

"Continuing Our Journey Together"

The British Columbia Museums Association & Western Museums Association Joint Annual Meeting, Reno, Nevada October 19-23, 2003



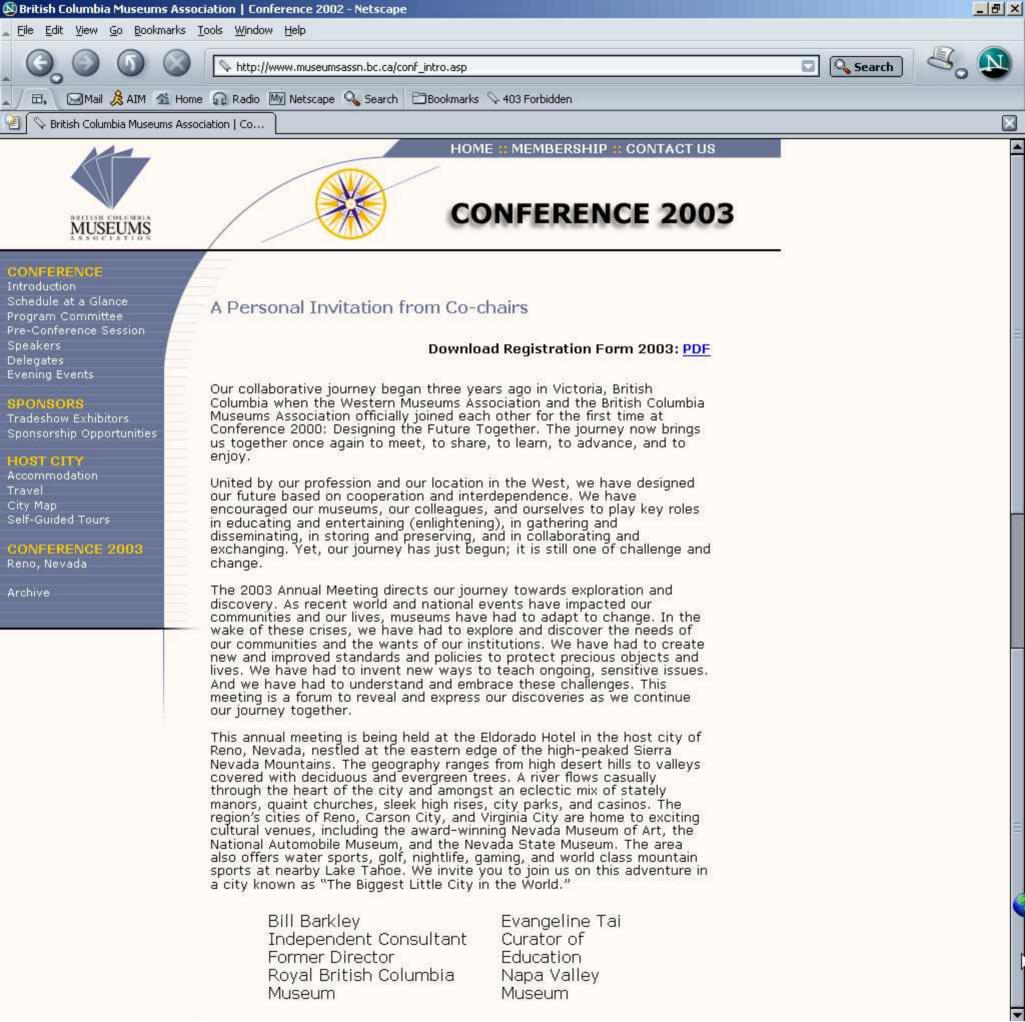


#### Reno, Nevada

October 19-23, 2003

General Information, Travel, Accommodation: <u>PDF</u> Conference 2003 Schedule: <u>PDF</u> Conference 2003 Added Sessions: <u>PDF</u> Download your free PDF reader: <u>PDF Reader</u>

WESTERN MUSEUMS ASSOCIATION & BRITISH COLUMBIA MUSEUMS ASSOCIATION











Program Committee Roster

# **CONFERENCE 2003**

### CONFERENCE Introduction

Schedule at a Glance Program Committee Pre-Conference Session Speakers Delegates Evening Events

