

MUSEUMS

British Columbia Museums Association

Summer 2008

no. 241

roundup



BRITISH COLUMBIA MUSEUMS ASSOCIATION

Storytelling in BC

PEOPLE, PLACES & PERSPECTIVES

CONFERENCE 2008 PROGRAM

November 19–22, 2008

Fairmont Empress Hotel

VICTORIA, BC



OFFICE OF THE LIEUTENANT GOVERNOR

British Columbia Museums Association Conference 2008: *Storytelling in BC—People, Places & Perspectives*

It is an honour to welcome delegates from across British Columbia to our beautiful capital city for the 2008 British Columbia Museums Association conference. I'm delighted that the theme of this year's conference will be *Storytelling in BC*. I believe that storytelling reflects our rich cultural heritage of the generations before us, and helps us to better understand how our past has influenced our present.

For thousands of years, Aboriginal people in Canada relied on the use of storytelling to pass down oral traditions and teach their children. The cultural identity of a community could be found in its oral teachings. Though times have changed, and the classroom moved from the rivers and mountains in our backyards to the desks and chairs in our schools, storytelling remains a highly respected and valued art form that not only entertains, but continues to teach our youth and bridge the gap between generations.

Just as oral traditions are a vital part of our cultural identity, so, too, are our museums and galleries. The collections tell their own stories of our collective past and provide an opportunity for people of all ages to see how the past is relevant to us in the present.

As the representative of Her Majesty The Queen and on behalf of all British Columbians, I would like to thank the British Columbia Museum Association for your tremendous contributions and efforts in helping preserve our province's identity and culture.

Best wishes for a successful and most memorable event!

Sincerely,

The Honourable Steven L. Point, OBC
Lieutenant Governor of British Columbia



Message from Bill Bennett
Minister of Tourism, Culture and the Arts



As the Minister of Tourism, Culture and the Arts, I am pleased to welcome you to the BC Museum Association's 52nd Annual Provincial Conference 2008, being held in B.C.'s beautiful capital city, Victoria.

This year marks B.C.'s celebration of 150 years since our founding as a Crown Colony in 1858. It is a time to showcase our great heritage, rich cultural diversity and many achievements. I am delighted that this year's conference theme is "Storytelling in B.C. – People, Places & Perspectives," for it is the people, the language and the cultural traditions that help make B.C. the best place on Earth to live, work and play.

I wish you all a very productive and informative time. With an expected attendance of approximately 300 delegates, presenters and exhibitors, this conference is the ideal setting for exchanging creative and innovative ideas on the challenges and opportunities facing B.C.'s arts, culture and heritage sectors.

Thank you to everyone involved in coordinating this year's conference. Events like this would not be possible without the collective efforts and talents of organizers, sponsors and countless volunteers. Congratulations on being recognized by the Canadian Museums Association as "the best provincial museums association conference in Canada."

Sincerely,

Bill Bennett
Minister of Tourism, Culture and the Arts



WELCOME TO THE 52ND BCMA CONFERENCE!

Program Committee Welcome

On behalf of the Program Committee, welcome to the BC Museum Association's Conference 2008! Thank you for submitting your workshop and session proposals and indeed for participating in this year's wonderful and engaging learning journey with your peers, colleagues and friends. The range of sessions at this year's conference speaks to the diversity and richness of interests in our sector and the depth of knowledge that exists within our communities of practice. On behalf of the Program Committee, we wish to thank each and every instructor and presenter for sharing their knowledge and experience, and for making Conference 2008 an event to remember.

We hope you enjoy the journey!

Best wishes and happy conferencing.

Lisa Mort-Putland, Chair

CONFERENCE PROGRAM COMMITTEE MEMBERS

Lisa Mort-Putland—Development Manager, Big Brothers and Big Sisters of Victoria, Museum and heritage specialist, Victoria, BC

Kim Gough—Program and Production Services, Royal BC Museum, Victoria, BC

Grant Hughes—Director, Curatorial Services Branch, Royal BC Museum, Victoria, BC

Dianne Mitchell—Curator of Education and Collections, BC Museum of Mining, Britannia Beach, BC

Rebecca Forrest—Richmond Museum, Richmond, BC

Louise Avery—Curator, Kitimat Centennial Museum, Kitimat, BC

Caroline Posynick—Heritage Officer, Government House, Victoria, BC

Brenda Weatherston—BCMA Council, Acting Program Director, Cultural Management Programs, Division of Continuing Studies, University of Victoria, Victoria, BC

Jim Harding—Executive Director, BC Museums Association, Victoria, BC

And many thanks to Ron Ulrich, (formerly of Director/Curator, Jewish Museum and Archives of BC, Vancouver, BC).

The BCMA wishes to thank the Royal BC Museum for its generosity in sharing the imagery from its exhibit "Free Spirit: Stories of You, Me and BC."



President's Welcome

Telling a story is a complicated job—you need just the right amount of humour and empathy, the ability to “stick to the facts”

where vital, and the willingness take a few “liberties” for flavour when needed.

Learning how to keep your audience fully engaged while imparting your tale can take a lifetime to master. Some of the best storytellers are found in the unlikeliest of places, and until very recently, they weren't even on the radar screen in most museums. We house the stories of many lifetimes in our collections, but without the warm-blooded, singsong lilt of the storyteller to animate them, they can languish on shelves, forgotten.

This year's conference is, in my view, the best theme we've had in a decade. The key to unlocking the oral tradition, the connection to our elders and the wisdom to guide our many tomorrows lies in good storytelling.

Museums are central to the human experience. British Columbia's museums are important pivots around which our communities circle; past leading to present, futures reflecting histories. It has been a privilege to serve as the BCMA president. We have come a long way, both as an organization and as an industry, in the last few years.

I am anxious to see who amongst us will emerge as our new storytellers and to hear what they will have to say. Thank you for the opportunity to play a role in our story. Thank you as well for your support and hard work. We make a great team!

Tracy Calogheros, BCMA President



CONFERENCE INFORMATION

Registration Desk

Palm Court, Fairmont Empress

Delegates must check in at the Conference Registration Desk prior to your pre-conference workshop or your first conference session to pick up your delegate bag, identification and to confirm your attendance for all catered events.

The Conference Registration Desk will be conveniently located at the entrance to the Palm Court in the host Fairmont Empress. It is approximately a 5–10 minute walk to any of the surrounding Conference 2008 venues (Royal BC Museum, St. Ann's Academy National Historic Site, Maritime

Museum of BC and The Union Club). Delegates will be supplied wayfinding maps, directions from volunteers and venue signage to assist.

Registration Desk Hours:

Wednesday, November 19: 8:30 am to 7:30 pm (through Opening Reception)

Thursday, November 20: 8:30 am to 5:30 pm (through Trade Show closing)

Friday, November 21: 8:30 am to 5:00 pm (through final sessions)

Saturday, November 22: 8:00 to 11:00 am (Voter registration, AGM and for final pick-up of items purchased in the Silent Auction.

BCMA's Annual General Meeting and Breakfast

Saturday, November 22, 2008

8:30–10:30 am at the Fairmont Empress

The AGM is an opportunity for members to participate and provide input on the Association's initiatives, progress and future plans. All AGM reports and documents will be posted in advance to the website and made available for pickup at the Conference Registration Desk.

Breakfast will be provided as part of your Complete Registration package. However, due to your possible return travel plans, and for catering and cost considerations, delegates will be asked to confirm their AGM attendance plans upon checking in for Conference 2008.

BCMA members who are not attending the conference but wish to attend the AGM are certainly welcome. It is not a requirement to purchase an AGM Breakfast ticket to participate, however for catering purposes, those wishing to eat must purchase their ticket(s) in advance by using the Delegate Registration Form, or from the Registration Desk by the close of the Opening Reception, 7:30 pm on Wednesday, November 19.

