

FRIDAY, MARCH 30, 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

PLENARY SESSION

Understanding Artists – It is possible! (T)

David W. Galenson, University of Chicago

Recent research has demonstrated that artistic innovators can be divided into two types – the conceptual, who execute their most important work early in their careers, and the experimental, who improve over time, making their greatest contribution late in their lives. Professor Galenson will illustrate how this analysis explains artists' careers, and examines some of its implications for the art of the 20th century.

David W. Galenson is an economics professor at the University of Chicago, and a research associate of the National Bureau of Economic Research. He has been a visiting professor at several universities in the U.S. and abroad. His book, *Old Masters and Young Geniuses: The Two Life Cycles of Artistic Creativity* (Princeton University Press 2006), is one of several which explore the art world. Perhaps *Wired* magazine writer Daniel Pink best characterized him: "After a decade of number crunching, Galenson, at the not-so-tender age of 55, has fashioned something audacious and controversial: a unified field theory of creativity. Not bad for a middle-aged guy."

10:00 am – 10:30 am

NETWORKING BREAK WITH THE EXHIBITORS

Visit the CHIN booth for a brief presentation about a pilot initiative that enables museums to create innovative learning resources for teachers and students.

Sponsored by : Carr McLean.

10:30 am – noon

EDUCATIONAL SESSIONS

Doers and Dreamers: Museums and Emerging Trends in Technology (T)

Moderator: Louise Filiatrault, Canadian Heritage Information Network

Panelists: Bonnie Szirtes, Canadian Heritage Information Network; Brian Porter, Royal Ontario Museum; George Siemens, Learning Technologies Centre, University of Manitoba

Canadian museums were early adopters of digital technologies to manage and promote collections, to communicate with audiences, and to engage visitors. This session on best practices will showcase outstanding examples of Canadian museums' use of digital technologies. Experts in emerging technology and audience analysis will muse on the future of technology in museums.

Presented in collaboration with Canadian Heritage Information Network.

What are Museums Doing to Diversify Audiences? (T)

Moderator: Megan Richardson, National Gallery of Canada

Panelists: Marie Lopes, Vancouver Art Gallery; Gary Goodacre, National Gallery of Canada; Kelly McKinley, Art Gallery of Ontario

How are museums across Canada defining diversity and what approaches are they using to attract and sustain new audiences? Panelists will discuss concrete examples, lessons learned, and best practices for developing strategies to increase reach within communities, and to sustain meaningful and long-term partnerships.

What Motivates Volunteers and Donors to Give to Museums

Moderator: Martha Wilder, Canadian Federation of Friends of Museums

Panelists: Daniel Ben-Natan, The Israel Museum, Jerusalem; Joan Lozinski, Art Gallery of Ontario; Ann McCain, Harrison McCain Private Foundation; Margot Sackett, Ross Memorial Museum

Do you know what motivates volunteers and donors to give their time and money to museums? This session examines four different perspectives on philanthropic giving: the donation of a collection; funding from a foundation in the form of a grant; and the donation of time from a dedicated volunteer.

Getting Our Fair Share: Proactive Planning for Sustainable Funding

Moderator: Christina Tessier, Bytown Museum

Panelists: Francis Beaulieu, Museoparc Vanier; Alex Cullen, Ottawa City Councillor; Colleen Hendrick, Cultural Services and Community Funding, City of Ottawa

Amalgamation is a new reality across Canada and many communities are struggling to cope with competing needs. This case study examines the implementation of Ottawa's Arts and Heritage Plan which addresses urban, suburban and rural communities, identifies strategies for maintaining current heritage assets, and helps to grow the services offered to the community. Panelists will share experiences, and explain how proactive, long-term planning is effective in securing long-term funding.

Museums and Consultants: Roles and Expectations

Moderator: Sylvie Durand, Sono Design Inc.

Panelists: Chantal Amyot, Canadian Museum of Civilization; Marie-Thérèse Bournival,

exhibition designer, Montreal; Marie Emond, Musée de la civilisation; Julie Scriver, exhibition designer, Moncton

Increasingly museums are using consultants to create and develop exhibitions, virtual exhibitions, and interactives. Ensuring projects are completed satisfactorily – and with a smile – so that both parties are happy takes skill. This round table will address the expectations and needs of both museums and consultants, and will offer pointers on best practices for small institutions when responding to service offers.

Noon – 1:30 pm

LUNCH WITH THE EXHIBITORS AND TRADE SHOW CLOSING

1:30 pm – 2:30 pm

PLENARY

Carol Sprachman Memorial Lecture

Presented with the kind support of The Canadian Federation of Friends of Museums.

