

2012 BCMA Conference

Wednesday, October 17, 2012 Pre-Conference Workshops	
9:00 – 4:00 pm	<p>PC-1: The Way We Word – Classification & Naming Objects “101” Workshop (Heather Dunn, CHIN) @ Mt. Peter Boardroom, Hotel 540</p> <p>PC-2: Online Reputation Management Workshop CANCELLED by Tourism BC</p> <p>PC-3: Bring Your Exhibits to Life- Reach & Interact with Your Community using Social Media! (Krishna Lakkineni) @ The Thompson Hotel (Classroom)</p> <p>PC-4: Caring & Storing of Garments (Ivan Sayers) @ Mt. Paul Room, Hotel 540</p> <p>PC-5: Archaeology & Museums – Partners in CRM (Todd Paquin, Golder Associates) @ Mt. Paul Room, Hotel 540</p> <p>Welcome Reception (Kamloops Museum & Archives)</p>
9:00 – 12:00 noon	
1:00 – 4:00 pm	
4:00 pm – 12:00 noon	
6:00 – 8:00 pm	

Thursday, October 18, 2012	
8:30 – 9:00 am	<p>Opening Ceremonies @ The Rivers Ballroom, Hotel 540</p> <p>Keynote Address (Jack Lohman, CEO, Royal BC Museum)</p> <p>@ The Rivers Ballroom, Hotel 540</p> <p>Refreshment Break & Trade Show Opening @ The Peaks Room, Hotel 540</p>
9:00 – 10:00 am	
10:00 – 10:30 am	<p>Concurrent Sessions – Series A:</p> <p>A-1: Aboriginal Tourism: Enhancing the Visitor Experience at BC Museums & Heritage Sites (Cheryl Chapman, Aboriginal Tourism Association of BC; Debbie Dan, Powell River Museum; Terry Hood, LinkBC tourism education network) @ The Thompson Hotel (Classroom)</p> <p>A-2: Risk Awareness – How You Can Protect Your Museum or Art Gallery (Lyne Erwin, Marsh Canada) @ Mt. Peter Boardroom, Hotel 540</p> <p>A-3: Photographing Newspapers</p>
10:30 – 12:00 noon	
12:00 – 12:45 pm	
12:45 – 2:00 pm	
2:00 – 3:30 pm	
3:30 – 4:00 pm	
4:00 – 5:30 pm	
6:00 – 9:00 pm	

(Murphy, Shewchuk, Nicola Valley Museum Archives Association) @ Mt. Paul Room, Hotel 540A-5:

The Reach: An Experiment in Community Engagement-Man Turned to Stone – T'xwelatse

(David Jensen, Scott Marsden, Thomas S. Annandale, Kris Foulds)
@ The Thompson Hotel (Theatre)

Minister's Luncheon

(The Honourable Bill Bennett, Minister, Ministry of Community, Sport & Cultural Development) @ The Rivers Ballroom, Hotel 540
Plenary: "Your BCMA-The Way Forward"
(Part 1)

(Presenter & Facilitator: Norman Smookler)
@ The Rivers Ballroom, Hotel 540

Concurrent Sessions – Series B:

B-1: Working Together Now! – Models for Community Involvement in the Management of Heritage Sites

(Jennifer Iredale, Director, Heritage Branch)
@ The Thompson Hotel (Theatre)

B-2: How to Make the Most of Your Museum's Marketing Efforts (Linda Lee & Denise Hayes, Strategex Consulting) @ The Rivers, Hotel 540

B-4: Any Excuse for a Party! – 150 Years of Selling Stock in a Gold Mine (Barkerville at 150)

(W.G. Quackenbush, Barkerville Historic Town)
@ Mt. Paul Room, Hotel 540

Refreshment Break & Trade Show

@ The Peaks Room, Hotel 540

Concurrent Sessions – Series C: C-1 & C-5 (Combined):

Getting It All Done / Come Together Right Now – Community Collaborations

(Tammy Hardwick, Creston Museum & Archives; Cathy English & Deborah Chapman, Revelstoke Museum) @ The Rivers Ballroom, Hotel 540

	<p>C-3: Representing Remembrance: <i>Military Heritage & the Relationship to Tourism</i> <i>(Dr. Geoff Bird, Royal Roads University, Victoria)</i> @ The Thompson Hotel (Classroom)</p> <p>C-4: Aboriginal Voices: “Our Bones are Made of Salmon” <i>(Shannon King & Dr. Sonny McHalsie, Fraser River Discovery Centre)</i> @ Mt. Paul Room, Hotel 540</p> <p>BC Reports Reception & Gallery Tour <i>(Host: Jann L.M. Bailey, Kamloops Art Gallery)</i></p>
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Friday, October 19, 2012

