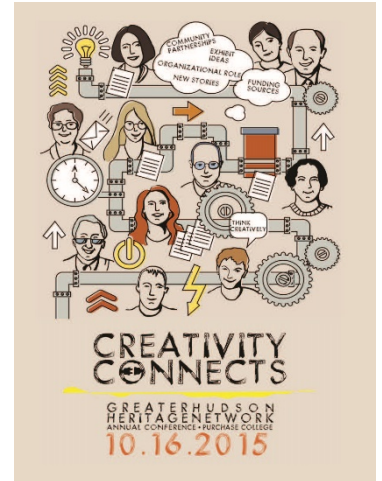


GREATER HUDSON HERITAGE NETWORK

This year's conference theme, "Creativity Connects" explores the ways in which heritage and history organizations can think creatively - to connect to new audiences, new funding sources, new stories to tell, and new ways to engage with their communities.



PROGRAM

9:00 AM BREAKFAST AND EXHIBIT HALL
9:30 AM WELCOME AND INTRODUCTIONS

10:00 AM **KEYNOTE:** BUT IT HAPPENED IN NEW YORK: HOW WE SHORT-CHANGED OUR HISTORY AND HOW WE CAN RECTIFY IT

Kenneth Jackson, *Jacques Barzun Professor of History and the Social Sciences and Director of the Herbert H. Lehman Center for the Study of American History at Columbia University.*

When Americans look for historical places to visit, they think of Massachusetts, Pennsylvania, and Virginia. In fact, the Empire State is the most historical place in America across the centuries. However, this message has not always been successful in reaching the public for a multitude of reasons. What we can do to correct this misperception and bring New York State history into the limelight is a key part of this discussion.

10:50 AM EXHIBIT HALL AND COFFEE BREAK

11:15 AM **FEATURED SPEAKER:** BUILDING CREATIVE CULTURES

Linda Norris, *Independent Museum Consultant*

Within museums are countless numbers of objects that demonstrate our creative potential. From artistic masterpieces to mended pots, they show our potential to think in new ways, to solve problems, and to connect with the wider world. Linda Norris will guide us through an exploration of ways we can enhance our creative practice. You'll gain ideas on how to make your entire museum more creative (no matter where you are on the organizational chart), and begin to imagine what the results of more creative museums might be: a changed museum field and more creative, livable communities.

12:00 PM LUNCHEON

1:00 PM PRESENTATION OF THE *Awards for Excellence*

1:30 PM CONCURRENT SESSIONS:

Break out presentations by your peers: choose one

A. Ask A Circuit Rider

Location: Performing Arts Center, Upper Lobby

Archivist: Mindy Gordon, Curator: Kathleen Craughwell-Varda, Curator: Leslie LeFevre-Stratton, Objects Conservator: Eugenie Milroy, Paper and Photo Conservator: Donia Conn, Paintings Conservator: Chiara Kuhns, Textile Conservator: Gwen Spicer

We all need some professional advice on our collections but don't always know where to turn. Thanks to the GHHN "Circuit Rider" program offered through the Connecting to New York's Collections administered by GHHN (funded through a generous 'Connecting to Collections' Grant from the Institute of Museum and Library Services) a team of statewide independent professionals in the field of collection management and conservation have been traveling thought out the state providing FREE consultation! Join us for a "College Fair" session where you can bring any collections-related questions you may have and speak with this highly trained team. Bring your questions/concerns and maybe a photo and take advantage of this time to pick their brains!

B. The Anarchist Guide to Historic House Museums

Location: Neuberger Museum Study

Franklin Vagnone, Museum Anarchist and Executive Director, Historic House Trust of NYC
Mr. Vagnone will discuss emerging and controversial theories in the preservation and presentation of historic house museums. In a recent Boston Globe article, he characterized his lecture as "'a call to action' for the future of house museums." Mr. Vagnone "argues that house museums need to do a better job of engaging with their local communities, by doing things like revitalizing their programming and telescoping out from a focus on one historic (often white) family."

C. Guided Tour, Permanent Collection

Location: Neuberger Museum of Art

Join us for a docent-led tour of the Neuberger's Permanent Collection. Initiated in 1974 with Roy R. Neuberger's donation of 108 works of art, the permanent collection of the Neuberger Museum of Art has grown to over 6000 works of uncompromised quality and variety. Featuring prestigious examples of modern, contemporary and African art, holdings include the Roy R. Neuberger Collection of American Art, the Aimee W. Hirshberg and Lawrence Gussman Collections of African Art, the Hans Richter bequest of Dada and Surrealist objects, the George and Edith Rickey Collection of Constructivist art, and American, Mexican and European master works from the collection of the late Dina and Alexander Racolin. The Neuberger Museum continues to collect and exhibit its permanent collection, enacting Mr. Neuberger's commitment to supporting the work of contemporary artists who examine and expand the ideas of our day.