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Accommodation Travel City Map Self-Guided Tours

#### CONFERENCE 2003 Reno, Nevada

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## Download Registration Form 2003: PDF

BCMA wishes to recognize and congratulate the joint Program Committee and the local Host Committee for assembling such an exciting and inspiring program for Conference 2003

### Committee Co-Chairs:

Bill Barkley, Independent Consultant Former Director Royal British Columbia Museum Victoria, BC

## Host Committee Co-Chairs:

Steven High, Executive Director Nevada Museum of Art Reno, NV Jackie Frady, Executive Director National Automobile Museum

Evangeline Tai, Curator

Napa Valley Museum

Yountville, California

of Education

Reno, NV

### **Program Committee Members:**

Michael Ames, Acting Director & Professor Emeritus, Museum of Anthropology, Vancouver, BC

Josi Callan, Director Museum of Glass, Tacoma, WA

Joy Davis, Program Director University of Victoria, Cultural Resource Management Program, Victoria, BC

John Dickenson, Managing Director H.R. MacMillan Space Centre, Vancouver, BC

Rick Duckles, Executive Director BC Forest Discovery Centre, Duncan, BC

Bruce Eldredge, CEO Northwest Museum of Arts & Culture, Spokane, WA

Lyla El-Shamy, Exhibit Developer California Academy of Sciences, San Francisco, CA

Heather Ferrell, Associate Curator of Art Boise Art Museum, Boise, ID

Paul Gabriel, Exhibits Director GLBT Historical Society of Northern California, San Francisco, CA

Jacquie Gijssen, Head of Museum Services Vancouver Art Gallery, Vancouver, BC

Maurice Guibord, Program Leader Burnaby Village Museum, Burnaby, BC

Barbara Hager Arrow Productions Inc, Victoria, BC

Michael Hammond, Executive Director Agua Caliente Cultural Museum, Palm Springs, CA

Sandra Harris, Executive Director The Neon Museum, Las Vegas, NV

William Harris, Campaign Director California Science Center Foundation, Los Angeles, CA

Joel Hiller, Desert Caballeros Western Museum, Prescott, AZ

Troy Hunter, Interim Project Coordinator Ktunaxa/Kinbasket Interpretive Centre, Cranbrook, BC

Barbara Johns, Independent Curator & Consultant Seattle, WA

Janet Jones, Manager, Vancouver Island & BC North Coast Department of Canadian Heritage, Victoria, BC

Dr. Carol Mayer, Curator Museum of Anthropology, Vancouver, BC

George Phillips, Former Curator Fraser-Fort George Museum, Prince George, BC

Keni Sturgeon, Curator Jensen Arctic Museum, Monmouth, OR

Philippa Syme, Program Officer Department of Canadian Heritage, Vancouver, BC



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## **Pre-Conference Sessions**

#### Download Registration Form 2003: PDF

October 19,2003		
Event Description	Time	
<b>PC1 Soft Packing Workshop</b> Fee: \$35.00 CDN (lunch on your own)	9:00 am - 3:30 pm	
Sponsors: Registrars CommitteeWestern Region (RC-WR) and Packing and Crating Information Network (PACIN) Location: National Automobile Museum		
<b>PC2 How to Write Better Interpretive Labels</b> Fee: \$93.00 CDN (includes lunch)		
Sponsor: National Association for Museum Exhibition (NAME) Corporate Sponsor: Redmond-Jones & Associates Location: Nevada Museum of Art	9:00 am - 4:30 pm	
<b>PC3 A Structure for Learning</b> Fee: \$50.00 CDN (lunch on your own)	12:30 pm - 4:30 pm	
Sponsor: Educators Committee - West (EdCom West) Location: Eldorado Hotel, Crystal Ballroom		
Exhibit Hall Opening Reception		
Spend your first evening in Reno meeting with colleagues and enjoying hors d'oeuvres and beverages. Meet our corporate partners and learn about the latest products and services available to the museum community. Open to all registered delegates.	5:00 pm - 6:15 pm	

Full details of Pre-conference Workshops: PDF Download your free PDF reader: PDF Reader