Cancellation Policy

Conference registration and event ticket refunds will be given if written notice of cancellation is received on or before November 5, 2008. A 20% cancellation fee will be deducted for administrative and event catering adjustments.

As of November 5, 2008, the BCMA is obligated to guarantee attendance at catered events with payments to caterers, vendors and service providers, and therefore no refunds can or will be given for any reason. The BCMA will not be responsible for notifications sent by any means that are not received at the BCMA office on or before the November 5, 2008 cancellation deadline.

BC150 PUBLIC EXHIBITS AT THE ROYAL BC MUSEUM

While in Victoria for Conference 2008, take some time to stroll through the following exhibits and meet those from the many smaller institutions who have undertaken these projects about their communities and brought them to a new provincial audience.

**Monday to Thursday, November 17 to 20
9:30 am to 5:00 pm**

**Clifford Carl Hall, Royal BC Museum
675 Belleville Street, Victoria, BC
(across from the Fairmont Empress)**

The BC Museums Association has played a major part in the Province's BC150 Years celebrations, delivering two project-funding programs for BC's museums, art galleries, historic sites and heritage institutions to enable BC communities to tell their stories. Together, the BC150: Local Museums Program and the BC150: Celebrating Influential BC Women, Seniors & Elders program have funded 75 public exhibits and special projects, many of them touring their local and immediate regions of the province.

Now, with additional BC150 and federal support, in conjunction with the BCMA's Conference 2008 and the Royal BC Museum's "Free Spirit: Stories of You, Me and BC" project for BC150, the BCMA has invited approximately 25 travelling project exhibits to Victoria for a free public exhibit in the RBCM's main Clifford Carl Hall (behind the giant relief map of BC), during Conference 2008 week. These exhibits will be free to the public and on display from Monday, November 17 through Thursday, November 20.



ROYAL BC MUSEUM

Where the past lives.

CONFERENCE 2008 GUEST SPEAKERS

The BC Museums Association is very pleased to present the following guest speakers for our 2008 conference:

Arthur Black

KEYNOTE ADDRESS: Thursday, November 20, 9:30–10:00 am

The Art and Humour in Storytelling



Just when you thought it was safe to conclude that Canada is the gloomiest piece of real estate this side of Hamlet's root cellar, Arthur Black shows up. Is he funny? Well,

yes. Three of his books have been awarded the Stephen Leacock Medal for Humour. He's also won an ACTRA award for best opinion/commentary AND a second-hand Schwinn balloon tire bike for eating seven submarine sandwiches (all dressed) in 15 minutes.

In addition to authoring 11 books of humour, Arthur has hosted "Basic Black," a national weekly radio show that glued 650,000 Canadians to their radios every Saturday morning for 19 years. For five years he also hosted and narrated two syndicated TV shows—"Weird Wheels" and "Weird Homes." Currently, he pens a syndicated newspaper column that appears in more than 50 papers from Vancouver Island to Newfoundland. He also has a monthly humour column in *CARP* magazine and is a featured commentator on the CBC radio program "All Points West." In all other life pursuits, Black is an abject failure. He can't sing. He can't dance. He can't figure out his income tax form. He has to ask small children on the street to stop the alarm beeping on his digital wristwatch.

He can, however, deliver side-splitting, heart-warming performances designed to massage the funny bones of everybody in the audience—including that stony-faced Grinch from Collections.

And he's done it just about everywhere.

Arthur has been an after-dinner speaker in every province in Canada and as far afield as Marco Island, Florida and Lahr, Germany. Ladies and gentlemen, please welcome Arthur Black.

Berkeley W. Young, President, Young Strategies, Inc.

PLENARY SPEAKER: Thursday, November 20, 10:30 am–12:00 pm



20 years of travel/tourism research, marketing, management and retail experience

Berkeley Young's travel industry experience includes serving as the

Executive Director of a rural tourism development authority (CVB) and chamber of commerce in which he oversaw the creation and success of a research-based tourism marketing program. Then, Young was hired as Director of Sales and promoted to General Manager of a large destination golf resort.

Young joined Randall Travel Marketing, Inc. in 1998 as Director of Client Services and served as Vice President from 2000 to 2004. At RTM Young focused on destination research and strategic planning with a wide range of communities.

In 2004 Young formed his own Charlotte, NC-based company focusing on research and strategic planning for all aspects of the travel industry. Young's firm continues to partner with Randall Travel Marketing (www.rtmnet.com) and specializes in working with city and county governments in the development of local tourism infrastructure, branding and marketing. In the last nine years Young has worked with destinations in 26 states and is a popular speaker at regional and national conferences and conventions.

The objective of his process is to conduct comprehensive visitor research and develop a strategic marketing plan to effectively position and market a specific community or

region as a travel and tourism destination of choice.

Recent speaking engagements have included the British Columbia Ministry of Tourism, California Travel Industry Association, Cultural and Heritage Tourism Alliance and International Association of Convention and Visitor Bureaus.

The Honourable Bill Bennett, Minister of Tourism, Culture and the Arts

GUEST SPEAKER LUNCHEON: Thursday, Nov. 20, 12:00–1:30 pm
Crystal Ballroom, Fairmont Empress



The British Columbia Museums Association is extremely pleased to welcome The Honourable Bill Bennett to Conference 2008 as a featured special guest speaker.

Mr. Bennett was appointed Minister of Tourism, Culture and the Arts on June 23, 2008. In 2007, he became Chair of the Select Standing Committee on Finance and Government Services, a member of the Select Standing Committee on Children and Youth, and Chair of the BC Outdoor Caucus. He previously served as Minister for Agriculture and Lands and as Minister of State for Mining. Bill Bennett was elected to represent the riding of East Kootenay in the 2001 provincial election.

For a more complete biography, please visit the Legislative Assembly web page at: www.leg.bc.ca/mla/38thparl/bennett.htm

As the Ministry continues to work with the sector to develop a new heritage strategy for BC, a cultural tourism strategy and strategic development of the sector, Minister Bennett has been invited to share the Province's goals and his vision for this ministry.

Tickets: Included in Complete Registration package. Please use the downloadable or online Delegate Registration Form to obtain additional Luncheon tickets at \$35.00 each.

CONFERENCE SCHEDULE AT A GLANCE

DAY 1: WEDNESDAY, NOVEMBER 19

Registration Desk 8:30 am–7:30 pm

Pre-Conference Workshop—

Full Day 9:00–4:30 pm

PC-1 The Five Marketing Essentials
to Successfully Promoting Your
Museum's Authentic Brand

Pre-Conference Workshops—

Half Day 12:30–4:30 pm

PC-2 Building Bridges—Working with the
Tourism Industry

PC-3 Interpretive Planning and Exhibit
Design

PC-4 History through the Art of
Storytelling

Opening Reception, Trade Show and Endowment Fund Silent Auction

5:30–7:30 pm

DAY 2: THURSDAY, NOVEMBER 20

Registration Desk 8:30 am–5:30 pm

Trade Show 9:00 am–5:30 pm

OPENING CEREMONIES 9:00–9:30 am

KEYNOTE ADDRESS 9:30–10:00 am

Arthur Black: “The Art and Humour in
Storytelling”

Refreshment Break with Trade Show

Exhibitors 10:00–10:30 am

PLENARY A 10:30 am–12:00 pm

Berkeley Young: Changing Trends:
Challenges and Opportunities for Cultural
and Heritage Travel in BC

**Special Guest Speaker Luncheon with
The Honourable Bill Bennett, Minister of
Tourism, Culture and the Arts**

12:00–1:30 pm

Concurrent Sessions A 1:30–3:00 pm

A-1 Doors Open Richmond

A-2 Visitor Research to Support Your
“Story”

