



British Columbia  
Museums Association  
SINCE 1957

# BC Museums Association Conference 2014

Penticton, October 22-25

**The Third Space –  
Re-imagining our Cultural Landscape**

***‘Third space’ isn’t home, and isn’t work – it’s more like  
the living room of society at large.***

- Michael Hickey



#BCMA2014



BC Museums  
Association



BCMuseumsAssn



BRITISH COLUMBIA  
ARTS COUNCIL  
An agency of the Province of British Columbia

*We acknowledge the financial assistance of the Province of British Columbia*



# Welcome

## Welcome to Conference 2014 in beautiful Penticton BC!

This week we are gathering to explore the importance of the third space in contemporary Canadian society – a gathering place where cultural institutions such as museums, galleries, heritage sites, and cultural centres live, separate from, but reflective of, the spaces of work and home. We'll discover **The Third Space** and how to re-imagine concepts of creativity and connection, learning and community involvement in engaging social spaces.

Welcome to my home town- Penticton! Enjoy all that the area has to offer. I look forward to connecting with with you this week!



**Peter Ord**  
Chair, BC  
Museums  
Association

### Host Hotel



We are proud to call the Penticton Lakeside Resort, Convention Centre and Casino our host hotel for Conference 2014. During your stay enjoy state-of-the-art health and recreational facilities, including an indoor swimming pool and whirlpool and expanded Lakeside Fitness Centre with cardio equipment and aerobic classes. Home to BC's first destination casino with 220 slot machines and 16 gaming tables, the Caribbean wharf side theme is alive with colour and excitement.

### Host Venues

In addition to the Penticton Lakeside Resort, the Penticton Museum, Penticton Art Gallery, SS Sicamous, The Grist Mill and the Shatford Centre will also be hosting various sessions. Watch your schedule for details.

### Registration Desk Hours

<b>Tues</b>	4–7 pm Lakeside
<b>Wed</b>	from 7:00 am Lakeside
<b>Thurs</b>	6–7 am Lakeside 7:30 am – 12:30 pm Shatford Cntr 2–5 pm Lakeside
<b>Fri</b>	from 7am Lakeside

# Schedule & Session Details

**Tue, Oct. 21**

**Check in day**

**4:00 pm – 7:00 pm**

Check in at the Conference Registration Desk at the host hotel Penticton Lakeside Resort

**Wed, Oct. 22**

**Pre-Conference Workshops & Opening Reception**

**From 7:00 am**

Check in at the Conference Registration Desk at the Penticton Lakeside Resort

**7:30 am – 8:45 am**

Breakfast on own at one of the Lakeside Resort restaurants (not included in conference fee).

**8:30 am – 9:00 am**

Catch shuttle from the Penticton Lakeside Resort to the Shatford Centre – Meet in hotel lobby.

**9:00 am – 4:30 pm**

Full- and Half-Day Pre-conference Workshops at the Shatford Centre

9:00 am – 4:30 pm

**Quality Photography on a Budget**

**Full Day Workshop**



with **Shane Lighter**, Digital Imaging Technician, New Archives & Digital Preservation, Royal BC Museum

9:00 am – Noon

**Moving from Panhandling**

**to Pyramid-Building:**

**The Essentials of Relational Fundraising**

**Morning Workshop**

with **John Grimes**



1:00 pm – 4:00 pm

**Curatorial Mash-up**

**Afternoon Workshop**

with **Beth Carter**, Director-Curator, Nikkei National Museum & Cultural Centre, Burnaby, BC

Presented by the Cultural Resources Management Program, University of Victoria



**1:00 pm – 4:00 pm**

BCMA Council Meeting (*Council only*; Verdalet room)

**4:00 pm – 4:30 pm**

Catch shuttle back to the Penticton Lakeside Resort

**4:30 pm – 5:30 pm**

Break

**5:30 pm – 7:30 pm**

Walk from the Penticton Lakeside Resort to Opening Reception at the Penticton Art Gallery – Meet in hotel lobby from 5:15pm.

# Schedule & Session Details

**Thur, Oct. 23**

## Immersion Day

**7:00 am – 7:45 am** Catch shuttle to the Shatford Centre – Meet in hotel lobby.

**7:30 am – 8:15 am** Breakfast at the Shatford Centre – *Delegates only.*

**8:00 am – 9:00 am** **BC Museums Association Annual General Meeting**

**9:00 am – 10:00 am** Immersion Day Opening Keynote



**Forget the Engagement:  
When are we Getting Married?**  
(Committing to a Third Space) with  
**Professor Jack Lohman**  
CEO, Royal BC Museum

**10:00 am – 10:20 am** Coffee Break

**10:20 am – 11:30 am**

### Panel

**The Third Space: how to re-imagine concepts of  
creativity, connection, learning and community  
involvement in engaging social spaces**

