

THURSDAY, MARCH 29, 2007

7:00 am – 5:00 pm

REGISTRATION

Fairmont Château Laurier, Ottawa

7:30 am – 8:45 am

BREAKFAST WITH THE EXHIBITORS

9:00 am – 10:00 am

OFFICIAL CONFERENCE OPENING (T)

Calvin J. White, CMA President, and John G. McAvity, CMA Executive Director will welcome you and update you on recent CMA activities.

FELLOWS LECTURE

David Fleming, National Museums Liverpool, England

The Social Responsibility of Museums (T)

Museums are a powerful force for change in society, or at least they should be! Mr. Fleming will address some of the ways and means by which museums can help bring about more cohesive communities and better citizenship. Mr. Fleming will argue that to fail to do this is to fail the society that sustains us and to betray the principles to which we should adhere.

David Fleming became director of National Museums Liverpool in 2001. Since then he has successfully supervised the completion of the £45 million Into The Future project. In 2002 he was named by The Independent on Sunday as one of the ten leading people in U.K. museums. He was awarded an OBE in the 1997 New Years Honours List for services to museums. He is currently president of INTERCOM, chair of the National Museums Directors' Conference U.K. Affairs Committee, and an external examiner for the Leicester University department of museum studies.

Presented with the kind support of Dr. Yosef Wosk.

10:15 am – 11:45 am

EDUCATIONAL SESSIONS

Me and My Shadow (T)

Moderator: Joe Geurts, Canadian Museum of Civilization Corporation

Presenters: Sheila Gamble, Wanuskewin Heritage Park; Robert Lebeau, Vice President, Sunlife Canada; Barbara MacLean, Deputy Minister for Culture and Youth for the Province

of Saskatchewan; Robert Spickler, Canadian Centre for Architecture; Debbie Trueman, Nanaimo District Museum

The challenge of building leadership capacity is as critical as it is daunting. It is often difficult to appreciate the intricacies of managing not-for-profits, government departments, and corporations. In fall 2006, three museum directors were paired with senior managers from corporate Canada and provincial governments. Each pair spent a day shadowing one another on the job. Hear what they learned!

Good Things Come in Small Museums: Part I

Facilitated by the Ottawa Museum Network

Join your peers to exchange ideas and solutions about the challenges faced by small museums. Discussions will focus on practical, nuts-and-bolts topics, as well as partnership development, community involvement, educational programming, and tourism. This is a two part session which continues in the afternoon.

Using Evaluation to Plan Exhibits: a case study of the Bytown Museum Renewal Project
Presenter: Carolyn Cook, Bytown Museum

Thinking Outside the Box: Ruminations on "Sins of the City"

Innovative Technologies in Small Museums

Presenter: David Farrell, Peel Heritage Complex

Career Networking Session: Future museum leaders take note!

Moderators: Naomi Grattan, Canadian Museums Association; Maureen McEvoy, Canada Science and Technology Museum; Johanna Mizgala, Portrait Gallery of Canada

CMA is committed to supporting and advancing the careers of museum professionals. This is a new session designed to match those just starting out with experts in various fields of museum work for career advice and guidance, in a variety of fields, such as conservation, curatorial, education, exhibitions, communications, collections management, senior management, design, and consulting.

How do I get involved? To participate in this session, either to give or to receive advice, please contact: Johanna Mizgala at johanna.mizgala@lac-bac.gc.ca by January 31, 2007. Participants will receive confirmation via email with the time of their appointment.

Presented in partnership with the Canadian Heritage Information Network

Strength in Numbers: Collaborative Research Between Museums

Moderator: Henriette Riegel, Currency Museum of the Bank of Canada

Panelists: Jeff Broughton, SurveyWorks; Karen Graham, Canadian Museum of Civilization; Gabrielle Trépanier, Canada Science and Technology Museum; Shanna Young, Toronto Zoo

Museums are pressed to balance their roles as educational organizations against the need to attract attention and increase visitors. There is a great need for detailed marketing information about actual and potential visitors in order to reach them most effectively. This session brings together representatives from two groups which pooled resources to conduct audience research; here they will share their experiences, and how they applied them in their institutions.