A-3 Storytelling in the 21st Century and
Beyond: Preserving Archival Records
for the Ages

A-4 Can't Talk about It: Suppressed
Narratives Inherent in Museum Work

A-5 Telling the Community's Stories:
Celebrating BC's 150 with New
Partners and New Approaches

Refreshment Break with Trade Show

Exhibitors 3:00–3:30 pm

Concurrent Sessions B 3:30–5:00 pm

B-1 Telling Your Story through Social
Networking Technologies

B-2 Interpreting BC Stories: Case Study
of the Royal BC Museum's Free Spirit
Exhibition's Actors Program and
Multicultural Participation

B-3 Storytelling in the 21st Century and
Beyond: Preserving Archival Records
for the Ages

B-4 Historica Fairs: Collaboration
between Museums and Schools

B-5 N'ha-a-itk: An Okanagan Perspective

Trade Show Closing 5:00–5:30 pm

Evening Event: BC Reports Reception

5:30–7:30 pm

“Ghostly Walks” Tours 7:30–9:00 pm
... followed by time on your own!

DAY 3: FRIDAY NOVEMBER 21

Registration Desk 8:30 am–5:00 pm

Concurrent Sessions C 9:00–10:30 am

C-1 Secrets from the RBCM for the Small
Museum—Big Results with a Little
Budget (Part I)

C-2 Student Case Study Competition,
Tourism British Columbia (Part I)

C-3 Every Day You Write the Book:
Sharing Ideas on Ways to Manage
Collection Databases

C-4 Storytelling at Barkerville

C-5 Documenting Young Aboriginal
Identity's Urban Context

Refreshment Break 10:30–11:00 am

Concurrent Sessions D 11:00 am–12:30 pm

D-1 Secrets from the RBCM for the Small
Museum—Big Results with a Little
Budget (Part II)

D-2 Student Case Study Competition,
Tourism British Columbia (Part II)

D-3 Welcoming Multicultural Volunteers
and Visitors to Your Museum

D-4 Cultural Marketing Takes Flight—
The Golden Raven Experience

D-5 Storytelling Techniques in
Programming

Lunch on your own 12:30–2:00 pm

PLENARY B 2:00–3:30 pm

**Strategic Developments in the Sector:
Findings from the Stakeholders Work-
shops for a New Heritage Strategy for BC;
Cultural Tourism Strategy Development;
and the Heritage Tourism Alliance**

Concurrent Sessions E 3:30–5:00 pm

E-1 Tell Your “Story” through Tourism

E-2 THE PEOPLE'S HISTORY
PROJECT—Telling Your Own Story

E-3 Logic Models: The Business of
Storytelling

E-4 The Insurance Story—Discussion
of Risks Facing Museums and Art
Galleries and Potential Insurance
Solutions

E-5 (Special sessions to be added)

**BC Arts Council Grants Programs—
Coordinator and Client Consultations
and Canadian Heritage Programs—
Program Client Consultations**

(both by pre-arranged appointment between
9:00 am and 5:00 pm)

**MUSEUMS IN MOTION AWARDS
& GOLDEN SERVICE AWARDS**

BANQUET & AUCTION 6:00–9:30 pm

DAY 4: SATURDAY NOVEMBER 22

Registration Desk 8:00–11:00 am

AGM BREAKFAST 8:30–10:30 am

Conference 2008 closing/Tours you can do

Please note: Room assignments will be
provided in the delegates' program, available
upon check-in at the registration desk.

Day 1: Pre-Conference Day

Registration Desk 8:30 am–7:30 pm

Pre-Conference Workshops

Full Day Workshop 9:00–4:30 pm

PC-1 The Five Marketing Essentials to Successfully Promoting Your Museum's Authentic Brand

Presenter: Jan DeTracey, LIFFT Strategies Inc.

The 5-Step Strategic Marketing Strategy known as the LIFFT™ Process provides you with a simple framework in which your non-profit organization will get a bigger bang for their marketing buck. *The Five Marketing Essentials to Successfully Promoting Your Museum's Authentic Brand* is a full-day seminar, where participants learn:

- Five fool-proof strategies to increase your income immediately
- How to expand your presence without exhausting your museum's bank account
- Tactics to wring every drop out of what you've already got
- Strategies to think and work smarter, not harder
- Ways to attract more donors and more visitors

Half-Day Workshops 12:30–4:30 pm

PC-2 Building Bridges—Working with the Tourism Industry

Presenter: Ursula Pfahler, PODA Communications

This pre-conference workshop focuses on opportunities and challenges for museums when working with the tourism industry. Participants will gain an understanding of the needs, expectations and planning cycles of the tourism industry and will explore partnership and marketing opportunities for their organization.

The workshop will enable participants to make informed decisions about the purpose and extent of their organization's involvement with the industry.

PC-3 Interpretive Planning and Exhibit Design

Presenter: Bianca Message, André & Associates Interpretation & Design Ltd

Presenters André & Associates Interpretation & Design Ltd. provide a fun hands-on workshop in which you interpret and design an exhibit for your own museum/cultural centre. Learn about the design process from concept to completion. See how community partnerships and involvement enrich the integrated design process.

PC-4 History through the Art of Storytelling

Presenter: Robert Max Tell Stelmach, Max Tell Productions

This interactive workshop helps historians to choose the appropriate facts to create a story, to think creatively, and to turn their notes into a story. Participants will prepare their story for telling and receive coaching to help them tell their stories well.

OPENING RECEPTION, SILENT AUCTION and TRADE SHOW

5:30–7:30 pm (see next column for details)

If you wish to donate a Silent Auction item, please visit the BCMA website at www.museumsassn.bc.ca/Content/Conference/Auction.asp or use the form on page 18. Thank you!

Following the reception, your time is your own to explore Victoria's Inner Harbour, or stroll up Government Street to sample any one or more of Victoria's public houses, diverse specialty restaurants and entertainment hot spots.



OPENING RECEPTION, ENDOWMENT FUND SILENT AUCTION AND TRADE SHOW

5:30–7:30 pm, in the Tearoom, Palm Court and Crystal Ballroom, Fairmont Empress

Whether after your pre-conference workshop, or if you have just checked in for Conference 2008, or even after your workday—JOIN US for a fabulous launch to this year's conference in the world-famous Fairmont Empress and equally renowned Tearoom, Palm Court and Crystal Ballroom. Reunite with your colleagues and meet new ones from around BC; sample the world-class appetizer menu and a complimentary glass of BC wine, surrounded by the melodic background of the Tearoom's baby grand piano; stroll through the Trade Show and meet the exhibitors; and this year, place your bids on specially donated gift ideas, including trips, first-class resort and spa packages, genuine Okanagan ice wine, original works of art and other surprises, part of a special Opening Reception Silent Auction—all in support of the BC Museums Association's Endowment Fund. The Vancouver Foundation through the BC Arts Renaissance Fund will match all auction purchases and donations to the BCMA's Endowment Fund.

Tickets: Included in your Complete Registration package. Please use the Delegates Registration Form to purchase additional tickets in advance at \$25.00 per person (advance required for catering purposes).