**Professor Jack Lohman**  
CEO, Royal BC Museum



**Nancy Noble**  
CEO, Museum of Vancouver



**Joseph Sanchez**  
Independent Artist and Former Curator,  
Institute of American Indian Arts,  
Santa Fe, New Mexico



**Dr. Carol Mayer**  
Head of Curatorial, Museum of  
Anthropology at UBC

**11:30 am – 12:30 pm** Lunch with Peach City Radio,  
presented by the Shatford Centre

**12:30 pm** Tim Willis briefs us on what we can expect  
at the afternoon Immersion sessions

**12:45 pm** Load buses. Museum and Archives Immersion  
delegates remain at Shatford Centre.

*Note: Due to transportation requirements, please attend  
the choice you made at time of registration.*



# Schedule & Session Details

**1:00 pm** Start time approximate, depending on arrival at venues.



Museum and Archives Immersion at the **Shatford Centre** and **Penticton Museum and Archives**

**Chantal Amyot**, Director, Canadian History Hall,  
**Canadian Museum of History**

Hear from the Canadian Museum of History as they share the journey they've experienced over the past year, the changes and initiatives in play.



Gallery Immersion at the **Penticton Art Gallery**

Hear from acclaimed artist and the youngest member of **Canada's Native Group of Seven**,

**Joseph Sanchez**, Independent Artist and Former Curator,  
Institute of American Indian Arts, Santa Fe, New Mexico



Heritage Sites Immersion at **The Grist Mill and Gardens**  
**Beyond Conservation – Historic Places as Agents of Change**,

**Richard Linzey**, Heritage Branch, Province of BC  
*Note: this session is also repeated Friday.*



Transport, Marine, & Industrial Museums Immersion at the **SS Sicamous Paddle Wheeler and Heritage Park**  
**Wooden It Be Lovely: Restoring Wood to its Former Glory**,

**Mike Elliot**, Canoe Artisan, Kettle River Canoes



First Nations Culture Centre Immersion at **the En'owkin Centre**

**Four Foods & En'owkin Process**  
with representatives from the En'owkin Centre

**4:30 pm – 5:00 pm** Catch shuttle back to the Penticton Lakeside Resort  
*Penticton Art Gallery delegates, please walk back to hotel.*

**3:00 pm – 6:00 pm** Trade Show load in at Penticton Lakeside Resort (Trade Show exhibitors only)

**5:00 pm – 6:00 pm** Break

**6:00 pm – 8:30 pm** Evening reception at SS Sicamous Paddle Wheeler and Heritage Park with Tales from the Trenches – Meet in hotel lobby at 6:00 pm for shuttle.



*Please note: the SS Sicamous is not wheelchair accessible.*

# Schedule & Session Details

**Fri, Oct. 24**

## Keynotes, Concurrent Sessions & Banquet

Interested in talking to the BC Arts Council today?  
Check in with the Registration Desk.

**7:00 am – 7:30 am** Trade Show load-in

**8:00 am – 5:15 pm** Trade Show

**8:00 am – 9:00 am** Breakfast at the Penticton Lakeside Resort

**9:00 am – 10:30 am** **Opening Ceremonies and Keynote**

with **Kelvin Browne**  
CEO, The Gardiner Museum.



**10:30 am – 11:00 am** Coffee Break

**11:00 am – 11:50 am** **Plenary**  
**Can Exhibitions be a Third Space?**

with **Tim Willis**



**12:00 pm – 1:20 pm** The Funders Luncheon sponsored by  
the Friends of the Penticton Museum



## Concurrent Sessions

**1:30 pm – 2:20 pm** **BCMA Innovation Committee:**  
**Issues and Solutions**

**David Alexander**  
Head of New Archives & Digital Preservation,  
Royal BC Museum (Co-Chair)



**Hanno Cho**  
Curator, Engagement & Dialogue,  
Museum of Vancouver (Co-Chair)



**Thomas Hepburn**  
Vice President of Business Development,  
NGX Interactive



**Darrin Martens**  
Director, Nisga'a Museum



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# Schedule & Session Details

## British Columbia's Gold Rush Trail:

### An Opportunity for Community Engagement and Economic Development

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#### Ursula Pfahler

Heritage Resources Planner, Heritage Branch,  
Ministry of Forests, Lands and Natural Resource  
Operations, Province of BC



#### Tzu-I Chung

Curator of History,  
Royal BC Museum



#### James Douglas

Barkerville Historic Town



#### Cheryl Chapman

Co-chair, New Pathways to Gold



#### Amy Thacker

CEO, Cariboo Chilcotin Coast Tourism Association



## The Secrets to Success With Volunteers

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#### Cristi Main

Executive Director,  
Royal BC Museum Foundation

**2:20 pm – 2:50 pm** Cookie Break with Exhibitors

# Schedule & Session Details

## Concurrent Sessions

2:50 pm – 3:40 pm

### Beyond Conservation – Historic Places as Agents of Change



**Richard Linzey**

Heritage Branch, Province of BC

Note: this session is also offered on Thursday during the Heritage Sites Immersion.

