British Columbia Museums Association

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50TH ANNUAL CONFERENCE 2006

ra erfen z st 1 OCTOBER 18-21, 2006 Ramada Hotel · Downtown Prince George

Fit at Fifty:

Grow Stronger, Live Longer

Hosted by The British Columbia Museums Association, The Exploration Place and Two Rivers Gallery



Minister's Welcome The Honourable Olga Ilich, Minister of Tourism, Sport and the Arts.

May 2006

On behalf of the Province of British Columbia, I would like to offer in advance my sincere congratulations to all of you at the B.C. Museums Association on your 50th anniversary.

Museums and galleries are our community treasures, offering not only windows to the past, but also insights into our cultural identity and heritage. Here in B.C. we are proud to lay claim to 423 museums, art museums and heritage institutions, which attract more than seven million visitors every year.

This is no small feat. It is as a result of your hard work and commitment— more than 2,600 staff and 8,000 volunteers— that our province is able to offer such an important glimpse into who we are as British Columbians. For that, I want to thank you.

This year's conference Fit at Fifty – Grow Stronger, Live Longer in Prince George promises to be a celebration of heritage, arts and culture, and I hope many of you are able to attend. It will be a great opportunity to make new connections, meet old friends and discuss the opportunities and challenges ahead. I am especially looking forward to meeting you at the Minister's Luncheon on October 20th.

The B.C. Museums Association conference is well recognized across Canada as one of the most significant and successful annual provincial museum conferences, and I'd like to thank everyone involved in coordinating this year's 50th anniversary conference for carrying the torch. Northern B.C. has a rich cultural history and this will be an excellent opportunity to show it off.

I hope to see you all in October.

Sincerely, Olga Ilich, Minister of Tourism, Sport and the Arts







two rivers gallery



THE

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Fit at Fifty – Grow Stronger, Live Longer

The Exploration Place and Two Rivers Gallery are delighted to co-host the British Columbia Museums Association's 50th annual provincial conference: *Fit at Fifty – Grow Stronger, Live Longer*. This year's theme reflects the important milestone that the BCMA is reaching this year – our 50th anniversary! This is a time for all of us in the gallery, heritage and museum sector throughout the province to celebrate the accomplishments of our institutions and the people who have contributed to our success. Conference 2006: *Fit at Fifty* kicks off a year of provincial activities that will celebrate the BCMA and our organizations as we reflect on the past and plan for the next fifty years. Conference 2006: *Fit at Fifty* is sure to be a memorable event.

Turning fifty is indeed a time to take stock and reflect on where you have been, but as many in our ranks know, it is also a time to reflect on where you would like to go in the future. It is an opportunity to consider your health and fitness, determine whether your current course is sustainable and to clarify the direction that you want to take in the next decades. For BCMA and its members, it is a time to remind ourselves of how we got here and think about what changes need to be made for the future.

Prince George is also reaching a turning point in its development as a result of the devastating effects of the mountain pine beetle on the forest industry that has been so vital to the economic growth of this region. The City, along with many other communities throughout Northern B.C., is looking at ways to diversify its economy by focusing on other industries such as tourism and this provides substantial opportunities for the museum community. During the conference, delegates will have the chance to appreciate the thriving cultural community in Prince George.

BCMA's Conference 2006 Program Committee and its Co-Chairs, Nicola Focht and Brenda Weatherston,

must be commended for their hard work in creating a diverse and thought-provoking line-up of pre-conference workshops, concurrent sessions, keynote and guest speakers and plenary session. We look forward to the discussion and debate that is sure to be raised by these sessions.

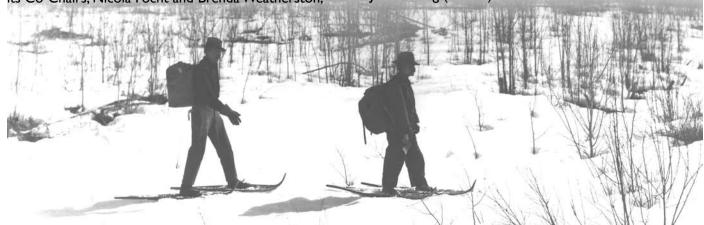
The Exploration Place and Two Rivers Gallery look forward to showing off all that Prince George has to offer to our colleagues from around the province and beyond. The majority of the conference will take place in the heart of downtown Prince George at the Ramada Hotel. The Exploration Place, Two Rivers Gallery and other venues in Prince George will also host events throughout the conference. We invite you to stay an extra day after the conference and visit the other cultural venues in Prince George. Included in your program is an option of post-conference tours with Huble Homestead, the Railway & Forestry Museum, The Exploration Place or Two Rivers Gallery.

We invite new and familiar faces to Prince George for Conference 2006: *Fit at Fifty* as we celebrate our provincial association, the arts, culture and heritage communities of our province, and challenge ourselves, our organizations and the BCMA to remain healthy, integral and sustainable.

Welcome to Prince George!

Conference Chairs: Tracy Calogheros, The Exploration Place and Peter Thompson, Two Rivers Gallery **BCMA President:** Debbie Trueman, General Manager, Nanaimo District Museum

BCMA Executive Director: Jim Harding Program Committee Members: Nicola Focht (The Exploration Place), Brenda Weatherston (University of Victoria); Leah Best (Nelson Museum); Pauline Thompson (Comox); Buddy Williams (Royal BC Museum); Bill Barkley (Victoria); Stephen Topfer (Art Gallery of Greater Victoria); Darrin Martens (Burnaby Art Gallery); Troy Hunter (Merritt); Debbie Truman and Jim Harding (BCMA)



President's Welcome

Hello everyone! I hope many of you are preparing for Conference 2006 as we return to "BC's Northern Capital" Prince George. I know this one will be another great opportunity to renew friendships, network with colleagues and most importantly, kick-off celebrations of our Association's 50th year!

Many "thank yous" are in order, beginning with Conference Chair Tracy Calogheros, co-hosts: The Exploration Place—Science Centre & Museum and Two Rivers Gallery; the local Conference Committee and their special project staff. I know they have lots of support from their own staff members and volunteers to accomplish this monumental assignment. Our sincere "thanks" as well to Brenda Weatherston and Nicola Focht, this year's Program Committee Co-chairs and committee members for all their hard work. Those of you who have served on Conference or Program committees in the past know what important jobs these are to ensure another successful BCMA Conference. They have produced yet another great program. I know you will agree!

