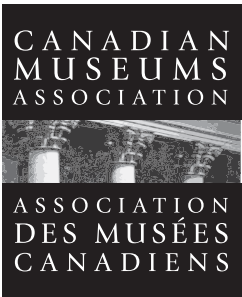


EVOLVE OR DIE!

CMA CONFERENCE • LONDON 2011 • APRIL 11-15



Online registration now available.
Early bird deadline: February 18, 2011.



KEYNOTES 2011



Tuesday, April 12, 4:30 pm

SIMON BRAULT

O.C., B. Sc., C.G.A. O.C.

Simon Brault is one of Canada's more ardent cultural warriors: the CEO of the National Theatre School, the Vice-Chair of the Canada Council for the Arts, the president of Culture Montréal, and a member of the Canada Prizes' advisory panel, Brault has fought on the side of arts and culture for over three decades. A longtime advocate of the arts in Montréal, Brault has taken action to re-establish that city as one of the most culturally accomplished communities in Canada. He continues the good fight in his new book, *No Culture, No Future*, an impassioned manifesto that argues that arts are not just a right but a necessity. Originally published in Quebec as *Le Facteur C*, besides highlighting culture's economic value, he explores the reasons why culture is of vital importance. Brault also preaches a culture of inclusivity: that instead of erecting barriers between high art and mainstream art, between the elite and the mainstream, we need to tear them down.

Supported by the Canadian Federation of Friends of Museums



Wednesday, April 13, 9:00 am

JANET CARDING

CEO and Director,
Royal Ontario Museum

Children who enjoy memorable times in museums "become people who see museums as part of their life. One thing

we have to do is continually create new museum visitors."

Canada's largest museum selected a curator from "the land down under" to lead them into the next decade. A strong believer that video displays can help bring museum collections to life, Janet Carding began her career as a curator at the Science Museum in London, and has since worked at the UK's National Museum of Science and Industry. Since 2004 Carding has been assistant director, public programs and operations at the Australia Museum in Sydney. She holds degrees from Cambridge and the University of London.



PHOTO: JAMES OMARA

Wednesday, April 13, 12:45 pm

DR. JAMES M. BRADBURNE

AA Dipl MCSD

Director general of the Fondazione Palazzo Strozzi in Florence, Italy James Bradburne was responsible for concept, strategy and implementation of a foundation to revitalise the public cultural program of the Palazzo

Strozzi. A British-Canadian architect, designer and museum specialist Bradburne has designed World's Fair pavilions, science centres, and international art exhibitions. Educated in Canada and England, he developed numerous exhibitions, research projects and symposia for UNESCO, national governments, private foundations, and museums world-wide during the course of the past fifteen years. He currently sits on several international advisory committees and museum boards, and recently curated and designed exhibitions including *Rudolph II* (Prague 1997) and *Blood: perspectives on art, power, politics and pathology* (mak. frankfurt/Schirn Kunsthalle). He lectures internationally about new approaches to informal learning, and has published extensively.



PHOTO: JASON TEALE

Wednesday, April 13, 1:30 pm

EDDIE FRIEL

Niagara University

"Been there, done that" might well apply to Eddie Friel when it comes to systemic change. Friel, is one of the key figures

in transforming Glasgow, Scotland from a perceived decaying industrial city to a major tourist destination. Appointed the first chief executive of Greater Glasgow Tourist Board, he developed the policies that helped transform Glasgow, turning that dying industrial city — once a world shipbuilding capital — into an arts and cultural center that now employs twice as many people in the tourism industry as it did in shipbuilding. Friel joined the faculty of Niagara University in January 2007 as an "expert in residence" in the College of Hospitality and Tourism Management to help reshape the image of Buffalo/Niagara. Gary Praetzel, dean of Niagara's tourism management college, said he brought Friel in because of the parallel between Glasgow and Buffalo. "Friel offers us a road map to economic growth through tourism. What was done in Glasgow is the perfect strategy to follow here. On the world stage, he's one of the great experts in destination marketing. It's like bringing to campus a Nobel Prize winner." Friel, a native of Londonderry, Northern Ireland, has more than 35 years experience in the tourism industry. He has a string of degrees and honors, including Officer of the Order of the British Empire, bestowed upon him in 2004 by Queen Elizabeth II for services to tourism in Scotland.

KEYNOTES 2011



Wednesday, April 13, 4:00 pm

WAYNE MADDISON

*Director, Beaty Biodiversity Museum,
Vancouver BC*

Wayne Maddison grew up in southern Ontario and Alberta, finding a love of nature, and jumping spiders in particular, as a teenager. He worked in the Royal Ontario Museum's entomology department as a high school student. Maddison's knowledge of jumping spider species continued to develop as an undergrad, spurred on by collecting trips and visits to the Canadian National Collection in Ottawa and the Museum of Comparative Zoology at Harvard. After completing his BSc at the University of Toronto, he did a PhD at Harvard University, and a postdoctoral fellowship at the University of California at Berkeley. He was an assistant and associate professor at the University of Arizona from 1990 until 2003, when he joined the University of British Columbia as professor and Canada Research Chair. Over the past seven years, he has become rededicated to museums and museums-based research. Maddison's research arose from a fascination with the diversity of forms and behaviours of jumping spiders, which led to systematics, which led to phylogenetic theory and computer programming. His work continues to be both empirical, on spiders, and theoretical, on the use of phylogeny in evolutionary inference.