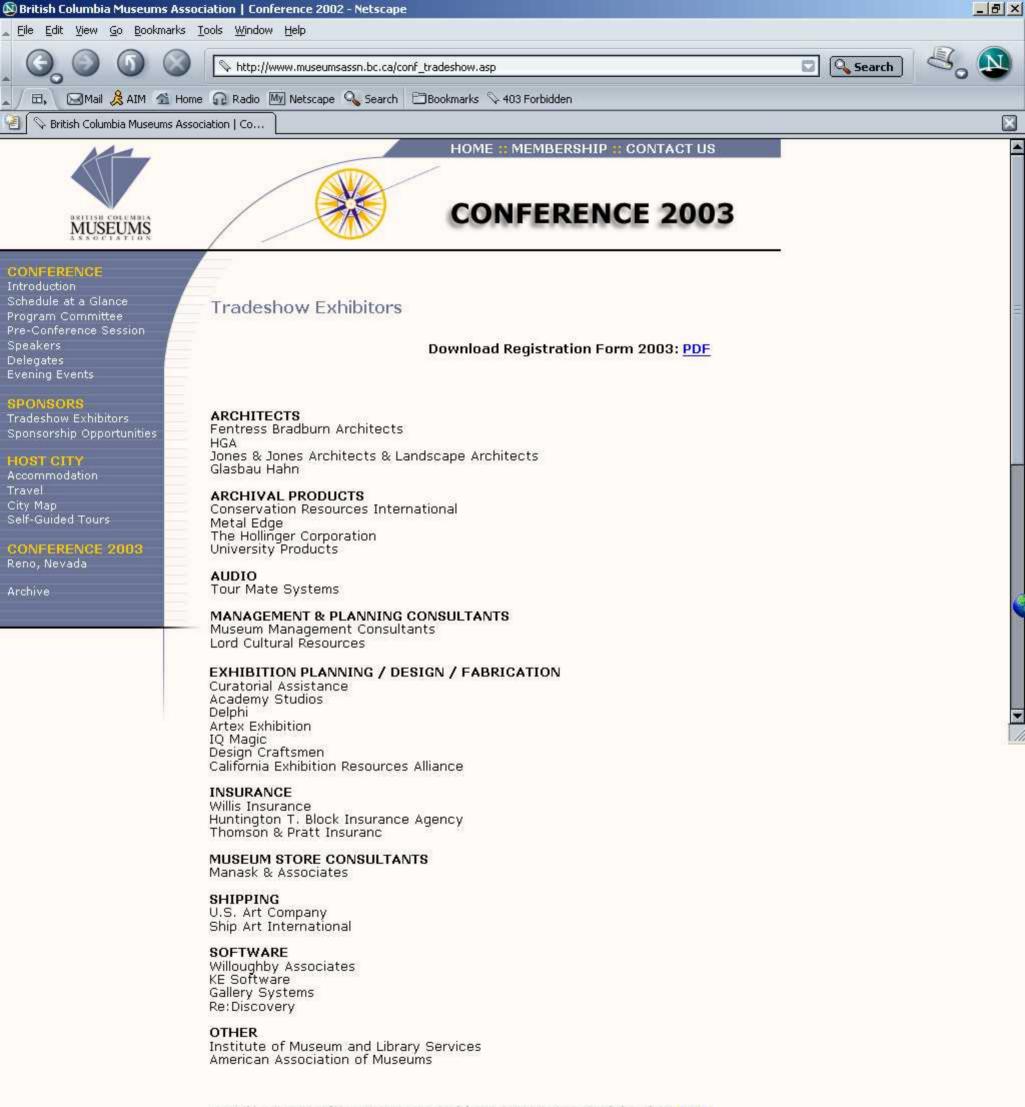


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JMS	Conference	Speakers	CONFER	LINCE	2003		
	SESSION DATE	SESSION TIME	SESSION TITLE	FIRST NAME	LAST NAME		STA
	Tuesday, October 21	2:00 pm -3:30 pm	Under One Sky: A Case Study in Balancing Museum and Native American Perspectives	Ben	Aleck	Museum	NV
	Monday <sub>as</sub> Octobar 20 Mondayyy Octobar 20	2:00 pm -3:30 pm 11:00 am - 12:30	Perspectives Membership Programs - 101 Northwest and Southwest:	Antonio Gail	Alves Anderson	Autry Museum of Western Heritage Gail Anderson & Associates	CA CA
T	Monday, October 20 Monday, October 20	2:00 pm - 3:30 pm	Southwest: Exploring Our Similarities Orchestrating Change Northwest and	Gail Gail	Anderson Anderson	Gail Anderson & Associates Gail Anderson & Associates	CA CA
	Wednesday, October 22	9:00 am - 10:30 am	Northwest and Southwest: Building an Action Plan for Future Collaboration	Gail	Anderson	Gail Anderson & Associates	CA
	Monday, October 20 Monday, October 20	11:00 am - 12:30 pm 2:00 pm	Collaboration		Andoniadis Andoniadis	Andoniadis Retail Services Andoniadis Retail Services	OR OR
		2:00 pm -3:30 pm 9:00 am - 10:30 am	Successful Museum	Andrew Paloma	Andoniadis Anoveros	32/26/2021/26/2021/2021/2021/2021/2021/20	OR CA
	October 21 Tuesday, October 21 Tuesday,	9:00 am - 10:30 am 11:00 am	Lending and Borrowing Fundamentals of Fundraising Fundamentals of	Paloma Leonard J. Leonard J.	Aube	University California Science Center California Science	CA CA CA
	October 21 Tuesday, October 21	11:00 am - 12:30 pm 2:00 pm -3:30 pm 10:45 am	Fundamentals of Fundraising 101 Fundamentals of Fundraising Case Studies on	Leonard J.	Aube	Center California Science Center	CA
		-3:30 pm 10:45 am - 12:15 pm 9:00 am - 10:30	Fundraising	Leonard J. Jann LM John	Aube Bailey Ballweber	Center Kamloops Art Gallery	
	Wednesday, October 22 Tuesday, October 21	- 10:30 am 11:00 am - 12:30	Museums and Heritage Places Concerning the Ephemeral: Materials that	John Michelle	Ballweber Barger	승규 왜 유가 생각 전가 전기 전에 걸려져 전하게 가져야 한다. 그는 그는 그는 것이 같아요.	
	October 21 Monday, October 20	pm 11:00 am - 12:30 pm	won't Last Northwest and Southwest: Exploring Our Similarities	Bill	Barkley	Art	вс
	Wednesday, October 22	9:00 am - 10:30 am		Bill	Barkley		вс
	Tuesday, October 21	11:00 am - 12:30 pm	Collaboration Making Change – Finding an Indigenous Voice in Collections	Malia	Baron	Bishop Museum	HI
	Monday,	pm 11:00 am	in Collections Management Museums in Transition: Volunteer Needs and Challenges			Nevada Museum	NV
	Monday, October 20	- 12:30 pm	and Challenges During a Period of Growth or Institutional Change Successful	Rosalind	Bedell	Nevada Museum of Art	VV.
	Wednesday, October 22	10:45 am - 12:15 pm	Successful Teamwork in Fundraising: Fact or Fiction?	Vincent	Beggs	Old Massett	СА