On behalf of your BCMA Council, I invite all of you to join us in Prince George this fall to participate in our annual exchange of ideas and best practices, and to return refreshed and rejuvenated. Let's get our 50th Anniversary year started with a great celebration. I look forward to meeting as many returning, longtime and brand new members as possible in Prince George, October 18–21.

See YOU there!

Debbie Trueman, President

Travel and Accommodation Information

Conference 2006 has reserved a block of rooms at special rates for delegates at the Ramada Hotel Downtown Prince George, host to all pre-conference workshops, sessions, trade show, and most meals and events. The Ramada is in the heart of downtown Prince George, within walking distance of the Two Rivers Art Gallery and 1.5 km from The Exploration Place. Many restaurants and shops are also located near the Ramada. Visit www.ramadaprincegeorge.com.

Please reserve accommodation directly with the Ramada by calling 1-800-272-6232 or (250) 563-0055. You MUST mention you are attending the BCMA Conference to receive the special rate of \$99.00 for single occupancy and \$119.00 for double occupancy. Booking deadline is September 18, 2006.

Prince George is easily accessible through frequent flights out of Vancouver, Kelowna, Edmonton and Calgary. The Ramada is approximately 15 minutes from the Prince George Airport.

Travel Assistance Bursaries

Travel assistance is available to delegates through the Canadian Museums Association Bursary Fund for Pre-Conference Workshops. Visit www.museums.ca/Cma1/ ProgramsProjects/Bursary/travel.htm for application information. Assistance for BCMA Institutional Members is available from BCMA's Travel Assistance Bursary Fund. For application details, please contact Member Services Coordinator, Shelley Gauthier at (250) 356-5700 or email: members@museumsassn.bc.ca.

Air Canada and its partners have been selected as the official carrier for the BCMA 2006 Conference. To make reservations, contact the Convention Office at <u>I 800 361.7585</u> and specify you will be attending the "BC



Museums Association Annual Conference in Prince George, BC". Please quote convention number **CV061722**. Discounts vary by the class of travel and range from **5% to 15% off** published fares.

If you make your reservation through a travel agent, please ensure your convention number is entered by the agent in the Tour Code Box on each ticket and registered with the Convention Air Office. Please note that discounts are not applicable to bookings made via the web.

For WestJet, attendees should call the Specialty Sales Team at <u>I 888 493.7853</u> to book flights to Prince George, please use booking account



QC #3745. With your Conference account number, we are pleased to offer a 10% discount off our best available regular fare at the time of the booking (excluding promotional fares).

Conference 2006 Registration Desk

Delegates are asked to check in and pick up their delegate bag at the Registration Desk in The Ramada Hotel Lobby prior to their first workshop or session and during the following hours:

Wednesday – Friday8:00am–5:00pm Saturday8:00am–12:00pm Conference badges are not transferable.

Cancellation Policy: Written cancellations received at BCMA on or before September 22, 2006 will be refunded less a 25% administrative fee. Due to required financial commitments made in advance of Conference 2006, no refunds can be granted after September 22, 2006.

Schedule at Glance

DAY ONE: Wednesday, October 18, 2006 PRE-CONFERENCE WORKSHOPS 9:30am-4:30pm New Challenges, New Opportunities: Producing an PC-1 **Online Project for Cultural Institutions** PC-2 Setting the Course for a Flexible Future PC-3 Cross-Training for Tourism: Ads & Brochures that Sell and Travel Media Relations PC-4 Financial Fitness (half-day only: 9:30am-12:30pm) PC-5 Alliance of BC National Historic Sites of Canada (ABCNHSC) Workshop **EVENING EVENT** Getting Started with a "Bang"! Evening Welcome Reception at The Exploration Place 5:30 pm-7:30pm DAY TWO: Thursday, October 19, 2006 7:30 am-9:00am Breakfast **Opening Ceremonies** 9:00 am-9:30am Keynote Speaker: Dr. Robert Janes Fit After Fifty: Opportunities and Challenges 9:30 am-10:30am Plenary Session: British Columbia Museums Essential? Really? 11:00am-12:30pm LUNCH WITH TRADE SHOW EXHIBITORS 12:30 pm-1:30pm CONCURRENT SESSIONS A 1:30 pm-3:00pm From Heavy Weights to Cross Trainers? A-I The Changing Role of Curators A-2 New Routines: Exploring Systems of Support for **BC** Museums A-3 Organic Exhibits: Food For Thought (continues as B-3) A-4 Formulas for Fitness at Fifty: Blindsided by Technology CONCURRENT SESSIONS B 3:30 pm-5:00pm B-I Museums as Knowledge Banks-How does the Community Make Withdrawals? B-2 Triathletes: The Use of Integrated Models in Cultural Organizations B-3 Organic Exhibits: Food For Thought, Continued (see A-3) B-4 Exploring Unfamiliar Terrain: The Alberta Model **EVENING EVENTS** Two Rivers Gallery Reception and BC Reports 5:30 pm-7:00pm Networking Dinners 7:30pm DAY THREE: Friday, October 20, 2006 Breakfast at the Ramada 7:30 am-9:00am CONCURRENT SESSION C 9:00 am-10:30am The Mayday Exhibit from Start to Finish C-I C-2 Beyond the Walls: Expanding Audience

- with Outreach Programs
 C-3 Getting Up to Speed: BCMA Online Resources
 A Hands-On Training Experience
- C-4 The New Digs: Growth and Expansion Reflections on Major Transitions in Art Museums

C-5 Develop Your Own Unique Product: Low-Cost Effective Customization for Museums of Any Size

CONCURRENT SESSIONS D

- D-I Museums and E-learning: Building Our Community's Capacity To Learn and Teach Through the Internet
- D-2 Overcoming "Sibling Rivalry" at Age 50: Cultural Plans and Our Organizations
- D-3 Over the Hill at 30? New Trends and Challenges in Oral History
- D-4 British Columbia Heritage Strategy Update
- D-5 Conserving Your Community's Heritage: An Overview of the Historic Places Initiative

FEATURE LUNCHEON

Ball Room, The Ramada Hotel

12:30 pm-2:00pm

2:00 pm-3:30pm

3:30 pm-5:00pm

11:00-12:30pm

GUEST SPEAKER: The Honourable Olga Ilich, Minister of Tourism, Sports and the Arts