Supported by the Alliance of Natural History Museums



Thursday, April 14, 9:30 am

CHRIS RUDGE

*Former CEO,
Canadian Olympic Committee*

Passionate about sports, Chris Rudge is the former CEO of the Canadian Olympic Committee (COC). He also chaired the wildly successful Own The Podium (OTP) program through 2009 and 2010. An adjunct professor at the University of British Columbia's School of Human Kinetics, Rudge currently is the chair and CEO of the 2012 100th anniversary Grey Cup Festival and the chairman of the Canadian Sport Center, Ontario. His sport background includes competing as a player with the Syracuse Stingers of the National Lacrosse League (NLL), holding the position of Directeur du personnel with the NLL's Les Caribou de Québec and coaching the Canadian National Field Lacrosse Team in 1976. For more than a decade Rudge held several executive positions with Quebecor World Inc. Prior to joining Quebecor World Inc. in 1991, Rudge was president and part owner of Pickering, Ontario-based Web Offset Publications. He has also been general manager, sales and marketing at Maclean Hunter Printing and has held various senior advertising sales positions at *The Financial Post*, including national advertising manager. Rudge began his professional

career as a physical education teacher with the Toronto Board of Education, teaching both junior and senior high school students. Rudge is and has been active on a number of boards, including The Paxen Group Inc. (Melbourne, Florida), Merrill Lynch Canada, the Organizing Committee for the 2015 Pan American Games, the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games, the National Ballet of Canada, the White Ribbon Campaign, the School of Graphic Communications Management at Ryerson University where he co-chaired the New Building Campaign, the University of Toronto Department of Athletics Restricted Funds Committee and the Country Day School (Vice Chairman). He was a member of the Province of Ontario's Olympic Trust and Waterfront Development Board and Chairman of the Town of Vaughan's Recreation and Sports Advisory Committee and has been an active member of the Canadian Printing Industry Association.



Thursday, April 14, 4:15 pm

KADIE WARD

*Director of Marketing and
Communications, London Economic
Development Corporation.*

Actively involved in the London community, Kadie Ward sits on the board of directors for the Downtown London Business Association, Canadian Club of London, Museum London, and is a founder of Museum Underground, a group focused on engaging the next generation of museum patrons in a meaningful relevant way. Ward has been a member of the Innovation Systems Research Network and Techno-Policy Network where she researched regional innovation systems. Her research has been published and presented to both local and international audiences. Passionate about community and regional economic development, Ward strives to bring innovation to her communities and introduce a new way of thinking about building cities.

Ward describes how Greek classical sculpture may have articulated and embodied the best model for economic development. Through an engaging and entertaining discussion of modern economic development theory Ward argues that economic developers could learn a lot from the content and form of the art that surrounds us.

MONDAY, APRIL 11

11:00 am – 5:00 pm

Registration

1:00 pm – 5:00 pm

PRE-CONFERENCE MOBILE WORKSHOP

Discover London's Urban Landscape

Take a walk with two of London's key City Planners and explore the past, present and future heritage of downtown London. Discover the landmarks that reveal London's enduring story. Learn about the current state of London's downtown and what the City of London has planned for the downtown's future.

Fee: \$20.00. Includes admission to all sites and a refreshment break. Limited to 35 participants.



HOTEL

The **Hilton Hotel** in London has been selected as the official conference hotel. Room rate: \$119

INFORMATION

Continue to check the CMA website under **conferences** for details and information regarding logistics and conference schedule: www.museums.ca

WE LOOK FORWARD TO SEEING YOU IN LONDON!

Unless otherwise specified all sessions take place at the **Hilton London Hotel**.

T = Simultaneous translation

5:00 pm – 7:00 pm

Dinner on Your Own

Connect with colleagues and friends and explore London's fine tradition of dining experiences.

7:00 pm – 9:00 pm

EVENING EVENT

Celebrating Place Art & Architecture Walking Tour

Old East Village is an integral part of London's history and tonight we celebrate its revitalization through commerce, culture and community. Many Londoners fondly recall the shopping district's street festivals and sidewalk bazaars. Although today's abundance of malls and big box stores have dramatically changed the consumer landscape, the Old East Village has remained focused on specialty shops and community spaces. Contributing to the revitalization efforts are three organizations collaborating to strengthen the community and showcase Old East Village as a Culture District for London. Join your colleagues and friends for a mobile tour which includes: **Aeolian Performing Arts Centre**, **Palace Theatre** and the **London Clay Art Centre** followed by a reception at the **London Arts Council**.

Fee: \$30.00. Open to CMA delegates and guests. Includes transportation, admission to all venues and a reception including beer, wine and soft drinks. **Limited to 60 participants.**

SPECIAL PROMOTION!

It is with pleasure the CMA can offer an **Air Canada Exclusive Preferred Carrier** rate to the CMA's National Conference in London, Ontario. Air Canada is offering a **10% discount** on Tango Plus, Latitude and Executive Class.

CMA has partnered with **VIA Rail** to offer a **10% discount** off the best available fare in Economy, Business, Sleeper or Sleeper Touring car.

Look for details in CMA's e-notes.

8:00 am – 6:00 pm

Registration

9:00 am – 4:00 pm

FULL-DAY WORKSHOPS

Forecasting the Future of Museums

Snapshots of the world, 2050:

1. museums are embedded in the world around us — seamlessly interleaved with the local historic district, art park, senior center and home-based schools.
2. museums are hyper-local and low tech, places of respite and retreat, refuges from the virtual and plugged-in turned-on world.

Which will be true? Perhaps neither or both! American Association of Museums's (AAM) Center for the Future of Museums will lead attendees in a day-long exploration of potential futures.