	Monday, October 20	2:00 pm -3:30 pm	Repatriation Not Required?: Native Museums and Cultural Centers	Lucille	Bell	Village Council,	вс
	Monday, October 20	2:00 pm -3:30 pm	Repatriation Not Required?: Native Museums and Cultural Centers	Janine	Bowechop	Resources Makah Culture & Research Center	WA
	Monday, October 20	4:00 pm -5:30 pm	Customer Care=Audience Development: It's So Simple! Making Change -	Kathleen	Brown	ATELIER, John F. Kennedy University Adjunct Faculty	СА
	Tuesday, October 21	11:00 am - 12:30 pm	Making Change – Finding an Indigenous Voice in Collections Management	DeSoto	Brown		HI
	Tuesday, October 21	9:00 am - 10:30 am	Emergence of Indigenous Peoples Centres in Western North America	Millie	Browne	Agua Caliente Cultural Museum	СА
	Wednesday, October 22	9:00 am - 10:30 am	America Exhibition Critique: Casino Design vs. Exhibit Design Museum Rentals:	Greta	Brunschwyler	Nevada State	NV
	Monday, October 20	4:00 pm -5:30 pm	Earn Revenue While Fulfilling Your Mission Sowing the Seeds of Design: Three	Andrea	Burke	Boise Art Museum	ID
	Monday, October 20	4:00 pm -5:30 pm		Kim M.	Burtnyk	California Science Center	CA
	Tuesday, October 21	11:00 am - 12:30 pm	the California Science Center Get 'em While They're Young!	Margaret	Butschler	Vancouver Aquarium Marine Science Centre	BC
	Monday, October 20	4:00 pm -5:30 pm	Size Does Matter - Proximity is Essential: Variables Influencing the	Josi	Callan	Science Centre Museum of Glass	WA
		-5:30 pm				Jones & Jones	
	Monday, October 20	4:00 pm -5:30 pm	Essential: Variables Influencing the Success of Cultural Districts	Mario 🗟	Campos	Jones & Jones Architects & Landscape Architects	WA
	Wednesday, October 22	10:45 am - 12:15	THE REPORT OF CRAFT AND A DAMAGE OF CONTRACT OF CONTRACT, CONTRACT,	Virginia	Catherall	Utah Museum of Fine Arts	UT
		- 12:15 pm 11:00 am - 12:30	Professionals Who Don't Have Time or Money to Waste E-Marketing and E-Communications: Are We Serving	Stephane	Catherall	Fine Arts Canadian Heritage Information	Queb
		- 12:30 pm 9:00 am - 10:30 am	Are We Serving Spam or Steak? Film Productions in Museums and Heritage Places	Stephane Kirstin	Cherpit Clausen	Information Network	Queb BC
		am 9:00 am - 10:30 am	Heritage Places Emergence of Indigenous Peoples Centres in Western North		Clausen	Mining	BC
	October 21 Wednesday, October 22	am 10:45 am - 12:15		John	Colonghi	Heritage Centre Colonghi Inc.	CA
	October 22 Tuesday, October 21	2:00 pm -3:30 pm	Fundraising: Fact or Fiction? Under One Sky: A Case Study in Balancing Museum and Native	John Donna	Colonghi Cossette	Fallon Paiute-Shoshone	
	October 21 Tuesday,	-3:30 pm 11:00 am	and Native American Perspectives Transitional Leadership: A Time			50 T 0 TT 10000	
	October 21	11:00 am - 12:30 pm 11:00 am	Leadership: A Time for Enhancement Rather Than Status Quo Northwest and	David	Crippens		CA
	Monday, October 20	11:00 am - 12:30 pm		John	Dickenson	space Centre	вс