8:30 – 8:45 am	Welcome & Conference Updates
8:45 – 9:30 am	@ The Rivers Ballroom, Hotel 540 Honourary Guest Speaker
9:30 – 10:00 am	<i>(Manny Jules, Elder & Culture Mentor,</i>
10:00 – 11:30 am	<i>Kamloops Indian Band)</i> @ The Rivers Ballroom Refreshment Break & Trade Show
11:30 – 12:15 pm	@ The Peaks Room, Hotel 540 <u>Concurrent Sessions – Series D:</u>
12:15 – 1:45 pm	D-1: Being Social: The Expanding & Evolving Role of the Community Museum <i>(Louise Avery, Kitimat Museum; Leah Best, Touchstones Nelson; Ken Favrholt, Osoyoos Museum; Rebecca Forrest, Richmond Museum & Heritage Services)</i>
1:45 – 2:00 pm	@ The Thompson Hotel (Theatre)
2:00 – 3:30 pm	D-3: Earning Power: The Exploits of a Revenue Junkie <i>(Tracy Calogheros & Amanda Tisseur, The Exploration Place, Prince George)</i>
3:30 – 4:00 pm	@ The Thompson Hotel (Classroom)
4:00 – 5:30 pm	D-4: A Cultural Experience in the Warm Heart of Africa: Culturally Responsive Museum Education Practices of the Museum of Malawi <i>(Kimberly Baker, Delta Museum & Archives)</i>
6:30 – 7:00 pm	@ Mt. Peter Boardroom, Hotel 540
7:00 – 9:00 pm	Owl Philosopher’s Cafe (Part 1) Plenary: “Your BCMA-The Way Forward” (Part 2) & Special BCMA General Meeting @ The Rivers Ballroom, Hotel 540
9:00 – 11:00 pm	Owl Philosopher’s Cafe (Part 2): Luncheon & Guest Panel Presentation “Art Exhibits: Contemporary Perspectives from

MOA” (Jill Baird, Karen Duffek, Nuno Porto,
Dr. Carol Mayer, Museum of Anthropology, UBC)
@ The Rivers Ballroom, Hotel 540

Refreshment Break & Trade Show
@ The Peaks Room, Hotel 540

**Concurrent Sessions – Series E: E-2: Tools for Community
Museums: Harnessing**

Cultural Tourism to Meet Your Objectives
(Bruce Whyte, Arts & Cultural Branch, Ministry
of Community, Sport and Cultural Development;
Jan Ross, Heritage Tourism Alliance of BC;
Terry Hood, LinkBC)
@ The Thompson Hotel (Theatre)

E-3: Excellence in Community Engagement
(Jacquie Gijssen, Cultural Services,
City of Vancouver, David Jensen, D.Jensen &
Associates; Scott Marsden, The Reach Gallery
Abbotsford; Sue Morhun, Consultant & Past
Chair, Barkerville Heritage Trust; & Elizabeth
Kidd, Community Arts Consultant)
@ The Rivers Ballroom, Hotel 540

**E-5: Online Marketing for Heritage Operators
(Part 1)** (Rob Cooper, PlusROI Marketing)
@ The Thompson Hotel (Classroom)

**Refreshment Break
& Trade Show Closing**
@ The Peaks Room, Hotel 540

Concurrent Sessions – Series F: F-1: A Matter of Public Trust
(Colin MacGregor Stevens)
@ Mt. Peter Boardroom, Hotel 540

**F-2: Place-Based Cultural Tourism: Why “Place”
is the Key to Cultural Tourism & How You
Can Unlock Its Treasures”** (S

teven Thorne,
Cultural Tourism Consultant)
@ The Thompson Hotel (Theatre)

F-3: Using Pinterest in Museums
(Heather Dunn, CHIN)

@ Mt. Paul Room, Hotel 540 **F-4: Museums & Galleries: Cultural Icons
in the**

	<p>Community (Randy Diehl, retired COO, City of Kamloops) @ The Thompson Hotel (Conference)</p> <p>F-5: Online Marketing for Heritage Operators (Part 2) (Rob Cooper, PlusROI Marketing) @ The Thompson Hotel (Classroom)</p> <p>Cocktail Reception @ The Rivers Ballroom, Hotel 540</p> <p>Museums in Motion Awards Banquet & Presentation Ceremony @ The Rivers Ballroom, Hotel 540</p> <p>Banquet Social @ The Rivers Ballroom, Hotel 540</p>
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Saturday, October 20, 2012	
10:00 – 2:00 pm	<p>Heritage Event & Social: Secwepemc Museum & Heritage Park (Presentation, Heritage Tour & BBQ Lunch)</p>