You will learn:

- ▶ the basics of forecasting
- ▶ preview major trends
- ▶ explore provocative scenarios... and learn a new paradigm for planning.

Fee: \$75.00. Includes printed material, two health breaks and lunch. **Limited to 36 participants.**

Facilitated by: **Elizabeth Merritt**, founding director of the Center for the Future of Museums—a think-tank and research & development lab for the museum field. The American Association of Museums created the Center for the Future of Museums (CFM) to help museums explore the cultural, political and economic challenges facing society and devise strategies to shape a better tomorrow. Ms. Merritt has 15 years experience in museums. Prior to joining AAM in 1999, she was Director, Collections and Research, at Cincinnati Museum Center, responsible for the administration of the curation, collections management, research, and conservation efforts related to the natural history and science, history, and children's museums of the Center. Her areas of expertise include museum standards and best practices, ethics, collections management and planning, and assessment of nonprofit performance. She teaches and speaks internationally, is a prolific author, most recently providing commentary for "National Standards & Best Practices for U.S. Museums," which is much less dry than it sounds. She is a Master Gardner, a competitive fencer, and serves as chair of the fundraising taskforce for the Yale Fencing Association.

Unless otherwise specified all sessions take place at the **Hilton London Hotel.**

T = Simultaneous translation

Social Media: Evolution to Execution

There is no doubt that Social Media tools like Twitter and Facebook are here to stay and for many of us it is time to jump on the band wagon before it pulls away. Social media has created a fundamental shift in the way people communicate and if used effectively you can generate more traffic to your website, stay in touch with your "visitors" and connect with new and valuable resources. Social Media: Evolution to Execution is an in-depth full day interactive workshop where you will have the opportunity to really get your hands dirty. Representatives from London's leading web development and marketing agencies will be on hand to help everyone navigate this new world. Participants are encouraged to bring their laptops as there will be live demonstration and interactive elements presented throughout the day.

You will learn:

- ▶ How to increase your following
- ▶ How to interact better with your audience
- ▶ Social media design
- ▶ Integrating your social media plan into your marketing plan

The time to harness the power of the web is today and we want to help your through it. 500 Million people can't be wrong!

Fee: \$50.00. Includes two health breaks and lunch.

Beyond the Paper Plan: Integrating Emergency Planning and Training

Is disaster preparedness in your museum just a plan on paper that desperately needs updating? Or an unfinished plan that's been in progress for several years? Have you just finished your plan but are unsure of how to proceed from there? This workshop will introduce an active team process for emergency preparedness that builds capacity for decision-making while the details for the emergency plan are worked out. The workshop will draw on the experience of emergency management officers, first responders and conservators.

You will learn:

- ▶ How to build and improve an emergency plan through table-top exercises in which staff plan response to possible emergencies
- ▶ Ways to integrate emergency planning, risk identification and mitigation, and emergency response training
- ▶ Discover the usefulness of floor plans and key objectives for emergency planning, training and risk documentation
- ▶ Expand your capacity for emergency response decision-making through scenario exercises

Fee: \$55. Includes printed material, two health breaks and lunch. **Limited to 20 participants.**

Facilitated by: Irene Karsten, Preservation Development Advisor, Canadian Conservation Institute. Dr. Karsten is a graduate of the University of Toronto Museum Studies Program and the Sir Sandford Fleming College Art Conservation Techniques Program. She has an MSc and PhD in Human Ecology with specialization in textile conservation from the University of Alberta. From 2004 to 2009, she was Museum Conservator for the University of Alberta Museums, where she was responsible for preventive conservation and emergency preparedness for thirty-five collections on a large university campus. Since joining the CCI in 2009, her work has focused primarily on risk assessment and emergency preparedness. With Deborah Stewart, she currently facilitates the popular CCI workshop, Emergency and Disaster Preparedness for Cultural Institutions.

9:00 am – 12 noon

HALF-DAY WORKSHOPS

Building Constituency — The Museum as an Essential Service

In the contemporary quests for value, sustainability and accountability, museums are exploring ways to reinvent themselves as purveyors of services essential to their communities. Beyond collecting and preserving, they are becoming advocates for changes in policy and behaviour, forums for debate on controversy and resources for expertise on complex topics. They are linking themselves to the goals of other institutions and expanding their constituencies and influence in the process. This necessitates more collaborative and holistic approaches to planning and design where users and partners are brought into the process early to explore the meaning of success and its implications for institutional character and physical form.

This session will focus on these methods and their results in a number of guest case studies. It will be conducted in an interactive workshop format, and audience participants are expected to share their own experiences and explore the implications.

What you will learn:

Participants will be introduced to convergent, holistic planning processes. This will include examples of how to successfully realize these key concepts:

- ▶ Develop a coincidence of interest
- ▶ Create linkages among the mission, architecture, visitor experience and the institution
- ▶ Identify and including new stakeholders
- ▶ Build commitment in the community
- ▶ Become a platform for new voices
- ▶ Plan through collaboration

Fee: \$30.00. Includes printed material and a health break.

Limited to 30 participants.