CONCURRENT SESSION E

- E-I Guerrilla Marketing
- E-2 Art Galleries and Museums on Life Support —Crisis or Fallacy?
- E-3 Building Strength through Strategic Partnerships
- E-4 The Latest: Updates from Canadian Museum Association and BC Arts Council

CONCURRENT SESSION F

- F-I Idea Cafés
- F-2 Tradeshow Presentations and Networking Opportunity
- F-3 9 am–5 pm BC Arts Council Grants Program One-to-One

EVENING EVENTS

Awards Banquet and Auction	5:30 pm–11:00 pm
Cocktails	5:30 pm–6:30 pm
Banquet and Auction	6:30 pm–8:30 pm

DAY FOUR: Saturday, October 21, 2006

BCMA Annual General Meeting over breakfast and Special Guest Speakers 8:30 am-10:30 am

CONCURRENT SESSION G 10:30-12:00pm...different end times

- G-I School's Out! After School Childcare in a Museum Setting
- G-2 Trains Through Time Railway & Forestry Museum Tour
- G-3 Ride the Fraser River Back in Time—Huble Homestead
- G-4 Regional Artists' Studio Tour

OPTIONAL EVENING EVENT

Wine & Cheese Fundraiser for Theatre Northwest

6:30 pm-11:00 pm

DAY I Wednesday · October 18

Registration8:00 am-5:00 pm

Pre-Conference Workshops9:30 am-4:30 pm

PC-I

New Challenges, New Opportunities: Producing an Online Project for Cultural Institutions

This practical workshop provides participants with a step-bystep process to define stages of producing an online project, to make appropriate multimedia content and technology choices, and to envisage stages of the promotion and maintenance of this product.

This pre-conference workout will keep you mentally fit with case studies and practical exercises so you will leave ready to tackle the planning and challenges of online projects.

Presenters: Allison Simpson and Julie Bibaud, Canadian Heritage Information Network. Since joining CHIN in 2002, Allison has worked with museums across Canada and internationally on collaborative projects to develop online products and to research emerging technology issues facing the museum community. Prior to CHIN, Allison worked as an information technology specialist. Julie joined CHIN in 2005 and has worked with Canadian and international heritage organizations to develop face-to-face and online training products. Her background in the sociology of science and technology and in museum studies has allowed her to work in research centres, museums, and other heritage organizations in the field of museum education, training and technology impact assessments.

PC-2

Setting the Course for a Flexible Future

This workshop on strategic planning assists you in creating a sound foundation to prepare for a future that demands alert, responsive and flexible organizations. The workshop will present you with a versatile planning framework and strategies easily adaptable to your particular needs. Practice sessions, discussions and case studies will help you build planning strength and exercise your ability to create alternative responses to present and future challenges.

Presenter: Thea Vakil is a former senior executive and an educator with extensive experience in a number of large portfolios in the government. She has special expertise in human resource management, organizational change, public policy, strategic planning and finance. She has taught widely in these areas at the School of Public Administration and the Faculty of Business at the University of Victoria and is also a Senior Fellow at the Centre for Public Sector Studies. She has received teaching awards from the Faculty of Human and Social Development and the Faculty of Business. Thea has non-profit board experience and has developed and delivered several workshops for the non-profit sector.

PC-3

Cross-Training for Tourism: Ads & Brochures that Sell and Travel Media Relations

This package of two Tourism British Columbia workshops is designed to help you and your organization get "tourism ready." In the morning, "Ads and Brochures that Sell" focuses on two "tried and true" print tools that are necessary for most organizations: brochures and print ads. Participants will learn the important components of a creative brief and try their hand at developing a print ad and brochure. In the afternoon's workshop, "Travel Media Relations," you learn more about travel media and how your organization can benefit from working with them. This practical session highlights examples of effective travel stories, discusses how to best work with media and covers the qualities of good press releases and press kits. You practice developing a story, designing a press trip itinerary and covering all the logistics of a press trip.

Presenters: Colin Stein has 12 years of broad-ranging marketing experience that includes tourism, sports, entertainment, high-tech, financial services and film and television industries. His areas of expertise include business and strategic planning, art direction and design, copywriting, and print, web and video production. As a consultant, Colin currently provides integrated marketing and communication planning, resource development and project management services.

Judi Lees is author of the Travel Media Relations Guide, and a travel writer with extensive experience in the industry. **PC-4**



Financial Fitness

Successful fundraising strategies are critical to the sustainability of not-for-profit organizations. Managing funds raised is also important: ensuring that they are effectively accounted for and utilized for maximum impact. Vancity and the Centre for Sustainability are pleased to be partnering on this workshop to help build the financial management capacity of not-for-profits. This half-day session is designed to help you utilize the tools of financial management to support your organization's financial sustainability. Participants will learn what a financially healthy organization looks like; how to apply the essentials of cash management; business and financial planning; and effective financial management (including tools and templates).

Day 1 continued · Wednesday · October 18

Presenter: Robert Marus, Manager, Community Business Banking, Vancity. Robert is responsible for managing a team of Non-Profit Specialist Account Managers and key strategic relationships on behalf of Vancity Corporate within the non profit community. His is a member of Vancity's Community Investment team, a Board-directed committee as well as Team Lead for Vancity's Business Credit Group for Nonprofit organizations. He has over 18 years experience in the financial industry and the last ten years with the Business Banking group of Vancity. Robert has extensive expertise in the area of credit and product development for the NPO Segment. In addition, Robert supports Vancity's collaboration with other credit unions across Canada to bring financial solutions to a wide variety of NPOs in a broad range of sectors.

PC-5

Alliance of BC National Historic Sites of Canada (ABCNHSC) Workshop

The Alliance of British Columbia National Historic Sites of Canada is a cooperative of nationally and provincially designated historic sites in British Columbia. The Alliance meets once or twice each year to provide education, networking and information about programs and issues pertinent to historic site operations. Interested individuals are welcome to attend these meetings and to share in the flow of information and discussion. For more information, contact Gerry Borden at (604) 513-4783 or gerry.borden@pc.gc.ca

EVENING EVENT

Getting Started with a "Bang"!

Evening Welcome Reception

at The Exploration Place5:30 pm–7:30 pm Start your 2006 conference with a "bang"! Join us for an evening of fun, socializing, appetizers and science cocktails. Visit our galleries, ride the Big Bang in our Virtual Voyages Theatre and watch a special presentation by UNBC's Todd Whitcombe.