11:45 pm – 1:00 pm

LUNCH WITH THE EXHIBITORS

1:15 pm – 2:15 pm

KEYNOTE ADDRESS

Rex Murphy

Whither Culture? Museums are the portrait of Canada (T)

Do Canada's museums have a vital role to play in shaping our present-day experience? Can they renew our sense of ourselves? Does it matter? Never one to mince his words, polemic journalist Rex Murphy will delight and inspire delegates with his thoughts on why museums are indeed “among the chief instruments of our social and historical self-consciousness.”

A native of St. John's, Newfoundland, Rex Murphy is a Memorial University graduate and an Oxford University Rhodes Scholar. He began his career as a writer and broadcaster in Newfoundland. He gained an insider's view of politics as executive assistant to the leader of the Liberal Party of Newfoundland, and by running twice for office in provincial elections – once as a Liberal, once as a Tory: he lost both times. The current host of CBC radio's Cross Country Checkup, Murphy contributes weekly commentary to CBC tv's The National, and to the Globe and Mail. Rex's oratory – a volatile mix of insight, humour, and biting political commentary, powered by an extraordinary vocabulary – brings audiences to their feet at events from coast to coast.

2:15 pm – 2:45 pm

HEALTH BREAK WITH THE EXHIBITORS

Sponsored by: Lundholm Associates Architects

EDUCATIONAL SESSIONS

2:45 pm – 4:30 pm

Town Hall Meeting (T)

Moderator: Paul Wells, Macleans magazine

Panelists : Ed Krahn, Yukon Beringia Centre; Johanna Mizgala, Portrait Gallery of Canada; Yolande Racine, Cinémathèque québécoise; Jon Tupper, Confederation Centre for the Arts

To build on Rex Murphy's keynote address, Maclean's journalist Paul Wells will host a museums town hall, where key thinkers in Canadian museums will respond to Mr.

Murphy's address. Hear their responses, and make your own heard too! Don't miss what promises to be a thought-provoking highlight of the conference!

Planning for Succession (T)

Panelists: Elizabeth Goger, Canadian Museum of Civilization; Denyse Jomphe, Canadian Museum of Nature; Angela Williams, Royal British Columbia Museum

As our society begin to address the challenges of an aging workforce, succession planning is of increasing concern for museums. Panelists will share their experiences in planning for succession – describing the various approaches available and why they were selected, the process involved, lessons learned, and tips for your institution.

Good Things Come in Small Museums: Part Two

This is a continuation of the morning's session.

Rolling Back the Tides: revealing Tantramar's tidal landscapes

Presenter: Paul Bogaard, Tantramar Heritage Trust

Petit musée se fait des amis

Presenter: Sophie Cormier, Musée Colby-Curtis

Exhibits on Residential Schools in Small Communities

Presenter: Michele Alderton, Red Lake Regional Heritage Centre
Red Lake, Ontario

The Top 10 Tips for Creating Great Planned Giving Campaigns

Presenter: Richard Radcliffe, U.K.

This outrageous but deeply practical session will be sure to challenge, stimulate and motivate you! Richard will present more than 30 tips ... some terrible, some excellent! What works and what doesn't? You have the vote in this interactive session which is sure to challenge your assumptions.

Being Green

Moderator: Robert Laidler, Oak Hammock Marsh Interpretive Centre

Panelists: Joanne Lalumière, Granby Zoo; Aude Porcedda, UQAM; Alex Rankin, Griffiths Rankin Cook Architects; William Rapley, Toronto Zoo

A true greening program takes a holistic approach that goes beyond evaluating energy use and construction plans to developing a green ethic among an institution's leadership, employees, members, and visitors. This session will cover a wide range of topics from sustainable learning and public awareness, to energy conservation and green architectural technology. Institutions "must walk the talk" and show leadership in fostering a greener world.

6:00 pm

AWARDS CEREMONY

Canadian War Museum

Roses to all the winners of the 2007 awards! Presentations will be made for the CMA Awards for Outstanding Achievement, CMA Fellows, CMA Award of Distinguished Service, the ICOM Canada International Achievement Award, and the Museums and Schools Partnership Award (co-sponsored by the Canadian College of Teachers and the Canadian Museum of Nature, in collaboration with the CMA).

No charge.

7:30 pm

CELEBRATION DINNER

Following the awards ceremony enjoy dinner among the military vehicles showcased in the LeBreton Gallery. You will also have the opportunity to tour the museum, and shop in the boutique.

Fee: \$65. Open to all delegates and guests. Includes dinner, entertainment, and transportation. Cash bar.

Sponsored by: Sennheiser Canada.