Facilitators and Presenters

- **Moderator: Robert Laidler**, Oak Hammock Marsh Interpretive Centre
- **Facilitating Host: Phil Aldrich**, Principal, AldrichPears Associates
- **Co-Facilitator: Catherine Rockandel**, Principal, Rockandel & Associates

Session Guests for Case Studies

Ian McLennan, Project Manager, Telus World of Science Edmonton; **Nancy Noble**, Executive Director, Museum of Vancouver

Interpretation Master Planning

Interpretation master planning is sometimes seen as a “necessary evil”. But it doesn’t have to be. Interpretation planning can be a great way to remember what it is you are good at, to put your ducks in a row at the site, to listen to and work with staff and visitors, and to get your message out. In this workshop, we’ll consider the why, how and so what of interpretation planning. Regardless of your institution you will find this workshop informative.

You’ll explore:

- ▶ How to plan the plan
- ▶ What goes into an interpretation master plan — themes & strategies
- ▶ Implementation challenges
- ▶ How to tell if it’s working (for you & others)

Fee: \$70. Includes printed material and a health break.

Limited to 30 participants.

Facilitated by: M. Christine Castle, Consultant, Educator, and Editor of Museum Education Monitor (MEM). Chris has 30 years of museum experience. Christine specializes in the design, development, and evaluation of interpretation programs for galleries, museums, and cultural heritage. She has recently assisted Fanshawe Pioneer Village, the Art Gallery of Ontario, the Archives of Ontario, and Interpretation Canada with their interpretation requirements.

12:45 pm – 1:30 pm

CMA AGM

4:30 pm

OPENING KEYNOTE ADDRESS

Simon Brault

**No Culture, No Future:
The Urgency of Renewing Public Engagement
with Arts and Culture in Canada**

TUESDAY, APRIL 12

7:00 pm – 9:00 pm

EVENING EVENT

Blast from the Past!

Join us for an evening of food, friends and fun at the London Regional Children's Museum. Discover how hands-on exploration inspires the next generation of museum visitors and rediscover your own childhood along the way. Explore the museum's galleries, sample delicious food and drinks, and experience the value of play-based learning for yourself!

Fee: \$55.00. Open to CMA delegates and guests. Fee includes transportation, admittance to the Museum, entertainment, heavy reception, alcoholic and non-alcoholic beverages. This evening is NOT part of the all-inclusive registration rate.

7:00 am – 5:00 pm

Registration

7:30 am – 8:45 am

Breakfast with the Exhibitors

9:00 am – 10:00 am

KEYNOTE

Janet Carding

Royal Ontario Museum

10:15 am – 11:30 am

EDUCATIONAL SESSIONS

The Evolution of the Online Museum

Moderator: Brian Meehan, Museum London

Panelists: Gabrielle Blais, Canadian Heritage Information Network; Andrea Hallam, London Heritage Council

We know where we have been but where are we going with the future of online museums? Explore a range of tools available for online interaction; look at the likely costs, partnering, and who needs to be at the table to ensure the success of your online presence?

Risks of Expanding the Museum Demographic

Moderator:

Panelists: Jane Williamson, Ecclesiastical Insurance Canada; Robert Laidler, Oak Hammock Marsh;

Museums and galleries are always seeking new revenue streams. By expanding the traditional demographic base to attract more families and youth, they can effectively increase attendance. With the expanded demographic comes additional risk. What policies and procedures should your institution have in place to protect youths while they are participating in educational programming on your premises? How do the new abuse and privacy guidelines affect you? Join and practitioners for a lively forum discussing how best to protect yourself and institution.

Unless otherwise specified all sessions take place at the Hilton London Hotel.

T = Simultaneous translation

CMA 2011 ignite talks



The theme for this year's conference is "Evolve or Die." One of the major steps in evolving is listening to what the next generation of Museum Professionals have to say. We decided to give these talented folks a chance to speak with the CMA Ignite Talk. For those who are unfamiliar with Ignite, it is a style of presentation where participants are given five minutes to speak on a subject accompanied by 20 slides. Each slide is displayed for 15 seconds, and slides are automatically advanced. Participants have no control over their slides which challenges them to know their stuff and practice, but it also helps to keep the event moving quickly and gives everyone the exact same chance and time to present their ideas. This event is very exciting and will often enlighten the crowd with new ideas and new ways of thinking.

Become a speaker

Thinking about doing a talk? Submit your proposed talk by April 1, 2011 to info@londonheritage.ca.

Step 1: get inspired

Scott Berkun from Ignite Seattle puts our fears to rest and inspires us to tell our story in exactly 5 minutes with 20 auto-advancing slides (www.youtube.com/watch?v=rRa1IPkBFbg&feature=player_embedded)

Step 2: know the rules

In order to keep presentation times and expectations equal for all presenters, there are a number of rules that all presentations must follow.

1. Your talk must be exactly 5 minutes long. This is an extremely short amount of time. Be sure to practice your presentation to make sure you don't go over time. We will give the MC permission to use a giant cane to drag offstage any speakers who go over 5 minutes. Make sure you are wrapping up on your last slide.
2. Your talk must be accompanied by 20 unique slides. Your talk should not hinge on transitions, animation or sound. If you have a video in one of your slides, you have to be able to talk over it, and be prepared if the video does not play — this slide will still be displayed for exactly 15 seconds. Presentations must be submitted to me in .ppt format. I believe it will be presented in Microsoft Power Point, but this may change. Also, be sure to use high-contrasting colours, as we do not know the condition of the projector we will be using.
3. Slides will auto-advance every 15 seconds. Keep this time limit in mind while crafting your slides, as 15 seconds is not a lot of time for your audience to read. Auto-advancing can help you with your pacing, but it can also be overwhelming if you cannot keep up with the slides. Practice, practice, practice!
4. Your slides are due April 1, 2011. Please email your presentation to info@londonheritage.ca. You cannot make changes to your presentation after emailing it in.

