

# WEDNESDAY, MARCH 28, 2007

7:00 am – 5:00 pm

## REGISTRATION

8:30 am – 4:30 pm

## FULL-DAY WORKSHOPS

Fairmont Château Laurier, Ottawa

To register for any of the workshops, please use the Registration Form. Note that workshop fees are additional to registration fees.

### 1. The Business of Fundraising

In this two-part workshop, fundraising experts will share current trends and insights based on their years of experience

#### **Part One: Principles of Fundraising – Why haven't you raised \$1,000,000 yet?**

Moderator: Jocelyne Daw, Imagine Canada

Panelists: Kim Curran, Canadian Museum of Nature; Darrell Louise Gregersen, National Arts Centre Foundation; Marie Claire Morin, National Gallery of Canada; Shawn St. Michael, Art Gallery of Ontario

The morning session will look at trends and key information to help you meet development goals. Veteran fundraiser Jocelyne Daw will draw upon her expertise in cause marketing to change the way you think about corporate–non-profit relationships, and to help you reconsider your fundraising, marketing and corporate citizenship programs.

#### **Part Two: Bringing Life to Legacy Campaigns**

Presenter: Richard Radcliffe, U.K.

The potential to increase legacy income in every non-profit is huge. But what works and what doesn't? What are the key issues facing heritage institutions when developing a new legacy or planned giving campaign? The afternoon session will be an intensive, interactive, humorous, and challenging learning experience. You will leave this workshop with an action plan for accelerating and improving your fundraising activities.

Fee: \$150, all day. Includes printed material, two health breaks, and lunch.

### 2. Freedom 55! Are your retirement plans in order?

Presenters: Mike Antosik and Suzanne Nault, The Retirement Planning Institute

No matter what your age category, financial planning is a must throughout your career.

The Retirement Planning Institute, a renowned Ottawa-based company, will provide you the tools for successful retirement planning. This workshop will be offered in two parts. The

morning session will cover sources of income at retirement, your pension plan (or lack thereof!), tax shelters and investments, and financial security. The afternoon session will cover (mis)adventures in retirement.

For further information, visit [www.rpi-ipr.com](http://www.rpi-ipr.com)

Fee: \$150, all day. Includes printed material, two health breaks, and lunch. Limited to 40 participants.

### **3. Facing Digital Preservation Challenges (T)**

Presenters: Pam Armstrong, Library and Archives Canada; Julie Bibaud and Madelaine Lafaille, Canadian Heritage Information Network; Joe Iraci and Julie Murtagh, Canadian Conservation Institute; Louise Renaud, Canadian Museum of Civilization  
Collections conservation has long belonged to the traditional domain of museums. Now, museums are also developing collections of digital artefacts, from small, focused collections of digital images created specifically for CD-ROM or web projects, to the digitization of entire collections. Creating these digital collections raises questions about preservation planning that include long-term strategies to deal with technology change, data migration, and accessibility.

For further information, please contact Julie Bibaud: [julie\\_bibaud@pch.gc.ca](mailto:julie_bibaud@pch.gc.ca)

Fee: \$100. Includes printed material, two health breaks, and lunch. Limited to 20 participants.

Presented in collaboration with Canadian Conservation Institute and Canadian Heritage Information Network

### **4. Heritage Applications of 3D Imaging Technology**

Facilitated by the National Research Council of Canada Institute for Information Technology (NRC-IIT).

Presenters: Jean-Angelo Beraldin, François Blais, Louis Borgeat, Sabry El-Hakim, Guy Godin, Shawn Peters, Marc Rioux, and John Taylor, The National Research Council of Canada

NRC has significant expertise and international recognition in the development of 3D technologies, including a complete suite of 3D imaging tools which have been used to record, display, and study some of the world's most significant artworks and heritage sites. This workshop will present an overview of the 3D technology and showcase leading-edge projects, including work on paintings, archaeological sites, ethnographic collections, and a recently completed metrology laboratory dedicated to research in 3D imaging standards.

Fee: \$100. Includes transportation between the NRC Montreal Road campus and the

Château Laurier. Limited to 25 participants.

## **5. Natural History Museum Science Forum**

Facilitated by the Alliance of Natural History Museums of Canada.

Moderator: Mark Graham, Canadian Museum of Nature

This workshop will explain the key activities of natural history museums, how research affects Canadians, and new approaches you can implement. Four critical subject areas will be discussed:

### **A. Climate Change and the Environment**

Moderator: Harold Bryant, Royal Saskatchewan Museum

Panelists: Steven Claydon, New Brunswick Museum; Richard Hebda, Royal British Columbia Museum; Monty Reid, Canadian Museum of Nature; François Therrien, Royal Tyrrell Museum

### **B. Reality Check Panel**

Moderator: Johanne Landry, Montreal Insectarium

Panelists: Joanne DiCosimo, Canadian Museum of Nature; Bruce McGillivray, Royal Alberta Museum; John Nightingale, Vancouver Aquarium and Marine Science Centre; Terry Wheeler, McGill University

### **C. The Changing World of Science**

Moderator: Janine Andrews, University of Alberta

Panelists: Roger Baird and Elizabeth McCrea, Canadian Museum of Nature; Paul Hebert, University of Guelph; William Rapley, Toronto Zoo

### **D. Invasive, Alien, and Endangered Species**

Moderator: Ed Krahn, Yukon Beringia Centre

Panelists: Gavin Hanke, Royal British Columbia Museum; Johanne Landry, Montreal Insectarium; André Martel, Canadian Museum of Nature

Fee: \$100. Includes printed material, two health breaks and lunch.