Day 2: Keynote and Sessions

Registration Desk	8:30 am–5:30 pm
Trade Show	9:00 am–5:30 pm
Opening Ceremonies	9:00–9:30 am

KEYNOTE ADDRESS:

Arthur Black: "The Art and Humour in Storytelling"

9:30–10:00 am

Refreshment Break and Trade Show Exhibits

10:00–10:30 am

PLENARY A:

Berkeley Young: "Changing Trends: Challenges and Opportunities for Cultural and Heritage Travel in BC"

10:30 am–12:00 pm

SPECIAL GUEST SPEAKER LUNCHEON with The Honourable Bill Bennett, Minister of Tourism, Culture and the Arts

12:00–1:30 pm, Crystal Ballroom, Fairmont Empress (see page 5 for more information)



*Young visitors at the Surrey Museum;
Surrey Museum photo*

Concurrent Sessions A

1:30–3:00 pm

A-1 Doors Open Richmond

Presenter: Peter Harris, Richmond Museum and Heritage Services

On April 26 and 27, 2008 Richmond launched its first Doors Open Richmond 2008 to celebrate the diversity of art, culture and heritage in our city. A collaborative community partnership that brought together diverse groups from various sectors of the community under a signature city-wide event, Open Doors was groundbreaking in Richmond's history. This session will outline the event, marketing surrounding the two-day event, and outcomes. Session participants can get ideas for their own Doors Open and learn how to work with partner organizations to tell the story of their own community.

A-2 Visitor Research to Support Your "Story"

Presenters: Alison Aspinall, Tourism BC and Eugene Thomlinson, Canadian Tourism Commission

Tourism BC and the Canadian Tourism Commission provide operators with "on the ground" resources for research that can be used at the operational level.

A-3 Storytelling in the 21st Century and Beyond: Preserving Archival Records for the Ages: Part I

Presenter: Lara Wilson, Archives Association of British Columbia

Digitizing your archival records can enrich your institution's ability to reach both traditional and non-traditional users, which allows for richer and more diverse storytelling. This workshop will outline the methodology of preserving digital records to ensure future access, including best practices for digitization and streaming audio, video and film. We will also discuss how to select a metadata scheme and how rights management may affect a digitization project.

A-4 Can't Talk about It: Suppressed Narratives Inherent in Museum Work

Presenters: Carol E. Mayer, UBC; Karen Duffek, UBC Museum of Anthropology; and Roberta Kremer, UBC Education Department

During this session participants engage in lively discussion and articulate ideas about how we might address our reluctance or inability to tell certain stories. Participants are invited to bring stories with them that could not, or cannot, be told and asked to think critically about how stories are constructed, censored, edited and made comfortable.

A-5 Telling the Community's Stories: Celebrating BC's 150 with New Partners and New Approaches

Presenters: Jean McIntosh, Alberni Valley Museum; Dr. Jamie Morton; Wendy Morton, poet; and Mark Forsythe, CBC Radio

Unique partnerships and unique ways of telling community's stories are presented through two sesquicentennial projects. At the Alberni Valley Museum an interdisciplinary team prepared an exhibit weaving together historical information, maps and photographs, and original poetry. Programming further explores the connection of museums, literacy and poetry. CBC Radio shows how programming can elicit community stories plus how media and the web can support the work of local history projects

Refreshment Break with Trade Show Exhibitors

3:00–3:30 pm

Concurrent Sessions B

3:30–5:00 pm

B-1 Telling Your Story through Social Networking Technologies

Presenter: Heather Dunn, Canadian Heritage Information Network

Is your museum or cultural organization using social networking technologies to tell your stories? Join Heather Dunn as she explores some of the many tools and systems available to enhance networking, marketing, communications and visitor experience. Facebook, YouTube, Skype anyone?

B-2 Interpreting BC Stories: Case Study of the Royal BC Museum's Free Spirit Exhibition's Actors Program and Multicultural Participation

Presenters: Janet MacDonald, Royal BC Museum; Dr. Lorne Hammond, Royal BC Museum; Jim Leard, Story Theatre Co.; and Kim Gough, Royal BC Museum

How can museums tell the story of individual or collective histories in provocative, entertaining and authentic ways? Community involvement is paramount in telling the story of BC's multicultural memories/experiences, and performance-based programming within exhibitions can add a thoroughly entertaining dimension to the visitor experience. Evaluating audience responses is key to success, and initial survey and observational results will be discussed with their implications to the program's intent. Anyone interested in visitor-centeredness within the walls of the museum and in community collaborations outside museum walls will be engaged in this discussion. The objective of the session: understanding our visitors better and making them part of a program's developmental process.

B-3 Storytelling in the 21st Century and Beyond: Preserving Archival Records for the Ages: Part II

Presenter: Lara Wilson, Archives Association of British Columbia

Digitizing your archival records can enrich your institution's ability to reach both traditional and non-traditional users, which allows for richer and more diverse storytelling. This workshop will outline the methodology of preserving digital records to ensure future access, including best practices for digitization and streaming audio, video and film. We will also discuss how to select a metadata scheme and how rights management may affect a digitization project.

B-4 Historica Fairs: Collaboration between Museums and Schools

Presenters: Gail Sumanik, a former high school principal; Patti Kilback, Kelowna Museum; and Alexandra Weaver, Richmond Museum

Participation in a Historica Fair provides students with an opportunity to explore an aspect of Canadian, community or family heritage that is personally relevant and then share their stories at a public celebration. Museums provide background workshops and resources, and teachers assist students with their research and preparation of the project. It is a win/win for all: teachers and students satisfy BC curriculum requirements in Social Studies and English, and museums have an audience of students and parents visiting the site.

B-5 N'ha-a-itk: An Okanagan Perspective

Presenter: Gayle Liman, Westbank First Nation

The voice of Aboriginal women is significant to the historic record of Aboriginal culture. Often overlooked, Aboriginal women were powerful storytellers. N'ha-a-itk: An Okanagan Perspective, relates Ogopogo, the Eurocentric version of the "so-called" Okanagan lake monster to the holistic approach to teaching and storytelling taken by the Okanagan Westbank First Nation. Drawing on their oral traditions, stories are recreated, bringing them to the present.

Trade Show Closing

5:00–5:30 pm

Evening Event: BC Reports Reception

5:30–7:30 pm; buses depart at 5:15 pm; see next page

"Ghostly Walks" Tours

7:30–9:00 pm ... followed by time on your own! See next page.



Haida House Frontal Pole, First Peoples Gallery, Royal BC Museum

This pole (now in two sections) stood against the front of the last standing house frame in the village of Tanu (ɾ'anuu 'lnagaay). The figures (top to bottom) are three Watchmen, Seal, Eagle, Human with a rainbow above the forehead and Beaver. The rainbow signifies the chief of all the supernatural beings in the woods. (RCBM 14679)

BC REPORTS RECEPTION AND “GHOSTLY” TOURS

hosted by the Maritime Museum of British Columbia, 28 Bastion Square



Take part in one of the BCMA's longest running conference traditions!

A five-minute walk from the Fairmont Empress, up scenic Government Street, past its quaint shops to Bastion Square will take you to the Maritime Museum of British Columbia—look for the red Trial Island Light. Your ticket gives you the chance to explore the entire museum, enjoy an array of delicious appetizers and to hear about the latest projects and accomplishments of your colleagues from around BC. MMBC staff will also guide you through “Ghosts at the

Maritime Museum,” an enlightening journey that traces the development of Victoria, Bastion Square and the old courthouse. Hear the stories that have led many to believe *the building is haunted!*

Please check the “BC Reports Presentation” box on the Delegate Registration Form to book your five-minute timeslot. The schedule is tight and number of BC Reports limited, so reserve your spot right away! BCMA will contact you to schedule and help you plan your presentation.

Tickets: Included in your Complete Registration package.

Please use the downloadable or online Delegate Registration Form to purchase additional tickets at \$35.00 per person.

Maritime Museum of British Columbia website: mmbc.bc.ca.

After the reception, join us for “Ghostly Walks” with John Adams, followed by time on your own! Visit the many Inner Harbour and downtown Victoria public houses and restaurants.

Images courtesy of the Maritime Museum of British Columbia.



