

THE CLHO ANNUAL CONFERENCE

MONDAY JUNE 3, 2019

CENTRAL CONNECTICUT STATE UNIVERSITY

Reboot - Revamp - Revitalize
NEW WAYS TO SHARE HISTORY



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The advertisement features a large figure of a man in a fur hat and dark clothing on the left. In the center, there is a figure of a man in a white shirt and brown apron. To the right, there is a black mannequin, a brown hat on a stand, and a white jacket on a stand. In the background, there are smaller images of a man in a military uniform and a man in a red shirt on a bicycle. The text 'DORFMAN MUSEUM FIGURES, INC. since 1957' is prominently displayed at the top. Below it, a line of text reads 'Dorfman Conservation Forms created exclusively with Ethafoam® brand inert polyethylene foam.' At the bottom, the website 'www.museumfigures.com' is listed. Several small copyright notices are scattered throughout the image.

Conference Schedule

- 8:30 a.m. | **Registration and Marketplace Open**
- 9:00 a.m.—10:00 a.m. | **Breakout Session 1**
- 10:00 a.m.—10:30 a.m. | **Coffee Break in Marketplace/Pop-Up History Exhibit**
- 10:30 a.m.—11:30 a.m. | **Breakout Session 2**
- 11:45 a.m.—1:15 p.m. | **Lunch, Keynote & Raffle Drawing *in Memorial Hall***
- 1:30 p.m.—2:30 p.m. | **Breakout Session 3**
- 2:30 p.m.—3:00 p.m. | **Coffee Break in Marketplace/Pop-Up History Exhibit**
- 3:00 p.m.—4:00 p.m. | **Breakout Session 4**
- 4:15 p.m.—4:30 p.m. | **Wrap-Up**
- 5:00 p.m. | **Drinking About Museums meet-up *at Five Churches Brewery***

REBOOT | REVAMP | REVITALIZE

New Approaches to Sharing History

To Reboot: start something again in a way that is new and interesting

To Revamp: give new and improved form, structure, or appearance

To Revitalize: to imbue something with new life and vitality

It's time for change. To begin anew. A fresh start.

Motivated by the siren song of new technology or by the desire to reach out to new audiences, Connecticut history organizations are reinventing themselves in meaningful and exciting ways. Visitors are part of this change—they crave more interactive experiences from historic institutions, from escape room antics to hands-on learning.

Has your organization started something over in a new and interesting way—**rebooted** your exhibition schedule or annual fundraising event? Have you given new form and structure to roles within your organization, or changed the appearance of your website, logo, labels—or **revamped** a volunteer recruiting and training program? Have you dusted off a traditional approach and imbued it with new life and vitality—**revitalized** your school program in response to new research or curriculum frameworks? How did visitor evaluations, surveys, and anecdotal observations impact your thinking?

If you *have* taken a fresh look at perceived best practices and started tinkering with new or out-of-the-box ideas, you are more than welcome at RE3! Inspire others to take the risks you museum pioneers have taken by sharing success stories as well as lessons learned the hard way.

KEYNOTE

Reinventing the Historic House Museum

*Ken Turino, Manager of Community Partnerships and Resource Development,
Historic New England*

The presentation will begin with discussion of the most important opportunities and threats facing historic sites in America, and how they may relate to conference participants' house museums. Drawing from recent research on innovative organizations, he will profile historic sites that are using new models to engage with their communities and become more relevant to audiences. Among their tactics and outcomes, they are adopting creative forms of interpretation and programming, and are earning income to become more financially sustainable. The illustrated presentation will include a variety of case studies of historic sites, both in the United States and abroad, which will inspire participants to rethink their own historic sites.



Connecticut League of History Organizations

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#CLHO2019

Track 3: Making It Work – Room 125

“E-Vitalize” Your Development Budget through Estate Gifts, Events, and Enterprise

If you have limited staff and resources but need new ideas for raising more money, this is the workshop for you. Three museum professionals will share their strategies and successes, and share prototypes. Revitalize your legacy program in order to reconnect with current members or to encourage new donors to make an estate gift to your museum. Hear how to create profitable special events with nominal expense and staffing. Learn how to engage local business to support your museum as well as how to create a sponsorship program for your exhibitions, programs and events.