## **HALF-DAY WORKSHOPS**

To register for any of the workshops, please use the Registration Form on page 18.

Note that workshop fees are additional to registration fees.

## **6. Buildings Boards that Really Work**

Presenter: Carolyn Bailey, Bailey Associates

In this half-day workshop Ms. Bailey will address what really matters for boards, how and explain how boards can simplify their core focus while remaining accountable. Ms. Bailey

presented a similar workshop at the CMA Conference in 1997 which was regarded as the best session ever!

A leader in the policy governance model, Carolyn Bailey is internationally recognized for her knowledge and expertise in board leadership and management theory. For over nine years, she and John Carver, the man who introduced the policy governance theory, worked closely together on the topic of board leadership. Her knowledge and expertise with working applications of the policy governance model are considered unmatched. She is especially known for her clarity in system and strategic thinking and the practical use of process improvement in the board's work. She makes quality and board leadership principles easy to understand and friendly to use.

Fee: \$100. Includes printed material, and one health break.

**9:00 am – noon (Bilingual) — 1:00 pm – 4:00 pm (English)**

### **7. So. . . What Do You Want To Know? Custom Designing Formative and Front End Evaluations**

Presenters: Marie-Sophie Desaulniers, Canada Agriculture Museum; Gabrielle Trépanier, Canada Science and Technology Museum

Since no two exhibitions, interactives, or orientation panels are ever quite the same, there is essentially no such thing as an accepted standard format for evaluation. It is important to design the right approach which suits the needs, timelines, and budget for each project. In this half-day workshop you will work through a simulated front-end or formative project, which emphasizes the importance of tailoring each step to the needs and resources of the stakeholders.

For further information, please contact Gabrielle Trépanier: [gtrepanier@technomuses.ca](mailto:gtrepanier@technomuses.ca)  
Fee: \$55. Includes printed material, and one health break. Limited to 15 participants.

**9:00am – noon (English) — 1:00pm – 4:00pm (French)**

### **8. Creating Learning Resources to Engage Teacher and Students**

Presenters: Jennifer Baird and Valérie Chartrand, Canadian Heritage Information Network

Agora, the VMC Learning Centre is a pilot initiative that is being integrated into the Virtual Museum of Canada ([virtualmuseum.ca](http://virtualmuseum.ca)). It will provide learning resources for teachers and students created by Canada's heritage institutions. This half-day workshop will give you an overview of Agora and a hands-on opportunity to create a learning resource for Agora. Please bring a short text and one image file on CD or memory key.

For further information, please contact Valérie Chartrand: [valerie\\_chartrand@pch.gc.ca](mailto:valerie_chartrand@pch.gc.ca)

No charge. Priority will be given to delegates from CHIN member institutions. This session will be held off site at CHIN's training room, 15 Eddy Street, 4th floor, Gatineau. Transportation to the site is provided. Limited to 12 participants.

4:30pm – 7:00pm

### **2007 CMA OPENING RECEPTION: MEET MEMBERS OF PARLIAMENT!**

The opening celebration you don't want to miss! Invite your MP to meet you and your colleagues, this is your chance to ensure your MPs learn more about museums and their needs. Enjoy networking, and tour CMA EXPO 2007 to learn about the cutting-edge products and services available on the market today.

No charge

7:00pm – 9:00pm

### **EVENING EVENTS**

#### **A Sterling Reception**

The Currency Museum of the Bank of Canada sets the stage for a reception in their spectacular indoor tropical gardens. Enjoy hors d'oeuvres and complimentary drinks while enjoying the warmth and wonders of the gardens. You will have the opportunity to explore the museum, which features the world's largest collection of Canadian bank notes, coins and tokens.

**Fee: \$35.** Includes light refreshments and transportation. Open to all delegates and guests. Pre-registration required. Limited to 125 participants.

#### **A Crate Reception**

You are invited to visit the Gatineau Preservation Centre of Library and Archives Canada. A building-within-a-building, the Centre consists of an outer glass and steel shell that creates an environmental buffer zone for the interior concrete structure which comprises preservation laboratories, records storage vaults, and other operations. Enjoy hors d'oeuvres and drinks in a great venue.

**Fee: \$35.** Includes light refreshments and transportation. Open to all delegates and guests. Pre-registration required. Limited to 50 participants.