5. Your presentation will be recorded. The video camera will most likely be on a tripod, angled in such a way as to show you and your slides. Your presentations will be publicly viewable on the IgniteLondon.ca website, and may be used to promote future events.

Step 3: send us your proposal by the deadline

Email a short blurb to info@londonheritage.ca outlining who you are and why you are excited to talk about your topic.

The presentation schedule will be announced on April 10, 2011. Slideshows are due April 1, 2011.

Museums and School Partnerships

Moderator: TBD

Panelists: TBD

Panelists will share their knowledge, experience and perspectives on museum-school partnerships. Attendees will be asked to share their own partnership experiences.

11:30 am – 12:30 pm

Lunch with Exhibitors

12:45 pm – 1:30 pm

KEYNOTE

James Bradburn

Director General, Fondazione Palazzo Strozzi,
Florence Italy

1:30 pm – 2:15 pm

Eddie Friel

College of Hospitality & Tourism Management,
Niagara University

2:20 pm – 2:45 pm

Networking Break

2:45 pm – 3:45 pm

EDUCATIONAL SESSIONS

Museums & Expos

— Innovation at Shanghai 2010?

Moderator: Benoit Legare, Montreal Science Centre

Panelists: Denise Amyot, Canada Science & Technology Corporation; David Balcon, Northwest Research & Consulting; Yosef Wosk, Museum of Vancouver

Museums and World's Fairs have always had a very close relationship. Architecture, exhibition techniques, interpretation, visitor services are all key features of both museums and fairs. In June 2010, CMA organized a group of Canadian museum directors to visit Shanghai's Expo 2010, the largest and most dynamic fair to date. This session will explore their critical insight into new exhibit technology, interpretation and services. Come learn from what they discovered and what may work in Canada.

CMA 2011 ignite talks — Part II



New Roadmaps and Uncharted Waters

Moderator: Paul Harpley, Toronto Zoo

Panelists: Madelaine Callaghan, Scarborough Museum; Victoria Dickenson, Canadian Museum for Human Rights; Cathy Molly, Markham Museum

Community building, social capital, civic engagement, youth empowerment — these are all concepts that museum are becoming increasingly familiar with. As repositories of history, museums are well positioned to introduce and integrate diverse residents and newcomers into a cohesive society, and in doing so, to embed our institutions into the fabric of daily life. Learn how three diverse institutions are implementing programs to engage new Canadians and by doing so the effect that they have had.

Museums as Essential Educators

Moderator: Andrea Hallam

Panelists:

Accepting the guiding principle that museums are integral in supporting the development of primary-source research and critical thinking skills in students, this session explores ways in which traditional school programs can be redeveloped to further engage students. This session challenges attendees to think more widely about school programs and how we describe and advocate for the learning power of museums.

4:00 pm

KEYNOTE

Dr. Wayne Maddison

Director, Beaty Biodiversity Museum, Vancouver

Natural History, Old and New

After the romantic age of discovery, when world voyages brought strange and novel creatures back to museums, biology through the 20th century increasingly shifted from observations and collections in the field to direct hypothesis testing using a few chosen species in the lab. This was at the expense of exploration, even though our exploration was far from finished. However, a resurgence in basic exploration has been provoked by environmental awareness and the need to know what we are losing. Stories of discoveries of new species clearly spark the interest of a public yearning for the mysterious and hidden primeval, the authentic. This scientific resurgence and public yearning have spurred the foundation of the Beaty Biodiversity Museum at UBC. Although such a public interface is unfamiliar to most of our researchers, we have realized that our own passion for the stories and beauty of nature is a precious resource that we can and should share with the public, using the museum, in order to promote both basic exploration and an appreciation for biodiversity. Join Dr. Maddison on his stimulating explorative journey which will lead you to realize our collective institutions must evolve or die.

Kindly supported by the Alliance of Natural History Museums

5:00 pm – 5:45 pm

ANNUAL GENERAL MEETINGS

1. Coalition of Canadian Healthcare Museums
2. ICOM Canada

5:00 pm – 5:45 pm

RECEPTION WITH THE EXHIBITORS

Reconnect with old friends and make a few new ones at the 2011 CMA Expo. Connect with tried and true vendors as well as meet new suppliers who offer a wide variety of products and services especially for your institution.

Fee: Included in conference registration and Award Dinner guests.

7:00 pm

2011 CMA AWARDS DINNER

Bouquets to all the 2011 award winners! Join your colleagues and award winners to celebrate and support the very best in Canada's museums. Presentations will be made throughout a fabulous celebratory dinner for the CMA Awards for Outstanding Achievement, CMA Awards of Distinguished Service, and the Museums and Schools Partnership Award co-sponsored by the Canadian College of Teachers and the Canadian Teachers' Federation.

Fee: \$80.00. Open to CMA delegates and award winners only. Includes three-course sit-down dinner and one glass of wine. Pre-registration required. Limited to 300 people.

THURSDAY, APRIL 14

7:00 am – 5:00 pm

Registration/Information

7:30 am – 8:30 am

Breakfast with Exhibitors

9:00 am – 10:00 am

KEYNOTE

CHRIS RUDGE

0-14: Own the Podium

9:45 am – 10:10 am

Networking Break with Exhibitors

10:15 am – 11:45 am

EDUCATIONAL SESSIONS

Donors, \$\$\$, Collections

Museums begin with collections. Collections come from collectors who can also become donors. The existing structure does not always work in the best interest of our institutions or our significant collectors. Our panel explores the questions: Can museums become advocates for their donors? Can institutions steer potential donors through the maze of Professional Art Dealers Association of Canada, other recognized appraisers, Culture Properties Review Board, Revenue Canada, etc? Do we care about motives? Should institutions facilitate the growth of their collections/ why growth?