	Wednesday, October 22	9:00 am - 10:30 am	Southwest: Building an Action Plan for Future Collaboration Under One Sky:A	John	Dickenson	H.R. MacMillian Space Centre	BC
	Tuesday, October 21	2:00 pm -3:30 pm		Rochanne	Downs	Fallon Paiute Shoshone Tribe	NV
	Monday, October 20	11:00 am - 12:30 pm	Perspectives John Lennon's Rolls Royce: Managing Problem Collections	Stephen E.	Drew	California State Railroad Museum	СА
	Tuesday, October 21	2:00 pm -3:30 pm		Rick	Duckles	BC Foract	BC
	Monday, October 20	11:00 am - 12:30 pm		Michael	Dula	Michael Dula & Associates	CA
	Wednesday, October 22	pm 9:00 am - 10:30 am 9:00 am	Spam or Steak? Exhibition Critique: Casino Design vs. Exhibit Design Exhibition Critique:	Francis X.	Dumont	Leo A. Daly California	NV
	Wednesday, October 22 Tuesday, October 21	9:00 am - 10:30 am 11:00 am - 12:30		Lyla Lyla	El-Shamy El-Shamy	Academy of Sciences California Academy of	CA CA
		pm 11:00 am - 12:30	Get 'em While They're Young! Transitional Leadership: A Time for Enhancement Rather Than Status		El-Shamy Evans	Academy of Sciences Maritime Museum	CA BC
		- 12:30 pm 9:00 am	for Enhancement		Evans Fales	1 89 (2010) CORTS P. (2010) 12 (2010) 12 (2010)	
		10:45 am	Gap Creating a Cultural Network: Museums, Libraries, and	Heather	Ferrell	Boise Art Museum Boise Art Museum	
	October 22 Wednesday,	- 12:15 pm 2:30 pm	Libraries, and Cultural Institutions in Partnership Curator Exchange: Sharing Exhibitions		8		
	October 22	- 4:00 pm	Sharing Exhibitions and Collections of Art Making a Difference:	Heather	Ferrell	Boise Art Museum	
	Tuesday, October 21 Wednesday,	2:00 pm -3:30 pm 9:00 am	Difference: In-School Art Programs for At-Risk Youth Voices: Using Oral	Heather	Ferrell	Boise Art Museum Canadian Heritage Information	
	Wednesday, October 22 Monday, October 20	- 10:30 am 4:00 pm	Voices: Using Oral History to Narrate Virtual Exhibits Pushing Boundaries / Crossing Borders	Claire Paul	Forman Gabriel	Canadian Heritage Information Network GLBT Historical Society of Northern California	Queb CA
	October 20 Wednesday,	-5:30 pm 10:45 am - 12:15	Crossing Borders Creating a Cultural Network: Museums, Libraries, and	Paul	Gabriel Gabriel	Orthern California	CA
	October 22	- 12:15 pm	Libraries, and Cultural Institutions in Partnership Engaging with	Paul	IIE	Society of Northern California	A 2008 A 2017
	Wednesday, October 22	10:45 am - 12:15 pm	Objects: Designing Dynamic Learning Components for Exhibitions Concerning the	Maxine	Gaiber	San Diego Museum of Art	CA
	Tuesday, October 21	11:00 am - 12:30 pm	Concerning the Ephemeral: Materials that won't Last Repatriation Not	Jacqueline		Alutiiq Museum &	BC
	Monday, October 20 Wednesday, October 22	2:00 pm -3:30 pm 2:30 pm - 4:00	Required?: Native Museums and Cultural Centers What's going on in Washington DC	Sven Jason	Haakenson, Jr. Hall	Archaeological Repository American Association of	AK DC