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### How to Increase Attendance By Identifying And Engaging Your Target Audience

**Michael Callaghan**

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### The Learning Portal – a Digital and Learning Third Space



**David Alexander**

Head of New Archives & Digital Preservation,  
Royal BC Museum

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**Dave Stewart**

Digital Manager, Royal BC Museum



**Liz Crocker**

Principal, Salt Frog



# Schedule & Session Details

## Final Plenary Panel

**3:50 pm – 5:00 pm** Celebrating Intangible Culture in Museums



**Tania Muir**

Cultural Resource Management Program,  
University of Victoria



**Professor Jack Lohman**

CEO, Royal BC Museum



**Tracey Herbert**

Executive Director of the First Peoples'  
Cultural Council (FPCC)



**Lauren Terbasket**

En'owkin Centre

**5:00 pm** Break

**5:00 pm – 6:00 pm** Trade Show load-out (Trade Show exhibitors only)

**5:30 pm – 6:30 pm** Reception for nominees of the  
2014 BCMA Awards for Outstanding Achievement  
(*By invitation only*)

**6:30 pm** Reception and **BCMA Awards** for Outstanding  
Achievement banquet at the Penticton Lakeside Resort.

# Post-Conference Wine Tour

Sat, Oct. 25

Wine Tour!

Join us for the Official **BCMA Post-Conference wine tour** as we explore Penticton and wine country: the heart of the Okanagan! Check in at the registration desk for more information. Participants meet in hotel lobby at 9:30am for orientation, waivers and loading. We return to the hotel at about 3:00pm.

Kettle Valley Railway history talk during lunch courtesy of Randy Manuel, previous curator of the Penticton Museum.



# Keynote Speakers

## KELVIN BROWNE

Kelvin Browne is the Executive Director and CEO of the Gardiner Museum in Toronto.

Prior to joining the Gardiner Museum Kelvin held several positions at the Royal Ontario Museum, including Managing Director of the Institute of Contemporary Culture. Kelvin subsequently became the VP of Marketing, and then the VP of Marketing and Major Exhibitions. During his last year at the ROM, he lead a re-branding project, the new word mark and positioning launched on the ROM's 99th anniversary in 2013. Kelvin was also on the ROM's Major Acquisitions Committee which annually purchased objects of international significance.

Kelvin was born in Penticton. He graduated from the University of Toronto in 1977 with a B.Arch. He then worked for architectural firms until returning to the University of Toronto where he earned an M.Arch in 1981.

Kelvin has worked as a consultant and writer, becoming well-known for regular columns about business, design, and gardening in the Globe and Mail and National Post, and magazines such as House and Home, Toronto Life, Azure, Applied Arts, Saturday Night and International Architecture and Design. He has written a book about the history of the architecture of the ROM, *Bold Visions*, published in 2008.



## PROFESSOR JACK LOHMAN

Jack Lohman is Chief Executive Officer of the Royal BC Museum.

He was previously Director of the Museum of London, Chairman of the National Museum in Warsaw and Chief Executive Officer of Iziko Museums of Cape Town.

A professor in museum design at the Bergen National Academy of the Art and visiting professor at Ain Shams University in Cairo, Jack has spent his entire career working with museums across the world.

He was educated at the University of East Anglia, where he studied History of Art and at the Freien Universitat in Berlin where he studied Architecture. He has received honorary doctorates from the Universities of Westminster, London (PUNO) and East Anglian. He is the former Chairman of ICOM (International Council of Museums) UK and a former board member of UNESCO UK Culture Committee. He is Editor in Chief of UNESCO's publication series *Museums and Diversity*.

He received the Bene Merito Medal from the Republic of Poland in 2011 and a CBE in the Queen's Birthday Honours in 2012. He currently sits on the board of the National Museums of Rwanda, the National Museum in Warsaw and the Second World War Museum in Gdansk, Poland.



# Thank You!

## Thanks to our Conference Committee

**Peter Ord**  
(Chair), Royal BC Museum

**Paul Crawford**  
Penticton Art Gallery

**Jessie Dunlop**  
SS Sicamous

**Julie Fowler**  
Media Arts

**Chris Matheison**  
The Grist Mill

**Jane Shaak**  
Shatford Centre

### From the BC Museums Association:

Theresa Mackay, Executive Director  
Heather Jeliaskov  
Jen Demler

### From Podium Conference Specialists:

Marischal De Armond  
Caitlin Mooney  
Jude Ross

## Thanks to our Awards Committee

**Kirstin Clausen**  
(Chair), Britannia Mine Museum

**David Jensen**  
David Jensen and Associates

**Robert Campbell**  
Prince George Museum and  
Exploration Place

**Jill Baird**  
Museum of Anthropology

**Tammy Hardwick**  
Creston Museum

## Thanks to our Trade Show Exhibitors

Hi-Cube Storage  
Sandback Technical Design Inc.  
Friesens  
Carr-McLean  
Marsh Canada

## Thanks to our Sponsors!



See you at Conference 2015 in October,  
in historic **New Westminster!**

Watch our website for details!

BC Museums Association  
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[www.museumsassn.bc.ca](http://www.museumsassn.bc.ca)  
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