John Avignone, American Clock & Watch Museum
Kit Eves, Windham Textile and History Museum
Kira Holmes, Maritime Gallery at Mystic Seaport Museum

Track 4: New Audiences – Room 111

Immerse Yourself in History: Creating Immersive Theatre Experiences at Museum Sites

First-person interpreter and playwright Diana Dunlap and immersive theatre developer and director Carly Dwyer will introduce the emerging art form of immersive theatre. Immersive theatre can engage young and diverse audiences with the narratives and material culture of local history at museums run by small organizations. This session is intended for those working with small organizations and seeking to develop more innovative programming that will both engage new audiences and encourage current audiences to engage with history in a new way. Attendees will learn what immersive theatre actually is, how it overlaps with more established techniques of first-person interpretation, examples of successful performances developed by the coordinators, and how museum staff and theatre professionals can work together effectively.

Diana Dunlap
Carly Dwyer, Artistic Director, Intramersive LLC

Track 5: Reaching Out – Room 105

Collaborations in a Virtual World

Follow the Falls represents a joint effort by Essex Historical Society and Essex Land Trust to use digital technology to tell the remarkable story of the Falls River, which binds together the three historic villages of Ivoryton, Centerbrook and Essex to form the Town of Essex. In 2018, *Follow the Falls* explored the area’s natural history, Native American and European settlements, the harnessing of the river’s water power and the industrial development of Falls River Cove. The story is told through an online magazine, a printed booklet, and special event programs to better understand the history of the Williams Complex & Shipyard (1689-1845) that still lie beneath the Cove’s silt. We combined ‘traditional’ methods of scholarship, such as scholarly papers, field notes from 1990s archaeological digs and images from EHS’s collections with new technologies such as drone photography, GPS tracking and the creation of composite maps over time.

Melissa Josefiak, Essex Historical Society
Hank McInerney, Essex Historical Society
Fred Szufnarowski, Essex Land Trust

10:00 a.m.— 10:30 a.m.

Coffee Break in Marketplace/Pop-Up History Exhibit

10:30 a.m.— 11:30 a.m.

Breakout Session 2 | Ebenezer D. Bassett Hall

Track 1: Confronting History – Room 106

Commemorating History and Lore: New Programs in Connecticut

This session will discuss two new commemoration programs: The Centennial Commission for Women’s Suffrage, and the Legends & Lore Roadside Marker Program. In 2020, the United States will celebrate the

centennial of the passage of the 19th Amendment affording women the right to vote. Secretary of State Denise Merrill has convened a Centennial Commission for Women's Suffrage. The Commission, which includes representatives from Connecticut Humanities, the Connecticut Historical Society, the Connecticut Women's Hall of Fame and the State Library and Archives, is working on several initiatives and projects to help the state commemorate this important milestone. In 2019, the Connecticut Historical Society and the Pomeroy Foundation launched the Legends & Lore Roadside Marker Program to bring attention to cultural heritage in Connecticut. We will discuss this program with other Pomeroy partners from NY and VT—and what it might mean for cultural tourism, community building, inclusivity, and visibility.

Joseph A. Citro, Vermont Author and Folklorist
Ilene Frank, Connecticut Historical Society
Deryn Pomeroy, The William G. Pomeroy Foundation
Kate Schramm, Connecticut Cultural Heritage Arts Program

Track 2: Working with Collections – Room 109

Thinking Outside the Box When Boxing—Storage Solutions for Unusual Items

Good storage and handling practices are a key component of preservation yet many institutions have items that lack proper housing. Fabricating custom enclosures requires time, materials, equipment, staff, and specialized training. While many off-the-shelf boxes are unable to meet specialized storage needs on their own, with a little bit of creativity and few basic tools, standard boxes can be modified to suit the needs of a variety of artifacts. This talk is geared towards library, archives, and museum professionals charged with collections care. We will discuss how to navigate archival supply catalogs to find the necessary tools and supplies to create customized enclosures on-site, give examples of some innovative boxing solutions, explain how to use easily accessible laser cutting and 3D printing technologies to create custom storage mounts, and provide an overview of available vendor solutions.

Bexx Caswell-Olson, Northeast Document Conservation Center

Track 3: Making It Work – Room 125

But How Do I Get Volunteers?