Discover the Past's “Ghostly Walks” Tour with John Adams



Begins at 7:30pm in Bastion Square

Why is Victoria the most haunted place in British Columbia and the Pacific Northwest? Over 5,000 years of native history and a lively parade of events and characters since Fort Victoria was founded in 1843 are good reasons to start with. Bastion Square, Old Town, Chinatown, St. Ann's Academy and the historic waterfront have more hauntings than any other parts of the city. Join John Adams, one of Victoria's foremost historians and storytellers, who has been leading ghost tours through the alleys and haunted places of Victoria since 1970. John and his team of professional guides will guide you on Victoria's famous ghost tours that explore the narrow alleys, historic courtyards and other spooky places where the echoes of hangings, murders and colourful events can still be heard and where ghosts can make their presence known at any time of the day or night!

Special Conference 2008 Ticket

Price: \$10.00 per person.

Tickets are limited and offered on a “first come” basis due to maximum tour size and therefore are additional to registration fees.

For more information, please visit:
www.discoverthepast.com/gwalks.htm

Day 3: Sessions continued

Registration Desk 8:30 am–5:00 pm

Concurrent Sessions C

9:00–10:30 am

C-1 Secrets from the RBCM for the Small Museum—Big Results with a Little Budget: Part I

Presenters: Megan Anderson, Colin Longpre and Kate Kerr, three members of the Exhibits Team at the Royal BC Museum

Do you want to bring a vibrant and professional element to your exhibits but don't have the budget and staff? Each presenter will discuss a technique that is used at the Royal BC Museum to achieve professional looking results in exhibit creation and how these techniques can be adapted to the budget, skill level and facilities of a smaller museum. Produce fabulous, professional looking labels without breaking the bank! Make molds and sculptures using materials readily available at the hardware and hobby store. This is a two-part presentation with the first half being a showcase of work that has been done by these three technicians for the museum environment and a discussion of techniques and materials used. Participants are encouraged to bring problems they are facing with exhibits from their museums and possible solutions can be discussed.

C-2 Student Case Study Competition, Tourism British Columbia: Part I

BC Tourism/Hospitality students present to industry leaders the skills that program graduates can bring to a business and the heritage sector. Also, it will be an opportunity for the sector to see and listen to the future leaders of tomorrow. This is a two-part presentation.



Storytelling at Barkerville Historic Site; Robin Sharpe photo

C-3 Every Day You Write the Book: Sharing Ideas on Ways to Manage Collection Databases

Presenters: Caroline Posynick, Government House and Shelley Reid, Royal BC Museum

Every day we use our databases to help us record, and then later retell, the stories that our collected objects hold. Instead of looking at database management as a chore, we should look at it as a way to use technology in innovative ways. We all know how valuable recording this information is to what museums do, but the questions remain: How do we capture these object details, keep the information manageable, and yet get full use out of our database tool? All institutions face the challenges of how to choose software, manage data and keep up with the constant need to enter new information that ensures the database is up to date, available and useful to staff and public looking for information about our collections. Shelley Reid, Central Registrar of the Royal BC Museum, will look at these chal-

lenges in a large institution; Caroline Posynick, Heritage Officer of Government House, will review the questions from a small-staff perspective.

C-4 Storytelling at Barkerville

Presenters: Judy Campbell, Robin Sharpe, Bill Quackenbush, and Anne Laing, Barkerville Historic Site

This session looks at the use of resources for telling stories; the use of artifacts in telling stories; first person and third person interpretation; telling the story of ethnic diversity and its meaning in the British Columbia context; keeping an audience and challenging them to think; expanding the audience and keeping them coming back for more.

C-5 Documenting Young Aboriginal Identity's Urban Context

Presenters: Dawn Lindsay-Burns, Aboriginal Youth Centre Coordinator; and Cassandra Malley, Simone Carriere, Megan Wells and Brad Anderson-Kling

Aboriginal youth from Richmond, BC (the Canadian municipality with the largest immigrant population in Canada), visually and narratively document their perspectives on Aboriginal identity. With National Aboriginal Day and the newly opened Pathways Aboriginal Centre as backdrops, the youth tell their story as a group of young Aboriginal youth reflecting on their successes, difficulties, challenges and achievements in embracing their Aboriginal identity in an urban environment that hasn't always acknowledged its rich Aboriginal history and current Aboriginal contemporary realities.

Refreshment Break

10:30–11:00 am



Spring 1909, Terrace, BC; photo from the family of Terrace pioneer Ted Johnston (used with permission)

Concurrent Sessions D

11:00 am–12:30 pm

D-1 Secrets from the RBCM for the Small Museum—Big Results with a Little Budget: Part II

Presenters: Megan Anderson, Colin Longpre and Kate Kerr, three members of the Exhibits Team at the Royal BC Museum

The second half of the workshop will involve hands-on work with each of the three presenters, using the techniques they have discussed. Participants will go home with first-hand knowledge that they can apply to their own museum environment.

D-2 Student Case Study Competition, Tourism British Columbia: Part II

BC Tourism/Hospitality students present to industry leaders the skills that program graduates can bring to a business and the heritage sector.

D-3 Welcoming Multicultural Volunteers and Visitors to Your Museum

Presenter: Steven Lorenzo Baileys, Intercultural Association of Victoria

This workshop explores how we as museum employees, volunteers and institutions can create a more welcoming and inclusive museum environment. The workshop session utilizes a series of interactive individual, small and large group activities to examine and explore common definitions of culture, inclusion and cultural competence, increase awareness about individual and collective attitudes, opinions and stereotypes and its impact on our behaviour and communication. Recognize, identify and learn how to begin to break down barriers to cross-cultural interactions with museum visitors, volunteers and staff; explore issues around how museums and their employees/volunteers can be more welcoming to multicultural visitors, community partners, employees and volunteers. What individual, organizational and institutional barriers exist in our museums? How can we begin to identify and reduce those barriers?

D-4 Cultural Marketing Takes Flight—The Golden Raven Experience

Presenters: Stephanie Killam, District of Fraser-Fort George; Reneé McCloskey, Regional District of Fraser-Fort George; Tracy Calogheros, The Exploration Place—Fraser-Fort George Regional Museum

Learn how eight distinct museums, galleries and attractions within the Regional District of Fraser-Fort George joined together under the “Golden Raven” brand to promote a cultural experience that tells the story of the culture and heritage that built northern BC. The project objectives include increased awareness of the cultural identity of the region, increased revenues and visitations for the facilities, understanding of the value of the cultural identity and engaging in promoting that cultural identity.

D-5 Storytelling Techniques in Programming

Presenters: Cathy English, Revelstoke Museum & Archives; Deborah Chapman, R.J. Haney Heritage Village & Museum; Tammy Hardwick, Creston Museum; and Cuyler Page, Royal BC Museum

This session presents ideas used by small community museums to present themes of local history in creative and engaging ways. This will be a participatory session, where all participants will be encouraged to share their ideas and experiences, including both roaring successes and dismal failures. Theatre, poetry, storytelling, puppetry and other interpretative techniques will all be discussed as ways to enliven local history. Participants will come away with new ideas and energy around interpretation and programming.

LUNCH ON YOUR OWN

12:30–2:00 pm

VISIT THE RBCM'S “FREE SPIRIT” EXHIBIT!

PLENARY B:

Strategic Developments in the Sector: Findings from the Stakeholders Workshops for a New Heritage Strategy for BC; Cultural Tourism Strategy Development; and the Heritage Tourism Alliance

Facilitator: TBA

2:00–3:30 pm

Concurrent Sessions E

3:30–5:00 pm

E-1 Tell Your “Story” through Tourism

Presenter: Tourism British Columbia

This session provides the knowledge and understanding of how to work with city, regional and provincial Destination Marketing Organizations (DMO). A variety of tourism programs and marketing opportunities will be discussed. Also, in recognizing the vulnerability of BC’s tourism industry in the face of social, environmental and economic changes, the Council of Tourism Associations of BC (COTA) has been included in this session to provide an overview on the development and implementation of the Foresight Project, which is a long-term sustainable action plan for the future of tourism in our province.