Buses from the Ramada Inn start at 5:00pm and return you to the hotel at 7:30pm for dinner on your own.

DAY 2 Thursday, October 19

Registration	8:00 am–5:00pm
Breakfast at the Ramada	7:30 am–9:00am
Opening Ceremonies	9:00 am–9:30am

Day 2 continued · Thursday · October 19

Keynote Speaker: Dr. Robert R. Janes9:30–10:30am Fit after Fifty: Opportunities and Challenges



The role of museums, galleries and heritage organizations as socially responsible institutions in contemporary society is gaining attention. The idea of a socially responsible museum is grounded in a new sense of accountability, as well as in new ways of achieving long-term sustainability. The underlying premise of this work is that museums exist for the public good.

What is socially responsible museum work and why is it important? Several examples of socially responsible museums, galleries and science centres will be described with the aim of identifying and analyzing their common characteristics.

Alongside this growing awareness and engagement with socially responsible practice, the complexities and demands of museum work are a matter of record. The range of issues and pressures confronting museums in the 21st century is equal to that of any sector of organized life. It is essential for museums to address the tension between the dictates of the marketplace and traditional museum values. This presentation explores various approaches to balancing these creative tensions, with particular attention to management. Keeping "fit after fifty' will require keeping reflection and dialogue alive, as well as avoiding stagnation, complacency and the tyranny of outmoded tradition. It is suggested that socially responsible work, coupled with sound leadership and management, will enable all museums to heighten their selfawareness and remain fit, creative and confident.

Dr. Robert R. Janes is Editor-in-Chief of Museum Management and Curatorship, a museum and heritage consultant and a volunteer. He is a noted speaker and author, most recently co-editing Looking Reality in the Eye: Museums and Social Responsibility. He is Chair of the Board of Directors of the Biosphere Institute of the Bow Valley. He is the past President and CEO of the Glenbow Museum, Art Gallery, Library and Archives in Calgary, Alberta, a position he held from 1989-2000. Dr. Janes was the founding Director of the Prince of Wales Northern Heritage Centre (1976–1986) and founding Executive Director of the Science Institute of the Northwest Territories (1986–1989). He holds a Ph.D. in Archaeology from the University of Calgary, where he is currently an adjunct professor. He has received numerous honours and awards, including Honourary Life Member and the Award for Outstanding Achievement in Museum Management, both from the Canadian Museums Association.

Refreshment Break with Trade Show Exhibitors10:30 am–11:00 am

Plenary Session 11:00 am-12:30 pm

British Columbia Museums Essential? Really? What does it mean to be essential? Who judges and who cares? With the 2005 and 2006 conference keynotes in mind, this plenary puts the question front and centre. Join colleague practitioners and thinkers putting their ideas on the line. They will push, challenge and inspire you and for 90 minutes engage us in a lively debate on the value of our institutions and our work in the 21st century. Are you essential? Show us how. Moderators: Jacqueline Gijssen, Vancouver Art Gallery and Jill Baird, UBC Museum of Anthropology

Respondents: Nika Collison, Qay'llnagaay Heritage Centre, Skidegate, Haida Gwaii, Lesia Davis, Museum at Campbell River, Campbell River, David Jensen, D. Jensen and Associates, Vancouver, Susan Marsden, Museum of Northern BC, Prince Rupert, Sue Morhun, Langley Centennial Museum, Fort Langley, Deborah Tuyttens, Burnaby Village Museum, Burnaby

Lunch with Trade Show Exhibitors12:30–1:30pm

CONCURRENT SESSIONS A 1:30-3:00pm

A-I

From Heavy Weights to Cross Trainers? The Changing Role of Curators

The role of the curator is changing and there is a world of new opportunities in some areas, and shrinking possibilities in others. How do we find a balance — are we actually looking for one? Panelists will talk about how, or whether, they balance their scholarship with their changing roles and then pose some questions for the audience to initiate a lively debate.

Presenters: Carol E. Mayer, UBC Museum of Anthropology, Darrin Martens, Burnaby Art Gallery, additional presenter TBA



A-2

New Routines: Exploring Systems of Support for BC Museums

Existing models for supporting B.C. museums and galleries have fallen behind. How should museums be funded to build their sustainability? What sort of legislation should be in place at the provincial and federal levels, and what role should municipalities play? How do other jurisdictions structure their support? What possible impacts will the new National Museum Policy and the B.C. Heritage Strategy have on funding? What can museums themselves do to influence the system? Join colleagues for a lively consideration of new models for sustaining B.C.'s museums.

Moderator: Lee Boyko, museum consultant

Presenters: Bill Barkley, museum consultant, John McAvity, Canadian Museums Association, Jim Harding, British Columbia Museums Association, additional presenter TBA

A-3 (continues as B-3)

Organic Exhibits: Food For Thought

Explore more effective ways to serve your community by embracing flexibility in your organization and designing with change in mind. Following presentations by invited speakers, there will be informal discussion and sharing of practical strategies that explore how museums can develop flexible structures that can adapt to change. Both physical structures (e. g., architecture and exhibitry) as well as organizational/ administrative structures (e.g. teamwork, community participation, cross-institutional collaboration and sharing) will be discussed. Strategies for increasing exchange within the constraints of limited resources will be addressed. Note: this is a double session, with break.

Moderator: David Jensen, D. Jensen & Associates Ltd. **Presenters:** David Jensen, Zan Kelly, architect specializing in sustainability, Lesia Davis, The Museum at Campbell River, Pauline Thompson, museum consultant

A-4

Formulas for Fitness at Fifty: Blindsided by Technology Museum practice has advanced dramatically over the past decades, in part through rapid technological developments that are only just beginning to be realized. This session reminds us where we've come from and inspires us to meet the impending challenges that will have a profound impact on how we do our work and meet our public's needs in the future decades. Join speakers as they offer constructive strategies to help you prepare for robust technological strength.

Moderator: Nick Tuele, museum consultant **Presenters:** Grant Hughes, Royal BC Museum, Jonathan Lathigee, Art Gallery of Greater Victoria, Janis Novosel, Vernon Public Art Gallery, additional presenter TBA

Refreshment Break 3:00–3:30pm

Day 2 continued · Thursday · October 19

CONCURRENT SESSIONS B3:30 pm-5:00 pm

B-I

Museums as Knowledge Banks

- How Does the Community Make Withdrawals? Museums hold traditional knowledge that communities - particularly First Nations communities — can use to study artifacts, make reproductions and/or revive lost or threatened cultural knowledge and practice. What are museums doing to communicate with Aboriginal communities to encourage them to visit the collections? What are some current experiences that First Nations cultural workers are having when working with museums and their collections for study and research purposes? What resources can museums offer and how can they support First Nations' efforts to preserve culture, history and language?