My Museum, My Community — Rethinking the Museums

Moderator: **Adriana Davies**

Panelists: **Peter Davis**, Newcastle University; **Amanda Gibbs**, Museum of Vancouver; **Elizabeth Merritt**, Centre for the Future of Museums

Facing challenges from a shifting population, threats of a recession, and a revolution in communication, the museum community is being called upon to play an even greater role in sustaining the well-being of their respective communities. Three experts share their specific vision of change in how museums involve their community.

Supported by ICOM Canada.

Unless otherwise specified all sessions take place at the Hilton London Hotel.

T = Simultaneous translation

Risk Strategies for Success in the New Economic Environment

Explore issues crucial to galleries and museums. Benefit from new ideas, strategies, and resource sharing with our panel of experts. You'll hear from both sides of the equation — underwriters, carriers and museums professionals concerning:

- ▶ the lagging economy and litigation
- ▶ risks of expanding the museum demographic
- ▶ protecting artifacts through accurate valuation

Rethinking Museums: Beyond Galleries Walls

Moderator: **Shanna Dunlop**, Fanshawe Pioneer Village

Panelists: **Ariel Beaujot**, University of Vermont; Jennifer Levin-Bonder, University of Western Ontario; **Erich Weidenhammer**, University of Toronto

Explore the role of technology and material culture in rethinking the relationship between museums and Gen Y. Panelists will share practical tips on how to do cataloguing, undertake online exhibits, launch exhibits with a university class and integrate community into living museums. Attendees will learn what they need to develop successful programming and exhibits to successfully engage Gen Y.

The Social, Political, and Local: The Power of Place

Moderator: **Yael Filipovic**, Foreman Art Gallery, Bishop's University

Panelists: **Andrew Hunter**, Dodolab & Proboscis; **Justin Langlois**, Broken City Lab, **Andrew Lochhead**, Workers Arts and Heritage Center

Embracing new roles, forging new relationships, and charting new territory on the notion of place has proven to facilitate new kinds of relationships with communities that allow for increasingly socially responsible work within our institutions. Through a dialogue that explores the critical relationships, the panelists have taken with the notion of place, this discussion will engage in unpacking the politics at play in work engaged with local spaces, communities, and histories and how this plays a part in a broader role we may be asked to play as facilitators of social change at local and regional levels.

11:45 am – 12:45 pm

Lunch with Exhibitors

1:45 pm – 2:45 pm

PLENARY

Dramatizing History

Local history based theatre in London has become a standard at several museum sites. Working with local playwrights and historians, Museum London, Fanshawe Pioneer Village, the London Fringe and the Heritage London Foundation present unique local history stories as theatre. Enjoy a scene from a recent production and talk to museum staff, producers, directors and actors about how your institution can dramatize history.

2:45 pm – 3:15 pm

Ice Cream Break and Trade Show Closing

3:15 pm – 4:00 pm

EDUCATIONAL SESSIONS — CASE STUDIES

How Do You Dramatize History?

Moderator: Sheila Johnson, Fanshawe Pioneer Village

Panelists: Mike Baker, Elgin County Museum; Jennifer Nelson, University of Western Ontario; Holly Martelle, Timmins Martelle Heritage Consultants Inc.

This case study provides an outline of the process of creating a dramatization of an historical event. The discussion will address critical issues such as funding, project team selection, promotion, how decisions were made, implementation, outcomes and the lessons learned.

A Sporting Chance on the Web

Presenters: Brent Wiancko and Terran Fader, University of Western Ontario

Electronic media are becoming increasingly vital to the continued relevancy and success of museums. Websites are important platforms which not only publicize museums, but also provide extremely valuable resources for educators, researchers and the public. You need not spend big bucks creating your web site! This case study will analyse the public history students' experience in creating a website using Omeka, a free open-source and flexible website design program. The lessons learned will be beneficial for those interested in creating cost-effective web sites.

Portraits in the Street — Thinking Outside the Gallerie's Walls

Presenters: Myriam Cobb and Carolyn Cook, Portrait Gallery of Canada

Portraits in the Street is an installation of reproductions that are hung outdoors — from parking lots to pubs, historic sites to construction sites in Ottawa. This case study examines the advantages and pitfalls of the program including technical issues, partnership development, programming and evaluation and how easy is it for your institution should start thinking beyond your walls!

Evolution of Museum Access

Presenter: Morgan Ineson, Art Gallery of Ontario

Recently there has been legislation passed within Canada mandating increased access to institutions such as museums and galleries. Based on an access program at the AGO this case study will provide multi-sensory strategies to counteract barriers to meaningful art appreciation and education and how your institution can implement a similar program.

4:15 pm – 5:00 pm

CLOSING KEYNOTE ADDRESS

Kadie Ward

Director of Marketing and Communications, London Economic Development Corporation

Meeting the Diverse Needs of Our Evolving Communities

5:30 pm – 6:30 pm

CMA 2012 RECEPTION

7:00 pm

CLOSING BANQUET

Call of the Wild, Museum London

Join your colleagues to celebrate the culmination of the conference and dine amongst the art and artifacts at Museum London. And be prepared to stay on for an evening of dancing to cap off a memorable week.