	Wednesday, October 22 Wednesday, October 22	- 4:00 pm 10:45 am - 12:15	Washington DC and Ottawa Successful Teamwork in Fundraising: Fact	Jason Michael	Hall Hammond	2.2.2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	DC CA
	Wednesday, October 22 Wednesday, October 22	- 12:15 pm 9:00 am - 10:30	Fundraising: Fact or Fiction? The Real Impact of Recent Architecture on the		Hammond Harleman		CA WA
	October 22 Wednesday, October 22	10:45 am - 12:15 pm	Art Museum Case Studies on Cultural Tourism Planning	Sandra L.	Harris	Museum The Neon Museum	
	Wednesday, October 22	2:30 pm - 4:00 pm	Toward a Better Workplace Under One Sky: A Case Study in	Sandra L.	Harris	The Neon Museum	
	Tuesday, October 21	2:00 pm -3:30 pm	Case Study in Balancing Museum and Native American Perspectives	Eugene	Hattori	Nevada State Museum Coyote Point	NV
	Tuesday, October 21	9:00 am - 10:30 am	After the Strategic Plan is Finished, What Then? Transitional	Betsy	Hennings	Coyote Point Museum for Environmental Education	CA
	Tuesday, October 21	11:00 am - 12:30 pm	Leadership: A Time for Enhancement Rather Than Status Quo	Joel K.	Hiller	Desert Caballeros Western Museum	AZ
	Tuesday, October 21 Tuesday	11:00 am - 12:30 pm 9:00 am	Concerning the Ephemeral: Materials that won't Last After the Strategic	Robert	Hollister	Museum	CA
	Tuesday, October 21 Wednesday, October 22	9:00 am - 10:30 am 2:30 pm - 4:00	After the Strategic Plan is Finished, What Then? Curator Exchange: Sharing Exhibitions	Adrienne Katherine	Horn Hough	Management Consultants, Inc. Palm Springs	CA CA
	Wednesday, October 22 Wednesday, October 22	- 4:00 pm 2:30 pm	Sharing Exhibitions and Collections of Art Toward a Better Workplace	Katherine Karen	Hough Howard	Palm Springs Desert Museum KLH Consulting	CA WA
	October 22 Tuesday, October 21	pm 9:00 am - 10:30 am	Bridging the Teen Gap Creating a Cultural	Karen	Howe	The Vancouver	BC
	Wednesday, October 22	10:45 am - 12:15 pm	Network: Museums, Libraries, and Cultural Institutions in	Kim	Huber	Arizona State Library Archives & Public Records	AZ
	Monday, October 20	11:00 am - 12:30	Institutions in Partnership John Lennon's Rolls Royce: Managing Problem	Grant W.	Hughes	Curatorial Services Branch, Royal British Columbia	вс
		9:00 am - 10:30			Hughes	British Columbia Museum Ktunaxa/Kinbasket	
	October 21 Wednesday,	am 10:45 am	Western North America Tomes Along the Trek: Book Reviews for	Troy	Hunter	Centre Ktunaxa/Kinbasket Interpretive	
	Wednesday, October 22 Monday,	10:45 am - 12:15 pm		5)		Interpretive Center American	BC
	Monday, October 20 Monday, October 20	2:00 pm -3:30 pm 2:00 pm -3:30 pm	Engagement: A Challenge to Museums Membership Programs - 101	Kim Tom	Igoe Jackson		DC NV
	October 20 Monday,	-3:30 pm 4:00 pm -5:30 pm	Programs - 101 Museum Rentals: Earn Revenue While Fulfilling Your Mission	Tom Tom		Art Nevada Museum of Art	