E-2 THE PEOPLE’S HISTORY PROJECT—Telling Your Own Story

Presenter: Tim Willis, Royal BC Museum

In November 2007, the Royal BC Museum launched a special website [Free Spirit—the People’s History Project] to invite British Columbians to tell stories—their own personal history, stories of their family or their community’s history. The site invites contributions in words or sound, photographs and video. This session will explore what worked and what did not. It will provide useful lessons for those interested in personal history and the use of the web as a tool for storytelling.

Tim will describe some to the challenges faced by projects like this—accessibility for older generations, getting the word out so that people will participate, reviewing sub-

missions to the site. He will also share the results—remarkable stories and images that help illuminate the BC’s identity.

E-3 Logic Models: The Business of Storytelling

Presenter: Lisa Mort-Putland

Logic models tell the journey from mission to activities, inputs, outputs, performance measures and outcomes. Learn more about this picture and word graphic model that helps to quickly and easily share your business and operational stories to funders, government, staff and stakeholder groups.

E-4 The Insurance Story—Discussion of Risks Facing Museums and Art Galleries and Potential Insurance Solutions

Presenter: Nahla Hanna, Senior Vice President, Marsh Canada Limited

Attend Marsh’s insurance session to learn more about protecting your assets. Listen to insurers specializing in fine arts insurance. Topics will include: fine art risks and loss examples; physical and sexual abuse risks and loss prevention; brief overview of the Canadian Museums Association Insurance Program.

E-5 (Special sessions to be added)

By pre-arranged appointments from 9:00 am–5:00 pm:

BC Arts Council Grants Programs—Coordinator and Client Consultations

Contact: Linda Eversole

Grants Coordinator (Museums)

Telephone: 250-356-9398

Email: leversole@museumsassn.bc.ca

Contact: Sue Donaldson

Visual and Media Arts Coordinator

Telephone: 250-356-1729

Email: sue.donaldson@gov.bc.ca and

Canadian Heritage Programs—Program Client Consultations

Contact: Lesley Moore

Senior Cultural Analyst, DCH

Telephone: 604-666-1369

Email: Lesley_moore@pch.gc.ca

MUSEUMS IN MOTION AWARDS AND GOLDEN SERVICE AWARDS BANQUET AND AUCTION

6:00–9:30 pm; see page 14.



Looking through the entranceway to the RBCM’s Free Spirit exhibition; “The Party” is can be seen in the background.

THE PARTY



Museums in Motion Awards and Golden Service Awards Banquet and Auction

Friday, November 21, 2008
The Union Club of British Columbia
805 Gordon Street, Victoria, BC

Special Guest:
The Honourable Steven L. Point,
OBC, Lieutenant Governor of British
Columbia

Reception

6:00–6:30 pm

Arrival & Official Greeting of the Lieutenant Governor

6:30–7:00 pm

Please note: “As in all private clubs of note, The Union Club requires members, guests and visitors to adhere to a dress code whenever they are using the Club. The minimum dress code for such private events are “Smart Casual for Gentlemen and Ladies” (no advertising messages or slogans on clothing; no jeans, t-shirts, running shoes or beach-style sandals).

The Union Club has strict NO CELL PHONE policy. Delegates and guests will be asked to turn off their cell phones before entering the Club.

Banquet, Awards Presentation & Auction

7:00–9:30 pm

The BC Museums Association is extremely proud to welcome His Honour, The Honourable Steven L. Point, OBC, Lieutenant Governor of British Columbia as the very special guest of the Association for this year’s presentation of the BCMA’s provincial Museums in Motion Awards, and the second year’s presentation of the BCMA’s Golden Anniversary Service Awards.

Join us for a dress-up and lavishly served dinner at The Union Club of British Columbia, located across Humboldt Street from the Fairmont Empress. Established in 1879, the Club’s first President, by unanimous vote, was Sir Matthew Baillie Begbie, CJ. The current Clubhouse, (the third location), was constructed between 1910 and 1913, when the first Grand Ball was staged

there. For a complete history and all about The Union Club, please visit the website at: www.unionclub.com

The evening will feature a Cocktail Reception from 6:00 to 6:30 pm, followed by the official arrival and greeting of the Lieutenant Governor and the banquet at 7:00 pm. Award announcements and presentations will follow the main course over dessert.

Tickets: Included in your Complete Registration package. Please use the Delegate Registration Form to purchase additional tickets at \$45.00 per person.

The BCMA gratefully acknowledges the partial sponsorship of The Union Club of British Columbia, and the support of BCMA and Union Club member, Martin Segger.



SATURDAY NOVEMBER 22, 2008

Day 4: Annual General Meeting

Registration Desk 8:00–11:00 am

Annual General Meeting Breakfast

8:30–10:30 am, location

The AGM is an opportunity for you to participate in the work-to-date and planning of our association's future. Join us for coffee and a continental breakfast! Please indicate your attendance on the registration form.

Conference 2008 Closing

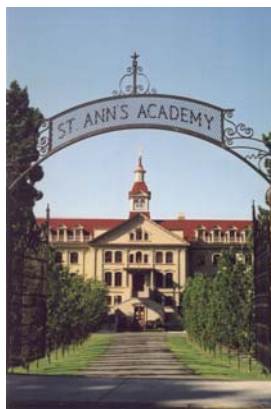
TOURS YOU CAN DO

The BCMA has invited museums, art galleries, historic sites, heritage institutions and places to propose special tours for Conference 2008 delegates and visitors. Simply present your BCMA Member GO Card to guarantee the special Conference 2008 rates!

For tours offered, please visit the BCMA website: www.museumsassn.bc.ca/Content/Conference/Tours.asp



Historic photo of the Empress Hotel, seen from a steamboat arriving at the Inner Harbour; photo courtesy of Fairmont Hotels.



Showtime Event & Display | Tradeshows That Work ✓



**PROVINCIAL
CAPITAL
COMMISSION**



TRAVELLING TO CONFERENCE / BURSARY

AIR CANADA

Conference 2008's Official Airline!

Air Canada (including **Air Canada Jazz**), has been selected as the official Canadian airline for the BCMA's Conference 2008 and is offering special discounts **to the first 100** delegates, presenters, instructors, exhibitors and guest speakers.

Those flying to Victoria, BC for Conference 2008 are urged to support Air Canada as our official sponsor and to take advantage of our Special Convention Discounts!*

How to Book Special Rate Flights

To make reservations and claim special discounts**:

1. Go to the website: **aircanada.com**
2. ENTER the BCMA Conference 2008 Promotional Code: **P38YMBB1** in the Search panel.
3. ENTER your travel dates, number of passengers, where you will be flying from, and "Victoria, British Columbia YYJ" as your destination.***
4. CLICK "Search" to view and select your flight options. CLICK "Continue".
5. Review your itinerary, final quote details, and rules and conditions displayed. CLICK the check box to confirm your acceptance and continue.
6. ENTER your Aeroplan number and password, if applicable, OR CLICK "Continue as Guest".
7. ENTER your passenger name, trip preferences and contact info. CLICK "Continue".
8. ENTER payment (credit card) information and billing address. RE-TYPE your email address as prompted to generate an electronic ticket and itinerary to the address you specified for presentation at the airport.

For information or assistance, please call Air Canada Reservations toll free:

1-888-247-2262. Please be prepared to provide the BCMA Conference 2008 Promotional Code: **P38YMBB1**.