Every museum hopes to recruit new volunteers to assist with day-to-day operations and larger-scale projects. Volunteers make our work possible; their passion for the subject matter, participation in events, research, and assistance with day-to-day museum operations ensure we can address our organizations' goals. But finding dedicated volunteers is a difficult task. In this session, we will collaborate and devise ways to recruit new volunteers. By assessing our organizations' specific goals and needs, we will develop our own volunteer recruitment plans. Volunteer-run organizations and museums with large staffs alike are invited to take part.

Sophie Huget, New Britain Industrial Museum
Randall Judd, New Britain Industrial Museum

Track 4: New Audiences – Room 111

Embracing Change: A Creative Chameleon's Approach to Education Programming On and Offsite

To meet the needs of new audiences, Florence Griswold Museum offers tailored programs for groups onsite and off, focusing on their distinct needs and developing a specific curriculum to meet their goals. This session will highlight a sampling of the Museum's recent programs to share success stories and lessons learned with the field. The Museum now reaches out to non-traditional museum audiences such as recent immigrants and ESL students, early-onset Alzheimer's patients and their spouses, children with cancer, teens at risk, homeless and battered women's shelters, as well as adults with personal issues. Being open to new ideas and audiences is key.

Julie Garvin-Riggs, Florence Griswold Museum

Track 5: Reaching Out – Room 105

Culture Change or Culture Shock?: Revitalizing Your Local Museum and How We're Doing It

This session explores the experience of two local museums: one that has moved from a sleepy local museum to a vibrant hub servicing a broad spectrum of the community and another that has shifted from being a “dusty old house” to a well-maintained and effective 19th-century agricultural museum. These changes encompassed bringing facilities, public offerings and personnel up to museum standards. Staff and board members from the Dudley Farm Museum and the Westport Historical Society will discuss revolutionizing staff mindset, the implementation of new procedures, and an exploration of the exhibits and programs taking place now in the newly reimagined spaces. Once the presenters have shown what they've done, they will explain the cost and time effective strategies you can “steal” from them! See photos of projects, get recommendations and try some of the products and techniques we've employed for yourself.

Beth Payne, The Dudley Farm
Nicole Carpenter, Westport Historical Society
Alicia D'Anna, Westport Historical Society
Ramin Ganeshram, Westport Historical Society

11:45 a.m.—1:30 p.m.

Lunch and Keynote | *Memorial Hall*

Welcome

Adrienne Saint Pierre, CLHO President
Jason Mancini, CT Humanities
Elizabeth Normen, CT Explored
Denise Merrill, Secretary of the State

1:45 p.m.—2:45 p.m.

Breakout Session 3 | *Ebenezer D. Bassett Hall*

Track 1: Confronting History – Room 106

Uncovering their History:

Using Technology to Tell the Story of Hartford's African and Native Americans in the Ancient Burying Ground

The “Uncovering Their History” project combines new technologies with detailed scholarship to make available online fine-grained information about African and Native American individuals buried in Hartford's Ancient Burying Ground (ABG), the city's oldest historic site. Dr. Katherine Hermes and digital librarian Sharon Clapp created an interactive website with a database linked to Ancestry.com and RelationshipTree™ infographics.

Dr. Katherine Hermes, Central Connecticut State University
Mary Donohue, Ancient Burying Ground Association, Inc

Track 2: Working with Collections – Room 109

What's Old Can Be New Again: Digitizing Your Collections

Have you been working on digitization projects in your institution - or are you in the position of finally being able to start one? Take a step back and look at what you'd like to get out of a new or existing project. Digitizing parts of your collection and sharing online is a desirable way for to share their collections with users – and there are continually new avenues to take to achieve that goal. Digitization also helps with preservation, by reducing wear and tear on original objects. Learn how to provide good descriptions that will enable people to find what they are looking for when searching digitized items. And explore possibilities for participating in

statewide digital projects such as CLHO's Connecticut Collections and the Connecticut Digital Archive.