Fee: \$80. Open to CMA delegates and guests. Includes dinner, one complimentary drink ticket for the cash bar and entertainment. Limited to 200 participants.



POST-CONFERENCE MOBILE WORKSHOPS

The Concept

This year's CMA conference offers pre- and post-conference mobile workshops. Mobile workshops take advantage of local expertise to help you examine and learn more about practical approaches that you can apply to your institution. You will approach sites through the front door and get a look behind the scenes. You will learn about exemplary work in museums and art galleries that fulfill our traditional mandate. You will learn about different aspects of cultural and heritage tourism, as well. The workshops will provide attendees with sufficient knowledge, which will yield action plans for your operations.

There are four mobile workshops to select from — one on Monday, April 11th and three post-conference.

Tours depart at the time indicated for each tour from the lobby of the London Hilton Hotel and return at the designated time. A separate fee is applicable for the mobile workshops. Fee includes admission to all sites, guided tours, food, accommodation and transportation, as specified. For all outdoor activities, comfortable walking shoes or hiking boots are a must, as is a warm, waterproof, windproof jacket or coat. Add a pair of gloves and you'll be prepared for any weather conditions, but we're counting on spring having sprung!



Museum of Ontario Archaeology

8:00 am

MOBILE WORKSHOP #1

A Journey Through Time

- Museum of Ontario Archaeology
- Sustainable Archaeology Centre
- Fanshawe Pioneer Village

A short 20 minute bus ride will take delegates to the **Museum of Ontario Archaeology** and the **University of Western Ontario Centre for Sustainable Archaeology**. View a seven-minute introductory video in the museum theatre, tour museum displays and visit behind-the-scenes. Then don hard hat and tour through the University of Western Ontario Centre for Sustainable Archaeology being constructed adjacent to the Museum, featuring state-of-the-art artefact data recording and retrieval systems. We'll venture outside for a guided tour of the partially reconstructed **Lawson site Neutral Iroquoian village**, circa 1500 A.D.

We'll hop back onboard and travel to **Fanshawe Pioneer Village**, where a delicious 19th century pioneer lunch will be served. Guides will tour delegates through the grounds and the more than 30 original (relocated) and reconstructed pioneer buildings including houses, barns, blacksmith shop, firehall, school, church and stores.

To learn more before your trip, visit:

- www.uwo.ca/museum
- www.sustainablearchaeology.org
- www.fanshawepioneervillage.ca



Fanshawe Pioneer Village

8:30 am

MOBILE WORKSHOP #2

From Mennonites to the Blackberry: A Journey through the Waterloo Region

- ▶ Homer Watson House and Gallery
- ▶ THEMUSEUM
- ▶ The Canadian Clay & Glass Gallery
- ▶ The Village of St. Jacobs

Just an hour away from London, the Waterloo region is a dichotomy of history. From Mennonites to manufacturing to technology and the Blue Box to the BlackBerry — you'll experience all the region has to offer. You will travel in a comfortable motor coach with a friendly and knowledgeable guide who will give a brief history of Waterloo region — home of Canada's newest Governor General David Johnston.

Your first stop will be at the former home and studio of Homer Watson. **Homer Watson House and Gallery** will offer CMA delegates a tour of the galleries and the surrounding grounds. You can also enjoy their exhibition — *Pottery, Fibre and Sculpture Show*.

Next stop... **THEMUSEUM** a 55,000 square foot, seven-year-old former department store located in the heart of Kitchener. Recently rebranded from a children's museum... you'll hear from director David Marskell on how this all came about. You'll view their most recent collaboration with curator Virginia Eichhorn called *Searching for Tom / Tom Thomson: Man, Myth and Masterwork*. A unique show put on by a young, but aspiring new museum, the exhibit features more than 60 original works by Thomson. A healthy lunch is included at THEMUSEUM Café.

From there you will take the short drive to Uptown Waterloo to experience the **Canadian Clay & Glass Gallery**. A solo show by artist Julie Oakes and an excellent gift shop with artists from across Canada will be sure to tempt delegates!

Then it is back on board our coach as we head to our last stop. Close to the hearts of thousands of visitors is the scenic riverside **Village of St. Jacobs**, where simplicities of small town life complement the fabulous shopping in many fine specialty shops, boutiques and artist's studios. You'll enjoy some free time to explore and shop.

Delegates will be returned to the London Hilton Hotel at approximately 5:00 pm.

8:30 am

MOBILE WORKSHOP #3

Cultural Tourism

- ▶ Port Stanley, ON

How do you take a sleepy harbour town and develop a lakeside tourism destination without losing its charm?

We'll travel 40 minutes west of London to the shores of Lake Erie to see one of southwestern Ontario's hidden gems. A quaint fishing village nestled along the lake, **Port Stanley** is home to a fleet of fishing vessels, two public beaches (main beach having just received the coveted «blue flag»), up-scale shops, artists' studios, professional theatre, gourmet cuisine, cozy inns and bed & breakfasts. A village steeped in history, Port Stanley is fast becoming a premiere destination for Ontario travelers.

So how are they doing it?

We'll take a guided tour of the waterfront and historical tour of the village, meet back at the **Port Stanley Festival Theatre** where professional planners, politicians and members of the Business Improvement Area (BIA) will share their story of how the federal harbour divestiture program launched Port Stanley's evolution, and how commercial and residential properties have skyrocketed as heritage, arts and environment play a crucial role in the economic lifeblood of this tourism community.

We'll finish the day with a tour of local wineries and wrap up the 2011 CMA conference in style.