Moderator: Troy Hunter, Ktunaxa First Nation artist and cultural heritage worker

Presenters: Peter Morin, Artist, Watson Lake, Yukon, Nicholette Prince, Canadian Museum of Civilization, Miranda Chersinoff. Historic Huble Homestead and Giscome Portage Heritage Society



B-2

Triathletes: The Use of Integrated Models in Cultural **Organizations**

The use of integrated models for cultural organizations is rare in British Columbia. History museums exist apart from art galleries, science centres are separated from archives, and so on. What are the reasons for compartmentalizing these functions and what happens if they are mixed? A small number of cultural organizations in British Columbia have broken with tradition by embracing flexible models. Learn about the challenges and advantages these organizations face and the fitness level they achieve through effective cross training.

Moderator: Leah Best, Nelson & District Museum, Archives, Art Gallery & Historical Society

Presenters: Sue Morhun, Langley Centennial Museum and National Exhibition Centre, Tracy Calogheros, The Exploration Place, Leah Best, additional presenter TBA

B-3

Organic Exhibits: Food For Thought Continued from A-3 (see above)

B-4

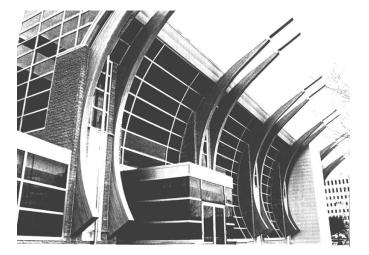
Exploring Unfamiliar Terrain: The Alberta Model What can British Columbia's museums, galleries and heritage organizations — as well as our provincial Association— learn from the programs developed in other provinces? In recent years, the Alberta Museums Association has developed successful standards-based measurement programs for museums. Would they work in the BC context? What's involved and what are their pros and cons? Joint conference 2008/2009?

Presenter: Gerry Osmond, Museums Alberta

EVENING EVENTS

Two Rivers Gallery Reception	
and BC Reports	5:30 pm–7:00 pm

Join BCMA members and guests at Two Rivers Gallery for a sophisticated soirée over aperitifs and appetizers in this Prince George architectural landmark. BC Reports, a longstanding conference tradition, will commence at 6:00pm. The theme for this year's BC Reports is Celebration – Interaction - Reflection. Members are encouraged to recite stories (good, bad and funny) about themselves, their institutions and staff over the past 50 years. Please circle "BC Reports Presentation" on your Delegate Registration Form to indicate that you wish to make a 5 minute presentation.



Do Dinner with Someone New! 7:30 pm-Get to know some new colleagues as well as reconnect with familiar faces at BCMA's first-ever networking dinners. Sign up at the Registration Desk to reserve your spot at one of Prince George's favorite restaurants. In order for this dine around opportunity to be successful, we need your input and participation! If you are interested in "hosting" a networking dinner please contact Brenda Weatherston or Nicola Focht, conference program co-chairs, bweatherston@uvcs.uvic.ca or nicola@theexplorationplace.com.

DAY 3 Friday, October 20

am
a

CONCURRENT SESSIONS C9:00 am-10:30pm

C-I

The Mayday Exhibit from Start to Finish

Learn ways to keep your site fresh and vital through this case study of "Mayday — The Risky Business of Fishing," the Gulf of Georgia Cannery Society's largest temporary and first traveling exhibit. Applying experiences gained during planning for Mayday, explore the development of a temporary exhibit with particular focus on the ways that small sites can use their limited resources to produce a quality product. Learn how they raised over \$100,000 for exhibit development and take away valuable ideas and tools for use at your own site. **Presenters:** Mark Sakai, Gulf of Georgia Cannery Society, Viviane Gosselin, Telus World of Science, Vancouver

C-2

Beyond the Walls: Expanding and Engaging Audience with Outreach Programs

Outreach programs provide an effective opportunity for museums to achieve their mission and engage with their communities. Such programs, however, bring a set of unique challenges that require innovative approaches. Examining several models of outreach participation, this session will explore partnerships, consultation and communication with various stakeholders. Methods, ideas and resources will be shared.

Moderator: Geraldine Parent, Arts Umbrella **Presenters:** Darrin Martens, Burnaby Art Gallery; additional presenters TBA



C-3 (off site)

Getting Up to Speed: BCMA Online Resources — A Hands-On Training Experience

The computer lab at The Exploration Place provides a handson opportunity to take advantage of BCMA's interactive Website and learn how to: • update your museum or gallery's online Directory listing for public online searches and trip planning

- promote your latest and upcoming exhibit or special event
- post your latest employment & volunteer opportunities
- upload your latest newsletter

Bring your Member GO Card, Directory updates, exhibit or event details, job postings and volunteer opportunities and we will show you how to take advantage of BCMA's online resources to promote your institution. transportation to and from The Exploration Place and in-session time to work on your entries and will be provided. Limited enrollment on a "first claimed" basis. Participation will be confirmed in advance by BCMA.

Presenter: Jim Harding, British Columbia Museums Association

C-4



The New Digs: Growth and Expansion Reflections on Major Transitions in Art Museums Major upgrades or moves to a new facility are tremendously exciting, and often result in physical resources that promise to considerably expand the capacity of your gallery. But what does the other side of the fence look like? What are the consequences and

ramifications of expansion and how does one successfully negotiate the challenges?

A range of presenters will offer important insights into projects as well as into determining needs and perspectives on funding realities and horizons.

Moderator: George Harris, Two Rivers Gallery, Prince George

Presenters: George Harris, Peter Thompson, Two Rivers Gallery, Leah Best, Nelson & District Museum, Archives, Art Gallery & Historical Society, additional presenter TBA

C-5

Develop Your Own Unique Product: Low-Cost Effective Customization for Museums of any Size

Does your museum need a marketing and product development workout, but lack the budget to do so? This mini-workshop provides you with valuable information on how to stretch budgets and increase revenues by creating your own products for sale, marketing materials for distribution and effective membership campaigns, all without the high costs usually associated with these efforts. Copyright, licensing and the use of technology to leverage a small budget and compete with large-budget initiatives will also be covered.