Diane Lee, CLHO-Connecticut Collections

Track 3: Making It Work – Room 125

Strategic Planning for Independent Museum Professionals

You've proven that you can support yourself as a consultant, but how can you increase your job security moving forward? Borrowing from traditional strategic planning models, this presentation will provide a customizable system for setting and achieving short- and long-term business goals. Many independent museum professionals start out with a simple goal: to earn enough money to support our professional goals. If we are lucky enough, we achieve milestones such as hiring staff, moving to a better work space, or setting up a simple IRA. With our 20th anniversary approaching, the team at Museum Textile Services began to envision what our next 20 years could look like. In order to achieve our mission, we needed to reach out to our community through a new educational platform, a refined web format, and new graphic design. As a for-profit LLC, we are not eligible for grants and needed to take time away from our billable work to invest our future. Traditional strategic planning techniques are only partially applicable to a micro-business with clients ranging from individuals to the United States military. The result of our planning is an ambitious calendar of short-and long-term goals aimed at achieving sustainable programming to grow our client base and make our website a portal for conservation and collections-care information worldwide. No matter how long you have been in business or how lofty your goals are for the future, this case study will help museum contractors plan to remain profitable working in a non-profit environment.

Leah Ceriello, Museum Textile Services, Andover, MA
Camille Myers Breeze, Museum Textile Services, Andover, MA

Track 4: New Audiences – Room 111

Revitalization through Shared Stewardship

Learning about new ways to revamp your organization is fun, but implementing these new ideas is not always as easy. Encouraging shared stewardship in your organization is one way that fresh ideas can develop into real solutions. When tasked with re-opening Old New-Gate Prison & Copper Mine, museum staff found it necessary to share the reins and give agency to volunteers and community partners. Volunteers and community partners rose to the occasion and, working with staff input and guidance, brought new ideas that helped to expand program options well beyond what staff could have accomplished working alone. Site Manager Morgan Bengel will begin the discussion by highlighting examples of shared stewardship during her first season with Old New-Gate. Questions will then be directed to those partners who helped in the museum reboot. Join us to explore what sharing access to your museum or historic site can do for your organization.

Ellen Arnstein, 2018 Artist & Writer-in-Residence at Old New-Gate Prison & Copper Mine, CT SHPO
Morgan Bengel, Old New-Gate Prison & Copper Mine, CT State Historic Preservation Office
Betsy Maguire, Freelance Writer
Kate Moran, Wildlife Biologist, Connecticut DEEP, Bureau of Natural Resources
Sharon Wolf, School Librarian

Track 5: Reaching Out – Room 105

History Obsession: A House Museum and a Historical Society's Approach to Educational Outreach

Our session will focus on the different approaches the Avon Historical Society and the Barnes Museum have taken to promote local history in their communities. The Avon Historical Society will discuss their success with educational outreach through presentations, displays and exhibits in schools and for the community. Their Special Projects Committee utilized a unique approach which combined both 3D and textual offerings to help visual and conventional learners assimilate information. Thirteen pop-up banners, highlighting Avon's early

history, were also created as a traveling exhibit to enlighten the community. The Barnes Museum, a historic homestead in Southington, has sought inspiration from Bradley Barnes' obsession with technology to grow the Museum's online presence and increase awareness, programming and revenue. The Museum's efforts over the past three years to incorporate new technologies, such as social media and website design, as well as exciting educational concepts that reach greater audiences.

Janet M. Conner, Avon Historical Society
Gene Macy, Avon Historical Society
Bonnie Plourde, Barnes Museum, Southington
Dr. Norman K. Sondheimer, Retired Computer Scientist

2:45 p.m.—3:15 p.m. *Coffee Break in Marketplace/Pop-Up History Exhibit*

3:15 p.m.—4:15 p.m. *Breakout Session 4 | Ebenezer D. Bassett Hall*

Track 1: Confronting History – Room 106

Diversifying Your Stories: How to Integrate the Hard History of Slavery into Your Programs

Staff from Keeler Tavern Museum & History Center will describe how they have worked to integrate the history of slavery into their programs. The receipt for the purchase of an enslaved child by the tavern proprietor's future wife and hostess has challenged previous narratives of the tavern and tavern owners. Slavery in the north, a topic that was previously avoided at the museum, is now being integrated into current school programming. Moving forward, the museum is developing specific public programming to bring this topic to the forefront. Cheyney McKnight, museum consultant, and Melissa Houston, Director of Education, will walk through the process with session participants and provide suggestions, ideas, and a rough outline that institutions can use to bring hard history to their site.