To acquaint yourself with Port Stanley, please visit:

- ▶ Doors Open Ontario community
www.portstanleyheritage.com/calendar.htm
- ▶ Business Improvement and Tourism information
www.portstanley.net
- ▶ Port Stanley Festival Theatre
www.psft.on.ca
- ▶ Railway
<http://www.pstr.on.ca>
- ▶ Quai Du Vin Estate Winery
www.quaiduvin.com/

Fee: \$65.00. Includes transportation, guided tours, and admission to all sites, two health breaks and lunch. You will be returned to the Hilton London Hotel at approximately 5:30 pm.
Limited to 75 participants.

REGISTRATION

EVOLVE OR DIE!

CMA CONFERENCE • LONDON 2011 • APRIL 11-15

Online: www.museums.ca
Fax: (613) 233-5438
Phone: Eveline Callupe at the CMA, 613-567-0099 ext. 233
Mail: CMA National Conference 2011
 280 Metcalfe St., Suite 400, Ottawa, ON K2P 1R7

Questions: Eveline Callupe at (613) 567-0099 ext. 233 or ecallupe@museums.ca

Name _____

Title _____

Institution _____

Address _____

City _____ Province _____ Postal Code _____

Tel _____ Fax _____

Email _____

I require vegetarian meals. I have food allergies to: _____

CMA membership number (personal or institution): _____

Conference Fees

	Early Bird Member	Early Bird Non-Member	Regular Member	Regular Non-Member
Full Conference¹	\$450 <input type="checkbox"/>	\$550 <input type="checkbox"/>	\$585 <input type="checkbox"/>	\$685 <input type="checkbox"/>
Daily ² (Wed <input type="checkbox"/> Thurs <input type="checkbox"/>	\$175 <input type="checkbox"/>	\$225 <input type="checkbox"/>	\$275 <input type="checkbox"/>	\$375 <input type="checkbox"/>
Student ² (Wed <input type="checkbox"/> Thurs <input type="checkbox"/>	\$150 <input type="checkbox"/>	\$200 <input type="checkbox"/>	\$225 <input type="checkbox"/>	\$250 <input type="checkbox"/>
Volunteer ² (Wed <input type="checkbox"/> Thurs <input type="checkbox"/>	\$150 <input type="checkbox"/>	\$200 <input type="checkbox"/>	\$225 <input type="checkbox"/>	\$250 <input type="checkbox"/>

Pre-Conference Events / Workshops³

	Date	Availability	Fee
Discover London's Urban Landscape	Monday 1:00 – 5:00	limit of 35	\$20 <input type="checkbox"/>
Forecasting the Future of Museums	Tuesday 9:00 – 4:00	limit of 36	\$75 <input type="checkbox"/>
Social Media (with registration)	Tuesday 9:00 – 4:00	no limit	\$50 <input type="checkbox"/>
Social Media (without registration)	Tuesday 9:00 – 4:00	no limit	\$100 <input type="checkbox"/>
Beyond the Paper Plan	Tuesday 9:00 – 4:00	limit of 20	\$55 <input type="checkbox"/>
Building Consistency	Tuesday 9:00 – noon	limit of 30	\$30 <input type="checkbox"/>
Interpretation Master Planning	Tuesday 1:00 – 4:00	limit of 30	\$70 <input type="checkbox"/>

Post-Conference Workshops³

	Date	Availability	Fee
From Mennonites to BlackBerry	Friday 8:30 – 5:00	limit of 45	\$55 <input type="checkbox"/>
Cultural tourism — Port Stanley	Friday 8:30 – 5:30	limit of 45	\$65 <input type="checkbox"/>
A Journey Through Time	Friday 8:00 – 5:30	limit of 45	\$55 <input type="checkbox"/>

Evening Events

	Date	Quantity and Fee
Celebrating Place — Walking Tour	Monday 7:00 pm	_____ x \$30 = _____
Blast from the Past Reception	Tuesday 7:00 – 9:00 pm	_____ x \$55 = _____
CMA Awards Banquet	Wednesday 7:00 pm	_____ x \$80 = _____
Closing Banquet — Call of the Wild	Thursday 7:00 pm	_____ x \$80 = _____

Note that 2011 is for two conference days — workshops and study tours are outside of that time and are billed separately, as is usual.

The CMA reserves the right to cancel or change any of the sessions or events published.

Early bird deadline:

February 18, 2011

Privacy Policy: I agree that my name and contact information as it appears on this form will be included in the delegate list which will be made available to delegates and exhibitors.
 Yes No

Cancellation policy: Written cancellations will be accepted up to and including March 31, 2011 (a cancellation fee of 25% will apply). Due to financial commitments made in advance, no refunds will be granted after this date.
 I have read and hereby acknowledge the privacy and cancellations policies.

Signature _____

Payment

Subtotal \$ _____

HST (13%) \$ _____

Total \$ _____

HST Exemption (if applicable)
 # _____

I enclose my cheque
 (payable to the Canadian Museums Association)

Please charge my: :
 VISA MasterCard

Name on card: _____

Card Number

Expiry Date ____/____/____

Signature _____

Notes

- Full Conference** includes: Blast from the Past at the London Regional Children's Museum, Reception with Exhibitors, CMA Awards Dinner, Closing Banquet and two full days of conference with breaks and lunches
- Daily, student and volunteer** rates include the conference, lunch and breaks (for that day) as well as admission to the tradeshow reception. Evening events, with exception to the full conference, are a-la-carte.
- Workshops** with limits only available to conference registrants (full, daily & student).