*Discounts are applied to the fare at the time the Air Canada tickets are purchased on aircanada.com. Any tickets for travel to Conference 2008 not purchased on aircanada.com will not qualify for any benefits provided by the Meetings and Conventions Product.

**If booking through a travel agent, your agent must book online and enter the same Conference 2008 Promotional Code provided above to claim the special rate, and must abide by the applicable fare rules contained in Air Canada's tariffs.

***Travel period begins **Sunday, November 16, 2008** and ends **Tuesday, November 25, 2008**.

Additional Travel Options

West Coast Air

Phone: 1-800-347-2222

Website: www.westcoastair.com/

To/from: Vancouver harbour-to-harbour, Richmond, Sechelt, Whistler

Harbour Air

Phone: 1-800-665-0212

Website: www.harbour-air.com/

To/from: Vancouver harbour-to-harbour, Richmond, Langley

BC Ferries (sailing schedule and reservations)

Phone: 1-888-223-3779

Website: www.bcferries.com

Akal Shuttle Service (Airporter)

Phone: 250-386-2525

Website: www.victoriaairportshuttle.com/

Please see the back cover for information on the Empress Hotel, site of the 52nd annual BCMA conference.

BCMA Conference and CMA Bursary Programs

For Conference 2008, the BCMA has negotiated a new "BCMA Conference Bursary Program"* modeled after the Canadian Museums Association's special bursary program for BC delegates to the CMA 2008 Victoria conference in April 2008.

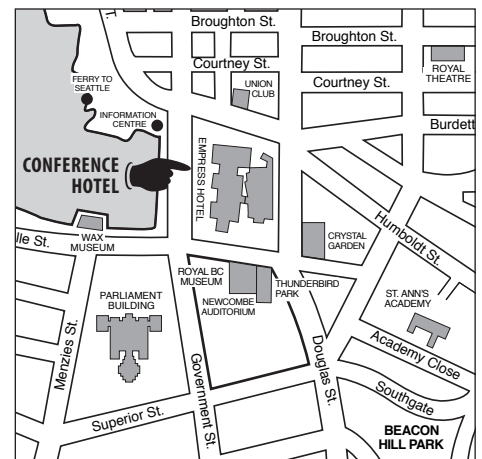
Available to Institutional, Individual and Student members, the BCMA Conference Bursary Program offers three levels of bursaries: Basic Registration; Basic Registration plus travel (by kms) and maximum three nights' accommodation for those from 100–350 kms from Victoria; and for those delegates from more than 350 kms from Victoria.

For complete BCMA Conference Bursary guidelines and downloadable application form, please visit: www.museumsassn.bc.ca/Content/Conference/Travel.asp

For assistance in participating in Conference 2008's pre-conference workshops (Wednesday, November 19), registrants are urged to apply directly to the CMA Bursary Program online *as soon as possible* at: www.museums.ca/en/funds/cma_bursary_program/

For inquiries by phone: 613-567-0099 ext. 228, or by email at: bursary@museums.ca

*BCMA Conference Bursary Program subject to formal funding approval, pending. Please watch for updates and announcements on BCMA-L and MBEN listservs and the BCMA website at www.museumsassn.bc.ca



**British Columbia Museums Association's 52nd Annual Provincial
Conference 2008: Storytelling in BC – People, Places & Perspectives
November 19 – 22, 2008 at The Fairmont Empress, Victoria, BC
DELEGATE REGISTRATION FORM**

MAIL TO: BC Museums Association, #204–26 Bastion Square, Victoria, BC, V8W1H9 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 Affiliation: _____

☐ I agree to allow my Name, Title & Institutional Affiliation ONLY to be displayed on BCMA website's 2008 "Delegates List"

Mailing Address: _____

Tel: _____ Fax: _____ Email: _____ *City / Province / Postal Code*

BCMA Member GO Card #: _____ Expiry Date: (mm/yy) _____ / _____

☐ Membership Application **enclosed** for BCMA Member rates below. (Forms available @ www.museumsassn.bc.ca)

* **Non-Member rates** (below) include a 12-month BCMA Individual Membership & all associated member privileges & benefits.

☐ Vegetarian / ☐ Other specialty diet or Allergy? Please describe: _____

EARLY BIRD Rates: (on or before **October 31, 2008**)

	<u>Basic</u>	<u>Complete</u>
BCMA Member	<input type="checkbox"/> \$ 285	<input type="checkbox"/> \$ 365
BCMA Student Member	<input type="checkbox"/> \$ 225	<input type="checkbox"/> \$ 295
Non-Member *	<input type="checkbox"/> \$ 335	<input type="checkbox"/> \$ 415
<u>Less: Basic Presenter Discount</u>	<input type="checkbox"/> (50)	<input type="checkbox"/> (50)
<u>Less: Presenter's Own Laptop/LCD</u>	<input type="checkbox"/> (100)	<input type="checkbox"/> (100)

Subtotal: _____

REGULAR Rates: (effective **November 1, 2008**)

	<u>Basic</u>	<u>Complete</u>
BCMA Member	<input type="checkbox"/> \$ 315	<input type="checkbox"/> \$ 395
BCMA Student Member	<input type="checkbox"/> \$ 235	<input type="checkbox"/> \$ 305
Non-Member *	<input type="checkbox"/> \$ 365	<input type="checkbox"/> \$ 445
<u>Less: Basic Presenter Discount</u>	<input type="checkbox"/> (50)	<input type="checkbox"/> (50)
<u>Less: Presenter's Own Laptop/LCD</u>	<input type="checkbox"/> (100)	<input type="checkbox"/> (100)

Subtotal: _____

SINGLE DAY: For ☐ **Thursday** *OR* ☐ **Friday**
(“Basic Registration” & Breaks only. Event tickets extra)

BCMA Member	<input type="checkbox"/> \$ 165
BCMA Student Member	<input type="checkbox"/> \$ 125
Non-Member *	<input type="checkbox"/> \$ 225
<u>Less: Presenter Discount</u>	<input type="checkbox"/> (50)
<u>Less: Presenter's Own Laptop/LCD projector</u>	<input type="checkbox"/> (100)

Subtotal: _____

PRE-CONFERENCE WORKSHOPS:

	<u>Member</u>	<u>Non-Mem*</u>
PC1 5 Marketing Essentials (Full day)	<input type="checkbox"/> \$ 185	<input type="checkbox"/> \$ 235
PC2 Building Bridges with Tourism	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 125
PC3 Interp. Plan. & Exhibit Design	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 125
PC4 History through Art/Storytelling	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 125

LUNCHEON & EVENT TICKETS:

(Basic, Single Day Registrants, Ghostly Walks & extra tix):

Opening Reception (Wed)	<input type="checkbox"/> \$ 25 x # _____ tix \$ _____
Minister's Luncheon (Thu)	<input type="checkbox"/> \$ 35 x # _____ tix \$ _____
BC Reports Reception (Thu)	<input type="checkbox"/> \$ 35 x # _____ tix \$ _____
“Ghostly Walks” Tour (Thu)	<input type="checkbox"/> \$ 10 x # _____ tix \$ _____
Awards Banquet (Fri)	<input type="checkbox"/> \$ 45 x # _____ tix \$ _____
AGM Breakfast (Option)(Sat)	<input type="checkbox"/> \$ 25 x # _____ tix \$ _____

Total Registration Fee: \$

To assign appropriate venues & for event catering,

PLEASE CIRCLE the **Sessions / Events** you will attend:

A1 A2 A3 A4 A5 / B1 B2 B3 B4 B5

C1 C2 C3 C4 C5 / D1 D2 D3 D4 D5

E1 E2 E3 E4 E5 / Opening Reception

Opening & Keynote / Plenary A / Plenary B

Minister's Luncheon / BC Reports Reception

“Ghostly Walks”/ Awards Banquet / AGM Breakfast

☐ I would like to make a **BC Reports Presentation** (Thu)

Basic Registration: Opening Ceremonies, Keynote, Plenary A & B and concurrent sessions, Trade Show, breaks and AGM, but does NOT include “Luncheon & Event Tickets”, or Pre-Conference Workshops. Extra event tickets for spouses and guests, may be purchased by checking the applicable Event boxes and adding cost(s) to the **Total Registration Fee**.

