<td>Sponsor</td>
<td>$50.00</td>
</tr>
<tr>
<td>Individual whose</td>
<td></td>
</tr>
<tr>
<td>institution is a</td>
<td></td>
</tr>
<tr>
<td>member</td>
<td></td>
</tr>
<tr>
<td>$500,001 - $750,000</td>
<td>$200</td>
</tr>
<tr>
<td>$750,001 - 1 million</td>
<td>$250</td>
</tr>
<tr>
<td>More than 1 million</td>
<td>$300</td>
</tr>
</tbody>
</table>

Conference Hotel Information

Fairfield Inn Milledgeville
2631-A North Columbia Street
Milledgeville, GA 31061
478-462-5202 or 1-800-Marriot

Conference rate is $80 plus tax and fees

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

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

Sponsor
ArtsGeorgia Inc.
Design Master Associates
StorMor Inc.

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

GAMG INFORMATION ON BECOMING A MEMBER
Georgia Association of Museums and Galleries is comprised of more than 200 members including individuals, businesses and art, history, natural history, and science museums.

We are open to all non-profit museums, galleries, history centers, science museums and museum associations dedicated to the development and implementation of professional museum practices.

If you are interested in becoming a member or are interested in the exceptional benefits GAMG has to offer, please visit: www.gamg.org for more information.