	October 20	0.00 am	Exhibition Critique: Casino Design vs.	David	Jensen	D. Jensen and Associates, LTD.	BC
		- 10:30 am 11:00 am	Exhibit Design Transitional Leadership: A Time	Barbara	Johns		WA
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	October 20 Wednesday, October 22 Tuesday, October 21 Tuesday, October 21 Wednesday, October 21 Wednesday, October 22 Tuesday, October 22	- 10:30 am 11:00 am - 12:30 pm 11:00 am - 12:30 pm 2:30 pm - 4:00 pm 2:30 pm - 4:00 pm 2:00 pm - 3:30 pm - 10:30 am	Exhibit Design Transitional Leadership: A Time for Enhancement Rather Than Status Quo Making Change – Finding an Indigenous Voice in Collections Management Making Change – Finding an Indigenous Voice in Collections Management Toward a Better Workplace Making a Difference: In-School Art Programs for At-Risk Youth Reciprocity – the Dynamics of Lending and Borrowing Under One Sky: A Case Study in Balancing Museum and Native American Perspectives Museums in	Dr. Guy Daniel T. Kimberly	Kaulukukui Keegan Keith	Bishop Museum San Jose Museum of Art Museum of Glass: International Center for Contemporary Art Masterpiece International Shipping	HI CA WA
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Jensen, David	Exhibit Design Consultant, Vancouver, BC		
Keegan, Trish	Kamloops Art Gallery, Kamloops, BC		
Kennedy, Bev	Kilby Historic House & Farm, Harrison Mills, BC		
Klassen, Bryan	City of Richmond, BC		
Lees, Kathi	Gulf of Georgia Cannery, Richmond, BC		
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macnair, Peter	Victoria, BC		
McAvity, John G.	Executive Director, Canadian Museums Association, Ottawa, ON		
McGowan, Cynthia	Student, Woodinville, WA		
McLennan, Ian	Consultant, Vancouver, BC		
Moore, Dona	Kelowna Art Gallery, Kelowna, BC		
Munday, Doug	Aldrich Pears Associates, Vancouver, BC		
Naiman, Robin	Vancouver Art Gallery		
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Nightingale, John	Vancouver Aquarium		
Oomen, Dennis	Kelowna Museum, Kelowna, BC		
Parent, Geraldine	Okanagan University College, Penticton, BC		
Pears, Ron	Aldrich Pears Associates, Vancouver, BC		
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Rooney, Farrah	BC Museum of Mining, Britannia Beach, BC		
Rosser, Merlin	Summerland Museum & Heritage Society, Summerland, BC		
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Stewart, Jay	Victoria, BC		
Summers, Kathy	Craigdarroch Castle, Victoria, BC		
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Tinsley, Philippa	Potteries Museum, Stoke-on-Trent, England		
Trueman, Debbie	Nanaimo District Museum, Nanaimo, BC		
Tuele, Nicholas	Independent Curator, Saanichton, BC		
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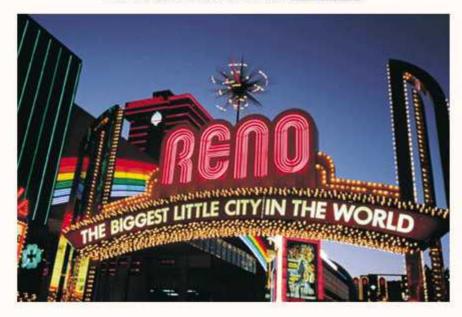
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## BC Museums Association Announces Reno Travel Deal with Alaska Airlines & Horizon Air