D. Podcasting 101 for Museums, Libraries, and Heritage Organizations

Location: Student Services Building, Red Room

Eileen McAdam, Director, Sound and Story

Podcast popularity has skyrocketed over the last year as more and more people search out audio for entertainment and information. Learn how you too can reach new audiences with this step-by-step introduction to creating your own unique podcast that highlights your organization's collection and programs. From setting goals, to creating content to posting your finished podcast, we'll cover it all. You'll leave the session with new ideas and a plan to get started.

2:30 – 3:15 PM CONCURRENT SESSIONS
Break out presentations by your peers: choose one

A. Try It!

Location: Performing Arts Center, Upper Lobby

Linda Norris, Independent Museum Consultant

Prototyping anything and everything is a way to learn how your ideas connect with audiences. In this fast-paced workshop, participants will learn the basics of design thinking and create simple prototypes for everything from hands-on interactives to guided tours. We'll consider how and when to design a prototype; how to use lessons gained from failure, and how to persuade others of prototyping's value.

B. Ride the DIY Tide: Maker Spaces in Cultural Sites

Location: Neuberger Museum Study

Ran Yan: LatimerNow!, Erica Freudenberger: Red Hook Public Library

Have you heard the buzz about Maker Spaces? Interested in creating one but not sure where to start? Come hear how a library and a historic house have adapted their sites to embrace this inventive, hands-on movement. This session will present useful strategies for creating these spaces, which focus on STEAM learning techniques that inspire participants of all ages to imagine, create and tinker! We encourage participants to share their own experiences with Maker Spaces.

C. Self-Guided Tour

Location: Neuberger Museum of Art

Take advantage of the opportunity to wander the Neuberger Museum yourself!

D. Developing Heritage Based Mobile Tour Apps

Location: Student Services Building, Red Room

Chris Hunter: The Museum of Science and Innovation, Scott Rector: NPS Roosevelt Vanderbilt, Carol DeLaMarter: The Schenectady Stockade Association

Behind every mobile project, there is a "behind the scenes" story about its development, challenges, and success. This panel will showcase inspiring projects that use mobile technology to not only tell unique stories, but how they were developed to leverage technology as a creative arm for fundraising, partnering with the community, and enhancing the visitor experience.

3:15 PM EXHIBIT HALL AND COFFEE BREAK

3:45 PM CONCURRENT SESSIONS

Break out presentations by your peers: choose one

A. Unlocking Potential: The Sing Sing Prison Museum.

Location: Performing Arts Center, Upper Lobby

Jerry Faiella: Historic Hudson River Towns, Inc.

Having the distinctive privilege of being housed within the boundary of a working correctional facility, Sing Sing Museum faces a unique set of challenges and consequently calls for different kinds of creativity to address its mission. These challenges include not only narrating the history and social impact of this often-times cutting edge institution, but also shedding light upon its ecosystems and engaging the visitor in a thought provoking conversation about incarceration, past and present. In the course of this presentation, Jerry Faiella will lead us through a narrative of how Historic Hudson River Towns and the Ossining community are addressing these challenges integral to the Museum's mission and the impact they may have on communities on both sides of the walls.

B. #MutualMentors

Location: Neuberger Museum Study

Elizabeth DeLucia: Hudson River Museum, Araya Henry: Hudson River Museum, Grace Zimmermann: Somers Historical Society, Jerry Ostroff: Yonkers Historical Society

Hear how three institutions have been developing teen workforces in mutually beneficial ways. The Hudson River Museum's 20-year Junior Docent program recently inspired their pilot Glenview Explainers, a college workforce largely laddered from graduate Junior Docents, to enhance visitor experience in the period rooms. Meanwhile two historical societies with volunteer staff, Somers and Yonkers, have been discovering just how meaningful the contributions of motivated college and high school students can be—from history research and collections cataloguing to assistance with computer expertise

C. Exhibit Tour: *After 1965*

Location: Neuberger Museum of Art

From the Watts Riots, the assassination of Malcolm X, the march from Selma to Montgomery, to the passage of the Voting Rights Act, 1965 was a watershed year in American history. During the turbulent and political period before, during, and after, growing opposition against the occupation in Vietnam and the rise of New Left social movements permanently altered the cultural landscape while marginalized subjects seeking legitimization were granted political power. *After 1965* includes a selection of works drawn from the permanent collection of the Neuberger Museum of Art and select loans from private collections through which the period of cultural production from the mid-1960s through the early 1970s, and its influences fifty years later, is examined.

After 1965 is organized by the Neuberger Museum of Art, Purchase College, SUNY, and is curated by Steven Lam, Purchase College Director of the School of Art and Design. Generous support for the exhibition has been provided by the Friends of the Neuberger Museum of Art and by the Purchase College Foundation.

D. Feeding Creativity

Location: Student Services Building, Red Room

Erica Blumenfeld: Museum of Jewish Heritage, Brian Jennings: New City Library, Skylar Failla: Rubin Museum of Art

We all need to raise money for various aspects of our museum programs whether for collections care, operating expenses or exhibition spaces. How can we think “outside the box” and look for new funding sources? This session will present three examples of innovative and creative ways to find new pools of money.