Melissa Houston, Keeler Tavern Museum & History Center
Cheyney McKnight, Consultant for Historical Interpretation & Cultural Awareness,
NotYorMommasHistory.com

Track 2: Working with Collections – Room 109

As Real as Being There

What if you could market, document and preserve your historic space all with the same technology? What if you could make once-inaccessible movies visible again? In this joint session, Tony Healy of Capture, LLC will explore using new technologies, such as 3D immersive tours, Virtual Reality and Aerial Photogrammetry that extend the accessibility of Core stories worldwide. Case studies will include The Mark Twain House, Prudence Crandall Museum and Old New-Gate Prison. Tasha Caswell of the Connecticut Historical Society and Mike Kemezis of the Connecticut Digital Archive will examine how CHS preserved, digitized, and provided access to over 75 of its early motion pictures. Emphasis will be placed on how we managed large files and tested a new method of cataloging sizeable collections.

Tasha Caswell, Connecticut Historical Society
Michael Kemezis, University of Connecticut, Homer Babbidge Library
Tony Healy, Capture LLC

Track 3: Making It Work – Room 125

Advocating for Your Interests—Updates, Tips, & Tools

Do you feel prepared to advocate for your museum or historical society's best interests? Come hear the latest updates about state and federal funding and pending legislation from Dr. Jason R. Mancini from Connecticut Humanities and Jane Montanaro from the Connecticut Trust for Historic Preservation. Then, Dan Yaeger from the New England Museum Association will share tips, strategies, and suggestions for reaching out to and

forming strong relationships with your local, state, and federal legislators.

Dr. Jason R. Mancini, Connecticut Humanities;
Jane Montanaro, Connecticut Trust for Historic Preservation;
Dan Yaeger, New England Museum Association

Track 4: New Audiences – Room 111

Everything Old is New Again

Explore the two-year project to revamp the successful Roseland Cottage museum education programs to support Common Core and new social studies frameworks, improve relevance, and engage 21st century learners. We will explain the model we developed and provide opportunities to experience several of our updated programs. Our audience, especially museum educators and program developers, will learn how one organization is tackling the challenges presented by the Common Core and new social studies frameworks, and working to improve relevance and engage the evolving 21st century teacher and student population.

Gail White Usher, Historic New England's Roseland Cottage and Arnold House (Lincoln, Rhode Island)
Rebecca Campbell, Historic New England's Roseland Cottage and Arnold House

Track 5: Reaching Out – Room 105

Creative Ways to Engage your Audience

Share new ways to connect to a broader audience with innovative programming and marketing that goes out into the community - including tours, food projects, oral history projects and festivals. Learn how the Connecticut State Library's Digital Newspaper Project and the Jewish Historical Society of Greater Hartford have explored ways to partner with new venues for exhibitions, programs and projects to promote collection treasures.

Mary Donohue, *Connecticut Explored* magazine
Christine Gauvreau, Project Coordinator, CT Digital Newspaper Project, CT State Library
Estelle Kafer, Jewish Historical Society of Greater Hartford

4:30 p.m.

End of Day

5:00 p.m.

Drinking About Museums

Five Churches Brewing, 193 Arch Street, New Britain

Saturday, July 13, 2019 | 10:00 a.m.—12:00 p.m.

Next Up...

Join us for a behind-the-scenes tour of the Greenwich Historical Society's new campus, featuring a new 10,000 sq. ft. museum and library of Greenwich history that doubles as the gateway to the Bush-Holley historic site. Hear from staff about the process of creating a new identity and reimagining the campus and programs in 2018 following a \$18.5 million capital campaign. The tour will cover visitor, program, exhibition, and collections spaces, and will incorporate discussion of how the Greenwich Historical Society planned and executed programming for the opening and the first year of the new museum building.

CLHO Members: FREE

Non-members: \$15

CCSU Students: FREE

Register at clho.org!



Connecticut League of History Organizations

Our Mission

The Connecticut League of History Organizations builds connections among those who preserve and share the stories and objects of our past.

CLHO thanks our SPONSORS & EXHIBITORS

Be sure to visit them in the lobby from 8:30 a.m.—4 p.m.!