Complete Package: “Basic Registration” benefits **PLUS:** Single tickets to each event listed in “Luncheon & Event Tickets”. Does NOT include Pre-Conference Workshops or “Ghostly Walks” Tour. Extra tickets may be purchased by checking the applicable Event boxes and adding cost(s) to the **Total Registration Fee**.

PAYMENT METHOD:

☐ Cheque (payable to “BC Museums Association”)

☐ VISA / ☐ MasterCard

Credit Card Payment Authorization:

Name of Cardholder

Credit Card Number

_____/_____/_____ \$ _____

Expiry Date (MM/YY)

Authorized Amount

Signature

Date

☐ Receipt required in advance of Conference 2008 please.

Cancellations: On or before November 5, 2008.

Please see the Conference 2008 Program for policy information.

Storytelling in BC

PEOPLE, PLACES & PERSPECTIVES

**CONFERENCE 2008
PROGRAM**

November 19–22, 2008

Fairmont Empress Hotel

VICTORIA, BC

AUCTION DONATION FORM

Please donate items to the Silent Auction or Live Auction at Conference 2008. Proceeds from all Silent Auction & Live Auction sales will be matched by the Vancouver Foundation through the BC Arts Renaissance Endowment Fund Program as part of the BCMA's Endowment Fund Campaign. *

PLEASE COMPLETE A SEPARATE FORM FOR EACH ITEM DONATED. THANK YOU!

Company or Institution Name: _____

Mailing Address (for receipting purposes): _____

City: _____ **Postal Code:** _____

Item Donated: _____

Additional Description: _____

Fair Market Value: \$ _____ **Suggested Opening Bid: \$** _____

I will bring my Auction item(s) to Conference 2008
(must deliver **by Tuesday, November 18th** before 5:00 PM).

I will send my Auction item(s) to Conference 2008 to arrive **by 5:00PM, Monday, October 17th, 2008**.
(Please send donated items as much in advance of Conference 2008 as possible) to:

BCMA Conference 2008
"AUCTION"
#204, 26 Bastion Square
Victoria, BC V8W 1H9

I cannot contribute an auction item this year, but I would like to donate \$_____ to the
BCMA Endowment Fund Campaign (Official BCMA Tax Receipt will be issued.
Charitable Registration #132657446 RR0001):

Please charge my Credit Card:

VISA

MasterCard

CREDIT CARD #: _____ EXPIRY: _____

NAME ON CARD: _____

CARDHOLDER'S SIGNATURE: _____

Cheque enclosed (Payable to): BC Museums Association
#204, 26 Bastion Square
Victoria, BC V8W 1H9

THANK YOU FOR SUPPORTING THE BCMA ENDOWMENT FUND CAMPAIGN!

* FOR INFORMATION REGARDING BCMA'S TRAVEL BURSARY FUND,
PLEASE CONSULT BCMA'S NEW "CONFERENCE BURSARY PROGRAM"

BUILDING OUR FUTURE— JOIN OUR ENDOWMENT FUND CAMPAIGN!



A hardworking and visionary Council and Secretariat laid the foundation in the early-1990s, establishing the BCMA Endowment Fund with the Vancouver Foundation with an initial \$10,000 deposit.

For several years each successive Council has made personal donations to help build the fund. While the interest generated from the initial fund was small, in the early days it did help offset some operating costs. Now, interest generated is reinvested to help build the BCMA Endowment Fund into a permanent resource to help sustain the Association over our next 50 years.

Beginning last year at Conference 2-007: A Time to Bond, and to help mark the Association's 50th Anniversary, the BCMA's Development Committee launched a continuing campaign to help build our Endowment Fund by recognizing donors with a personalized "brick" in our foundation's first "wall." First year's contributions were matched by the Vancouver Foundation (\$22,450) through the BC Arts Renaissance Endowment Fund Program, building the BCMA Endowment Fund to more than \$57,000.

Now it's our turn. This year, in recognition of the Province's "BC150 Years" celebrations, and with the Vancouver Foundation's matching funds approved up to \$50,000, the

BCMA will add a brick in your name to our Endowment Fund Donor Wall for each \$150 donation.

The Endowment Fund Donor Wall will be on display for building throughout Conference 2008. Following Conference 2008, all new bricks will be added to our virtual Donor Wall on the BCMA website.

The BCMA invites you to make a personal donation, or an anonymous one; a memorial gift; or to challenge your colleagues to meet or beat your bricks! Even if you can't get to Conference 2008, you can make a donation before Conference and your bricks will be added to our Donor Wall and on display throughout Conference 2008 week.

Larger donations, bequests and planned giving arrangements are also welcome and can be established by contacting the BCMA office directly.

All donations received by December 31, 2008 will be matched by the Vancouver Foundation, effectively doubling your donation. Donations to the BC Museums Association are tax deductible.

Please join our Endowment Fund Campaign and help build for the future of your Association.

Thank you!



CONFERENCE VENUE: THE FAIRMONT EMPRESS



Accommodation is at the World-Renowned Fairmont Empress!

721 Government Street
Victoria, BC V8W 1W5

The Fairmont Empress will be "Conference Central": Host to three Pre-Conference Workshops, Trade Show, Opening Reception and Silent Auction, Opening Ceremonies with keynote speaker Arthur Black, the Berkeley Young plenary, Minister's Luncheon, three of five Series A-E concurrent educational sessions, and the concluding AGM Breakfast. From the Conference Registration Desk, located in the Palm Court, it is only a 5-10 minute walk to the remaining Conference 2008 venues: Royal BC Museum (south, across Belleville Street); St. Ann's Academy National Historic Site (southeast, at the convergence of Blanshard and Belleville); Maritime Museum of BC (north, up Government Street to Bastion Square); and The Union Club of BC (north, across Humboldt Street). No tour buses required!

Book Early!

The BCMA has reserved a block of rooms for delegates, presenters, exhibitors and guests at the world-renowned Fairmont Empress on Victoria's equally famous Inner Harbour, as this year's host hotel.

Deadline for booking: October 19, 2008.

After this date, the room block will be released to the public and the special BCMA Conference rate will only be available "subject to availability." Book your room TODAY!

Special Conference 2008 Rate:

\$90.00 per night (plus taxes), single or double.

You must quote "BCMA Conference" when booking to guarantee the Special Rate.

Reservations: 250-384-8111

or call the Global Reservations Centre at:
1-800-441-1414

Email: theempres@fairmont.com

Check-in time is 4:00 pm. Check-out time is 11:00 am.



Come Early or Extend Your Stay!

By special arrangement for Conference 2008 guests, The Fairmont Empress has extended the period for the special rate so you can make a holiday out of your visit to Victoria! By quoting the "BCMA Conference" you can claim the \$90.00 per night rate for up to three days prior and three days following Conference 2008. ALL room nights booked at the special rate will be credited to BCMA's original room block. Could there be a better time to stay at the world-famous Fairmont Empress?

Visit The Fairmont Empress website at:
<http://www.Fairmont.com/Empress>

Map and Directions: <http://www.fairmont.com/empres/MapAndDirections.htm>