Alaska Airlines & Horizon Air have approved a 10% Discount off all airfares to Reno, Nevada for Conference 2003.

The discount applies to all Alaska Airlines & Horizon Air cities with service to Reno, Nevada and is valid for travel between October 16 & 26, 2003.

Cities with service to Reno, Nevada (& lowest available fares) are:

VICTORIA	(Return rates from <b>\$268.00</b> Cdn)*
KELOWNA	(Return rates from <b>\$268.00</b> Cdn)*
VANCOUVER	(Return rates from <b>\$179.00</b> Cdn)*
SEATTLE	(Return rates from <b>\$185.00</b> Cdn plus Quick Shuttle bus service from Vancouver)*

\* NOTE: These rates are subject to availability and can increase at anytime. Once the allotment of seats is sold on a given flight rates will increase. Taxes are additional.

Watch for Seat Sale bulletins and updates on the bcma-I provincial listserv and Member Broadcast Email Network (MBEN). To subscribe (FREE!) to the borna listsery, please email your request to: bcma@museumsassn.bc.ca

## How to Book Flights - Two Options:

Conference 2003 delegates can choose to reserve seats through the BC Museums Association agent or directly with the airline:

#### Option A: (Recommended)

Step 1:	Contact Tricia Hailey, Travel
20000 M070 00200 002	Consultant, Travel Masters
	Victoria
	Toll Free: 1- 877- 598- 4419
	Direct Line: (250) 405-5082
	Fax: (250) 953-5731
	Email (preferred):
	Triciah@travelmasters.ca
Step 2:	Quote Meeting Name: "BCMA

2003 Conference" Step 3:

Remember to inquire about Cancellation and Medical insurance coverage at the time of booking.

#### Option B:

Step 1:	Contact: Horizon Air Group Department horizon.groups@horizonair.com
Step 2:	Quote Meeting Name: "BCMA 2003 Conference (Conference Number: CMT0888)
Step 3:	Remember to inquire about Cancellation and Medical insurance coverage at the time of booking.
<u>Reminders:</u>	<ul> <li>Airfares will increase as seats become limited</li> <li>Delegates should book NOW to ensure best possible rates</li> <li>Delegates also have the option of taking the Quick Shuttle bus from Vancouver to Seattle and flying Alaska Airlines to Reno, Nevada</li> </ul>

#### Identification & Security:

Canadian citizens are required to carry and present <u>an original birth</u> <u>certificate</u> AND <u>a valid driver's license</u> OR <u>a valid passport</u> as proof of citizenship when traveling to the United States.

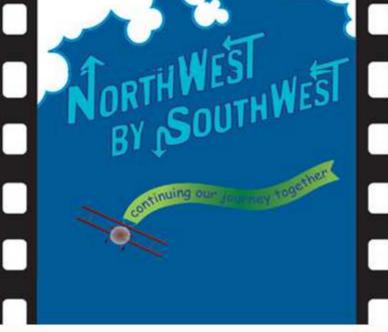
For Hotel Reservations, See Accommodation homepage

To Register: PDF









"Continuing Our Journey Together"

The British Columbia Museums Association & Western Museums Association Joint Annual Meeting, Reno, Nevada October 19-23, 2003





#### Reno, Nevada

October 19-23, 2003

General Information, Travel, Accommodation: <u>PDF</u> Conference 2003 Schedule: <u>PDF</u> Conference 2003 Added Sessions: <u>PDF</u> Download your free PDF reader: <u>PDF Reader</u>

WESTERN MUSEUMS ASSOCIATION & BRITISH COLUMBIA MUSEUMS ASSOCIATION