Presenters: Myron D. Arndt, Island Art and CIP

Day 3 continued · Friday · October 20

Communications, additional presenter TBA

Refreshment Break 10:30 am-11:00 am

CONCURRENT SESSIONS D 11:00 am-12:30pm

D-I (off site)

Museums and E-learning: Building Our Community's Capacity To Learn and Teach Through the Internet CHIN has developed two new e-learning initiatives to support museums and audiences to improve their capacity to create, communicate and collaborate together. In the "Knowledge Exchange," professionals learn with CHIN and from each other through online courses, Webcasts, communities of practice, and more. In "Agora," educators and learners share an interactive space supported by reusable resources created by Canadian museums. In this hands-on lab session, you will discover how to use these initiatives to strengthen both your personal knowledge and skills as well as build your organization's capacity to fulfill its educational mandate.

Location: The Exploration Place. Please meet at front of hotel at 10:45 to catch the shuttle to attend this session. You will be returned to the hotel following the session in time for the luncheon.

Presenter: Paul Lima, Canadian Heritage Information Network

D-2

Overcoming "Sibling Rivalry" at Age 50 — Cultural Plans and Our Organizations

Local government in B.C. has become interested in creating cultural plans for their respective jurisdictions. This is a welcome development and museums, heritage sites and galleries need to make their voices heard and be included in these plans. Research about cultural audiences confirms that people who support culture by attendance have an

interest and curiosity that is not limited to one form of cultural experience. The person who attends a symphony performance is equally inclined to go to a museum, gallery, or heritage site. Stronger linkages between these cultural organizations and with local governments make good sense. Municipal government is seeing culture differently these days as demonstrated by the emergence of Canada's Creative City Network. This shift has occurred not only because there is evidence that cultural activity enriches the lives of residents and visitors, but also because it creates a positive climate for investment and business. Many communities in B.C. are seeking to transform their resource-based economies and there is evidence that cultural activity and infrastructure can create the climate necessary to encourage this transformation. Join speakers and colleagues in an exploration of these trends and learn about examples of innovative communities and their approaches.

Moderator: Bill Barkley, museum consultant Presenters:TBA

D-3

Over the Hill at 30? New Trends and Challenges in Oral History

Collecting oral history was a popular activity of museums and archives across the province in the 1970's and 1980's. The lifetime of those original recordings is now reaching its end, and funding support for large projects has declined. So what is happening in the field today? This panel discussion will present oral history digitization as a strategy for access and preservation, and provide examples of innovative projects for oral history collecting that are taking place at the community level.

Moderator: Lisa Codd, Burnaby Village Museum **Presenters:** Ramona Rose, University of Northern British Columbia Special Collections; a representative of Prince George Oral History Group; and Lisa Codd

D-4

British Columbia Heritage Strategy Update

What would BC's heritage sector look like after adoption of

a new heritage strategy? Since last fall's annual general meeting motion to pursue a new heritage strategy for the province, BCMA has led a series of consultations with peer provincial cultural heritage organizations and BC Heritage to work in partnership to develop a new heritage strategy for BC, especially in view of the Province's emerging plans for recognizing BC's 150th anniversary in 2008 and ongoing preparations for the 2010 Winter Olympics.

A panel of heritage representatives will present an update on the consultation process, new opportunities, key components identified as essential to a new heritage strategy and receive delegates' input on next steps. **Moderator:** Jim Harding, BCMA



Day 3 continued · Friday · October 20

Presenters: TBA

D-5

Conserving Your Community's Heritage: An Overview of the Historic Places Initiative

This session provides an overview of the Historic Places Initiative program and explains how you can apply the National Registry of Historic Places to your community's heritage resources. You will be introduced to the new Standards and Guidelines for the Conservation of Historic Places in Canada, and work through a case study on applying the Standards and Guidelines to an historic building. If you are responsible for or involved with historic places in your community, this session will boost your awareness of HPI and its potential benefits for your community's heritage. **Presenters:** John McCormick, Parks Canada, Bob Parliament, British Columbia Heritage Branch

FEATURE LUNCHEON

Special Guest Speaker: The Honourable Olga Ilich, Minister of Tourism, Sport and the Arts 12:30 pm-2:00 pm

CONCURRENT SESSIONS E2:00 pm-3:30 pm

E-I

Guerrilla Marketing

Applying the term "guerilla" to marketing may seem out of place but the success of this small, mobile and flexible approach can be measured at the gate and in your ability to secure support and funding. A highly visible public relations campaign can be your best inoculation against funding cuts. Taking the award winning rebranding of The Fraser-Fort George Regional Museum into The Exploration Place as a case study, this session examines unconventional, uncontrollable, yet unforgettable approaches to marketing and provides you with strategies and methods to seize and capitalize on your museum's marketing opportunities. Bring your upcoming exhibits and/or problems and be prepared to think creatively and outside the box!

Presenter: Tracy Calogheros, The Exploration Place



E-2

Art Galleries and Museums On Life Support — Crisis or Fallacy?

Books and articles on museums have been using the word "crisis" in their titles since the 1960s, if not before that. In some ways, the present moment is a golden age for museums, in others it seems as if we are surrounded by uncertainty and instability. Is it just that some museums and galleries are doing better than others, or has the much-predicted crisis actually arrived, especially for smaller institutions? **Moderator:** Darrin Martens, Burnaby Art Gallery

Presenters: Bill Jeffries, Simon Fraser University Art Gallery, George Harris, Two Rivers Gallery, Darrin Martens

E-3

Building Strength through Strategic Partnerships

Effective strategic partnerships strengthen your programming, funding and community leverage. Proper planning ensures that these enriching relationships are worth the time and energy invested. This nuts n bolts session will look at how to approach new partners and deepen existing relationships. **Moderator:** Nicola Focht, The Exploration Place **Presenters:** Dona Moore, Kelowna Art Gallery, Mark Sakai, Gulf of Georgia Cannery Society, additional speaker TBA

E-4

Results, Results, Results

This practice-based session will help "Tell Our Stories Better" and inform future applicants to Canadian Heritage Arts and Heritage Programmes as to the grants and contributions process, and results- based management. Recent clients and program officers will utilize current program application forms and reporting requirements in the context of successful projects with measurable results as a practical guide to help you with your upcoming applications.