Healthy, Wealthy and Wise (T)

Ron Chew, Director, The Wing Luke Asian Museum, Seattle WA

Key strategies for community engagement have transformed the Wing Luke Asian Museum from a modest historical society into a dynamic mid-sized organization that is vibrant, healthy, and well-connected to its community. Mr. Chew will share with you how passion, organization, and vision can ensure your institution remains healthy for years to come.

Ron Chew's work has spanned over 25 years in community journalism and education. In 1991 he became executive director of the Wing Luke Asian Museum (Seattle WA). Under his leadership, the museum has become a catalyst for social change in underserved communities, by broaching complex subjects such as racism, sexism, discrimination, violence, immigration, exploitation, disenfranchisement, and poverty. Ron has received numerous accolades and awards including the Washington State Governor's Heritage Award, the Washington Museum Association's Award of Institutional Excellence, and the prestigious Ford Foundation's Leadership for a Changing World Award.

2:30 pm – 3:15 pm

ICE CREAM BREAK

Sponsored by: Pacart

3:15 pm – 4:45 pm

EDUCATIONAL SESSIONS

Taking Environmental Action: Museums and Community

Presenter: Alanna Mitchell

It isn't news that Canadians are concerned about the state of the environment, the impact of climate change, and the issue of biodiversity. Helping the public to understand such critical emerging issues is one of the basic ways our institutions can be relevant. Collections in museums and zoos provide the ideal backdrop for public education. Ms. Mitchell will discuss the critical role that museums can play in fostering essential links between communities and preserving the environment.

Award-winning journalist Alanna Mitchell specializes in translating science into narrative. The former earth sciences reporter for *The Globe and Mail*, she is currently a communications strategist for the International Institute for Sustainable Development. In 2000, the IUCN and the Reuters Foundation named her the best environmental reporter in the world for her work on Madagascar's vanishing forests. Her recent book, *Dancing at the Dead Sea: Tracking the World's Environmental Hotspots* was named one of Canada's top five best non-fiction books in 2004 by Quill & Quire.

Museums: Between Enchantment and Chaos (T)

Presented by ICOM Canada.

Moderator : H  l  ne Pag  , Mus  e de la civilisation

Presenters: Beno  t L  gar  , Montreal Science Centre; Sylvie Morel, Canadian Museum of Civilization

As our beautiful world suffers the effects of global warming, and we experience renewed nuclear threat, pandemics, and tensions between nations, should museums intervene? Some feel that museums should remain neutral, others believe museums have an important social role to foster citizenship and awareness of current social issues. Should museums support social and political activism? Or remain social observer?

Making History Public

Moderator: Del Muise, Carleton University

Panelists: Lon Dubinsky, Canadian Museums Association; Josie Premzell, Peel Heritage Complex

The Canadians and Their Pasts is a multi-year research project exploring what history means to Canadians and what sources of knowledge they value. This session will present the project's preliminary findings, and discuss the critical role that museums can play, in making Canadian history more accessible to an increasingly diverse public. The project is supported by the CURA program of the Social Sciences and Humanities Research Council of Canada. Partners include six major universities, several museums and heritage organizations, and CMA.

Strengthening Relationships: Private Galleries and Public Institutions

Moderator: Victoria Henry, Canada Council Art Bank

Panelists: Olga Korper, Olga Korper Gallery; Shirley Madill, Art Gallery of Greater Victoria; Ann Thomas, National Gallery of Canada; Yves Trépanier, TrépanierBaer

This panel discussion will highlight the importance of an open dialogue between public institutions and commercial galleries in Canada. It will illustrate that a mutually beneficial relationship between these communities will support all stakeholders within the Canadian visual arts sector.

Get Your Audio Tour Guide Here! Implementing the right system for your museum

Moderator: Stacey Wakeford, Canada Science and Technology Museum

Panelists: Yves Paris, Montreal Biodome; Laurent Marquart, GSM Design; Cécile Ouellet, Musée de la Civilisation

Selecting and implementing the appropriate audio tour guide system for your institution is an important – yet sometimes daunting – task. The right system can save you time and money, increase revenues, and improve the visitor experience. Learn how to select a system and gain valuable tips for planning and implementation, from other institutions currently using audio tour guide systems.

5:00 pm – 6:00 pm

ANNUAL GENERAL MEETINGS

1. Canadian Federation of Friends of Museums. Dinner to follow meeting, by invitation only.
2. Coalition of Canadian Health Care Museums and Archives
3. ICOM Canada

6:30 pm – 8:30 pm

EVENING EVENT

Science Soirée at the Canada Science and Technology Museum

Step out on the town with science! Marvel over amazing experiments and intriguing demonstrations. Engage with science buskers, enjoy experiments, and check out demonstrations that will knock your top hats off! Canes optional.

Fee: \$35. Fee includes transportation, admittance to the museum wine and cheese reception. Open to CMA delegates and guests. Pre-registration required.