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Storyteller/Historian

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A Human Face on World War II

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THE DONOHUE GROUP
INCORPORATED

CLHO Annual Conference Map

Central Connecticut State University

Registration, Sessions & Exhibitors | Ebenezer D. Bassett Hall

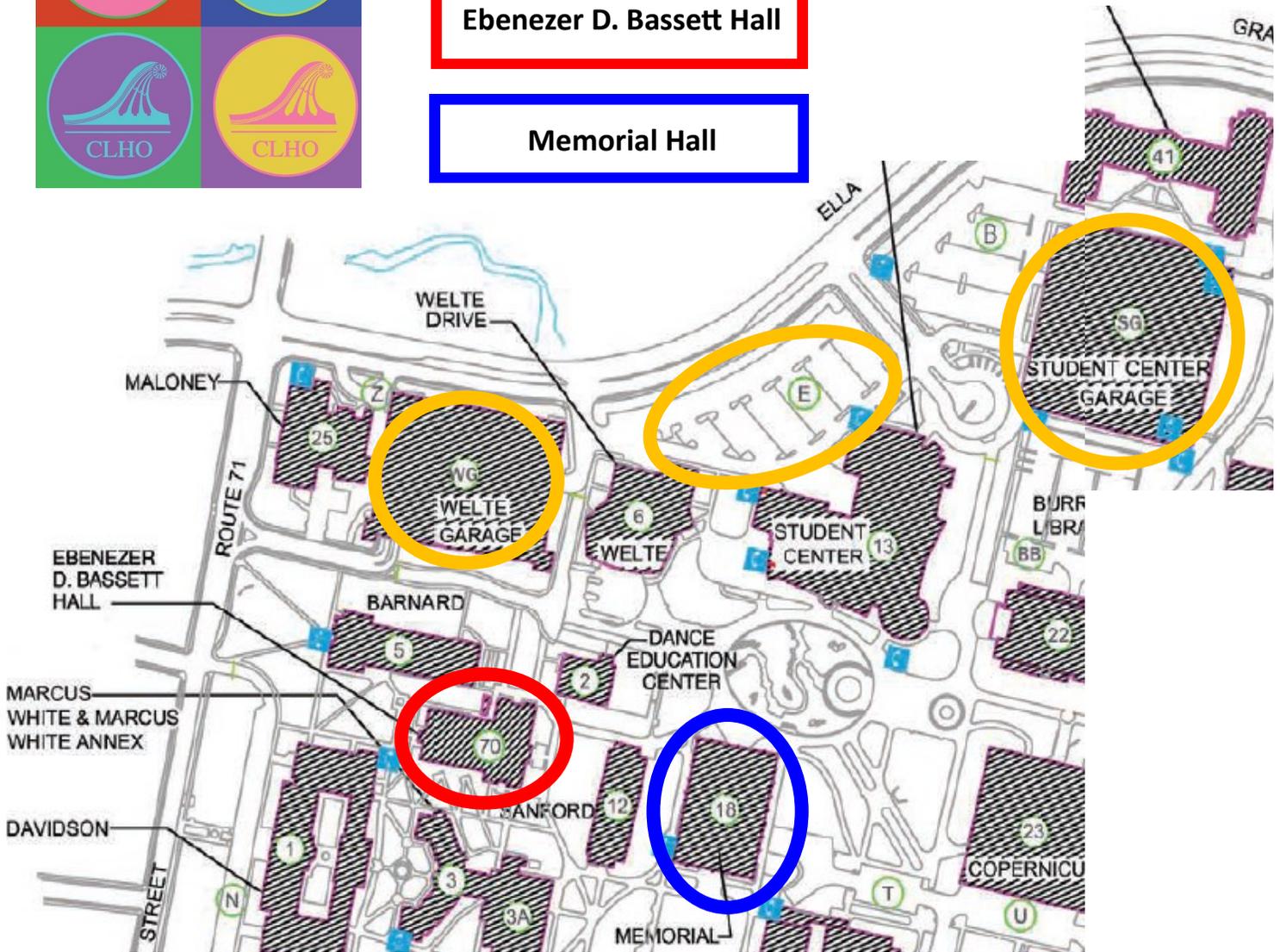
Keynote & Lunch | Memorial Hall



Conference Parking

Ebenezer D. Bassett Hall

Memorial Hall



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