Presenters: Canadian Heritage program officers (to be confirmed)

F-I

Idea Cafés

Around the world, "Philosophy Cafés" are a growing phenomenon. These spaces and events provide nonthreatening opportunities for stimulating exchanges of ideas. Designed as informal, small group gatherings, they encourage participants to generate and select ideas for discussion, share perspectives, listen and think critically, and reflect upon individual and collective practices.

Join us during conference for these "idea cafés" over coffee and goodies! In order for them to be successful, we need your input and participation! Between now and conference, consider key questions or issues that you wish to discuss in a casual environment with your BCMA colleagues, and

Day 3 continued · Friday · October 20

be prepared to exercise your minds and experience the results! From the ideas proposed prior to and at conference, participants and moderators will select the topic they wish to explore. If you are interested in volunteering to moderate one of these cafés, please contact Brenda Weatherston or Nicola Focht, Conference Program Co-Chairs, prior to conference and they will be in touch with you to confirm.

F-2 3:30 pm–5:00 pm *Tradeshow Presentations and Networking Opportunity*

Come browse the tradeshow, learn about the latest advancements in museum services and technologies, and connect with industry suppliers. Exhibitors will be on hand to discuss your needs and answer any questions you may have.

BCMA Grants Coordinator, Linda Eversole (museums) @ (250) 356-9398 or email: leversole@museumsassn.bc.ca Sue Donaldson, Coordinator, BC Arts Council Visual Arts & Media Arts Programs @ (250) 356-1729 or email: Sue.Donaldson@gov.bc.ca Consult the Registration Desk for meeting venues.





Friday October 20th Awards Banquet

(ocktails 5:30 – 6:30 PM ३♥ Awards Banquet, Auction & Dinner 6:30 – 8:30 PM ३♥ Celebrate the achievements of your colleagues over the past year, and recognize the longstanding contributions of members through the decades. Buddy Williams will lead us through a presentation on our museums and galleries and the people who have made us think, made us laugh, and most importantly, made and shaped our organizations. A "lively" auction will follow.

until 11:00 PM while you enjoy the festivities and the Something Else Jazz Quartet.

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DAY 4 · Saturday · October 21

The AGM is our opportunity to participate in the planning of our Association's future. Join us for coffee and a continental breakfast during report presentations. We are pleased to continue our Association's partnership with Tourism BC at this year's conference with the following presentation during our AGM:

New Approaches to Surveying Your Visitor: A Tourism BC Approach

Learn more about how and why your organization can be gathering information on your visitors and how you can use this information strategically. You will hear about Tourism British Columbia's soon to be released "how to" guidebook for museums, galleries and heritage sites designed to help you better survey your visitors.

Presenter: Richard Porges, Tourism British Columbia





CONCURRENT SESSIONS/TOURS G I 1:00 am-different end times...

School's Out! After School Childcare

in a Museum Setting

Extend your services to respond to a community need and include something parents look for every day — quality childcare! This program enables children and museums to grow together more intimately. Museums can provide a unique learning environment that encourages and inspires young minds. Come have a look at the community and the mandate-driven Fort George Explorers After School Care Program at The Exploration Place. Explore a new niche for your facility. The Exploration Place vans will pick up registrants at the hotel and return them after the session. **Presenter:** Lisa Haglund, The Exploration Place





G-2 I I:00 am-1:00 pm 'Trains through Time'

Railway & Forestry Museum Tour

Join us for a guided tour of the Railway & Forestry Museum, home to one of the largest vintage rail collections in BC! The Museum's varied collection dates from 1899 and includes numerous buildings, locomotives, rail cars and other artifacts from the steam and diesel railway eras, as well as a variety of artifacts from the forest industry.

You will be invited to "climb aboard" the equipment and hear entertaining stories about the history of the railway in Prince George. We will cap off the tour with a "mini-train" ride around the perimeter of the Museum site, which will allow you to view the Museum's entire collection. You will also be provided with an "authentic" railroader's snack! Cost: \$35.00

Ride the Fraser River Back in Time

Hop on a jet boat and take a brisk ride up the Fraser River to the Huble Homestead and Giscome Portage heritage site. You will see heritage buildings such as the Huble House (the oldest building standing on its original location in the Regional District of Fraser-Fort George), Salmon Valley Post Office and Animal Shelter, as well as replicas of the original General Store, Trapper's Cabin, Barns and more. Enjoy a hot "pioneer lunch" and hear about the fascinating history of Huble Homestead and Giscome Portage from one of our knowledge interpreters. Participants should dress in "northern" apparel for the season's weather. Lifejackets will be provided. Cost: \$45.00



G-4 11:00 am-1:00 pm

Regional Artists' Studio Tour

Starting at Two Rivers Gallery, come on a fabulous tour — both real and virtual — of artists' studios in and around Prince George. Meet regional artists, talk to them about their work and learn what they plan in the future. Where possible, we will travel directly to the artist's studio. Where prohibited by time and distance, artists will be invited to present their work at Two Rivers Gallery. Cost: \$35.00 (includes lunch)

Optional Evening Event

Theatre Northwest is hosting a Wine Tasting Festival on Saturday October 21st at approximately 6:30 pm at The Exploration Place. Come enjoy wines from British Columbia's Okanogan Valley Vineyards. Enjoy a selection of fine cuisine from Prince George's local restaurants. There will oodles of Door Prizes throughout the night, as well as a Silent Auction. A knowledgeable Sommelier will be available for classes for fifteen dollars. Release date for Tickets is still to be confirmed however the price for general admission is \$35.00. If you are interested in attending this fabulous annual event, please contact Theatre Northwest directly for tickets, 250 563 6969.



WELCOME TO THE 2006 BRITISH COLUMBIA MUSEUMS ASSOCIATION CONFERENCE

As Mayor of Prince George, the Northern Capital of BC, it is an honour and a privilege to invite you to the 2006 B.C. Museums Association's 50th annual provincial conference October 18 – 21, 2006.

We are very proud to have been selected as the host city for this important annual event. Our City offers an extensive range of quality services, cultural and sports events. Recreation opportunities are second to none and range from golfing, skiing, fishing and hunting to our very scenic Nature Trail Systems. We also enjoy two excellent post-secondary institutions including the University of Northern British Columbia and the College of New Caledonia.

Prince George is a bustling city of approximately 80,000 situated at the crossroads of Highway 97 and Highway 16, and at the confluence of the Fraser and Nechako Rivers. As a major City of the Pacific Rim, Prince George is firmly tied to the global market through our significant forest industry. Please visit our website at www.city.pg.bc.ca

During your visit to our city, you will be treated to our famous Northern hospitality as together we discuss the challenges and opportunities currently facing the museum community.

Sincerely, CITY OF PRINCE GEORGE

Colin Kinsley, Mayor

British Columbia Museums Association's 50th Annual Conference 2006 "Fit at Fifty – Grow Stronger, Live Longer"

October 18 – 21, 2006 in Prince George, BC DELEGATE REGISTRATION FORM

MAIL TO: BC Museums Association, #204-26 Bastion Square, Victoria, BC, V8W 1H9 or FAX: 250-387-1251

Please complete a separate form for each registrant. Online registration form is available @ www.museumsassn.bc.ca

Name:		
Preferred Badge Name:		Title:
Institution Name or Affiliati		
I agree to allow my Name, T	Fitle & Institutional Aff	filiation <u>ONLY</u> to be displayed on BCMA website's 2006 "Delegates List"
Mailing Address:		
		City / Province / Postal Code
Tel:	Fax:	Email:
BCMA Member GO Card #	:	Expiry Date: (<i>mm/yy</i>)/

□ Membership Application enclosed for BCMA Member rates below. (Forms available @ www.museumsassn.bc.ca) * Non-Member rates (below) includes a 12-month BCMA Individual Membership & all associated member privileges & benefits.

□ Vegetarian / □ Other specialty diet, please describe:

Early Bird Rates: (on or before August 28th, 2006)			
BCMA Member Senior/Student Member Non-Member * <u>Less</u> Presenter Discount Sub-Tot	Basic Complete \$265 \$345 \$225 \$285 \$315 \$395 -\$35 -\$35		
REGULAR (eff. August 29th, 2006) BCMA Member Senior/Student Member Non-Member * Less Presenter Discount Sub-Tot	Basic Complete \$295 \$375 \$235 \$295 \$345 \$425 -\$35 -\$35		
SINGLE DAYS("Basic Registration"Registration for:ThursdayFBCMA Member\$125Senior/Student Member\$95Non-Member\$135	riday Saturday x # days \$ x # days \$		
PRE-CONFERENCE WORKSHOP	<u>•S</u> :		
 PC1 New Challenges, New Opps. PC2 Setting the Course PC3 Cross-Training for Tourism PC4 Financial Fitness (1/2 day) PC5 Alliance of BC Nat. Hist. Sites 	Member Non-Mem \$100 \$150 * \$100 \$150 * \$100 \$150 * \$100 \$150 * \$65 \$90 \$35 \$35		
LUNCHEONS & EVENING EVENTS:			
Trade Show Luncheon (Thu) 🗆 \$15 BC Reports Reception (Thu) 🗔 \$15 Minister's Luncheon (Fri) 🔲 \$20	X #		
G3 Ride the Fraser River \Box \$45	x #tix \$ x #tix \$ x #tix \$		

So we may assign suitable venue space, please CIRCLE the SESSIONS you plan to attend: A1 A2 A3 A4 / B1 B2 B3 B4 / C1 C2 C3 C4 C5 D1 D2 D3 D4 D5 / E1 E2 E3 E4 / F1 F2 F3 / G1 Opening Ceremonies / Plenary / Banquet / AGM

□ I would like to make a BC Reports Presentation (Thu) □ I plan to attend a Networking Dinner (Thu) (*own cost*)

Basic Registration: Includes Opening Ceremonies, all general and concurrent sessions, Trade Show admission, refreshment breaks, and AGM, but does NOT include breakfasts, "Luncheons & Evening Events" (listed at left), Pre-Conference Workshops, Networking Dinners or Tours. Tour tickets, single event tickets and extra tickets for spouses and guests, may be purchased by checking the Event box and adding cost(s) to the **Total Registration Fee**.

Complete Registration: "Basic Registration" benefits **PLUS** a single ticket to each event in "Luncheons & Evening Events" (listed at left), and breakfasts (*NEW!*); but does NOT include Pre-Conference Workshops, Networking Dinners or Tours. Tour tickets and extra tickets for spouses and guests, may be purchased by checking the Event box and adding cost(s) to the **Total Registration Fee**.

PAYMENT METHOD:

Cheque (payable to "BC Museums Association")
 VISA / D MasterCard Card Payment Authorization:

Name of Cardholder	
Credit Card Number	\$
Expiry Date (MM/YY)	Authorized Amount
Signature	Date

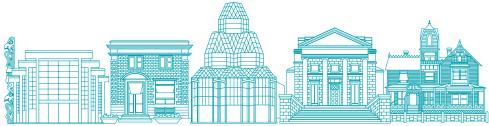
□ Receipt required in advance of Conference 2006, please. Cancellations: On or before September 22, 2006. Please see Conference 2006 Program for policy information.

Total Registration Fee: \$

Auction Donation Form

Thank You for Supporting the BCMA's Travel Assistance Bursary Program Please donate items to the Silent Auction and/or Live Auction.
Proceeds from the Silent Auction and the Live Auction will go to the BCMA Travel Assistance Bursary Program available to small museum and art gallery delegates who might not otherwise be able to attend.
Donor's Name
Institution/Affiliation
ltem(s)
Additional Description
Estimated Value \$ Suggested Opening Bid \$
I will bring my item to the conference (must be delivered by Wednesday, October 18 before 5 PM for the Silent Auction and by Friday, October 20, before 1 PM, for the Live Auction.
I will send my item to the conference to arrive prior to Thursday, October 19, 2006 PO Box 1779 Prince George BCV2L 4V7
I will provide a photo of the item and ship to the high bidder after the conference at my own expense.
I cannot donate an auction item this year, but I would like to contribute \$ to the fund.
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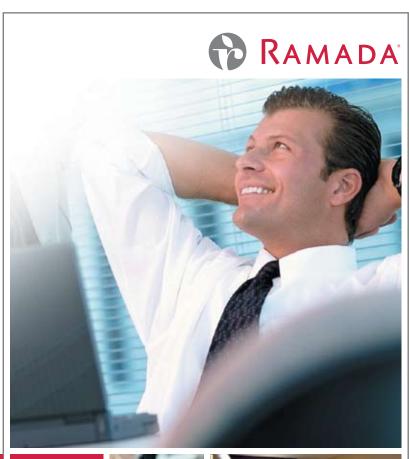


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