



## WEDNESDAY, APRIL 9 — SESSIONS

*Unless otherwise stated, all events take place in the Fairmont Empress Hotel and Victoria Conference Centre. Please turn off all cell phones and pagers.*

**(T) Session with simultaneous translation available.**

7:00 am - 5:00 pm

### Registration/Information

Victoria Conference Centre

7:30 am - 8:45 am

Palm Court and Crystal Ballroom

### Breakfast with the exhibitors

9:00 am - 10:00 am

VCC Lecture Theatre

### Conference Opening (T)

**John G. McAvity**, CMA executive director, **Andrée Gendreau**, CMA president, **Pauline Rafferty**, CEO of the RBCM, and the Honourable **Steven L. Point**, OBC, Lieutenant Governor of British Columbia.

Enjoy a warm west coast welcome from the BC planning committee that will set the tone for the conference.

10:15 am - 11:45 am

### Educational sessions

#### Looking Ahead: Museums @ 2020 (T)

VCC Lecture Theatre

Moderator: **Martin Segger**, Maltwood Gallery, University of Victoria

Panelists: **Kirstin Evenden**, Glenbow Museum; **Jacqueline Gijssen**, City of Vancouver; **Brian Groves**, Yukon Beringia Interpretive Centre

Many changes have transformed the museum world in a few short years, setting the stage for even more significant, challenging, and transformative changes as we look ahead to 2020. **Martin Segger** challenges a panel of emerging museum and community leaders to predict the ways in museums will respond to evolving expectations in civil society, technical change, environmental degradation, and social enterprise management frameworks.

#### Born with potential

Saanich

Moderator: **Nick Tuele**, Greater Victoria Sports Hall of Fame

Panelists: **Thierry Arsenault**, Canadian Heritage Information Network ; **Jonathan Lathigee**, Art Gallery of Greater Victoria; **Daniel Mosquin**, Bioinformatics UBC Botanical Gardens.

This hands-on session brings together experts who will constructively critique websites and virtual exhibitions in an open forum. Panelists will use examples to point out important lessons about designing effective sites and virtual exhibitions and replicating this evaluation technique at your own institution. If you are interested in having your institution's website or visual exhibition critiqued please contact

[ntuele@shaw.ca](mailto:ntuele@shaw.ca)

## Developing Relations Through Co-operative Programming

### Balmoral

Moderator: **Robert Laidler**, Oak Hammock Marsh Interpretive Centre

Panelists: **Nathalie Bays**, Oak Hammock Marsh Interpretive Centre; **Joe Courneya**, Red River Centre for Watershed Education, North Dakota State University

Oak Hammock Marsh has launched a variety of ongoing outreach programs in an attempt to attract under served and often forgotten audiences from a wide range of communities. You will learn how to develop criteria to select international partners, structure relationships with these partners, and promote cost effective partnerships with the primary objective of developing long-lasting and effective relationships;

## Strengthening Relationships: Dealers and Curators, Part II

### Esquimault

Moderator: **Victoria Henry**, Canada Council Art Bank

Panelists: **Louise Déry**, Galerie l'UQAM; **Tony Luppino**, Art Gallery of Alberta; **Douglas Reynolds**, Douglas Reynolds Gallery; **Brady Schmidt**, Art Dealers Association of Canada

A follow up to the successful panel held last year, this session will further the investigation of the fundamentally interwoven roles of art dealers and curators. Successful past projects will be profiled, leading to a conversation featuring the importance of increasing communications and building relationships between these two key stakeholders in the visual arts community.

## CMA By-law Review

### Buckingham

Panelists: **Charlie Costain**, Canadian Conservation Institute; **Yves Dagenais**, Fellow; **Rudy Groulx**, Hampton Appotive LLP; **Robert Levesque**, Canadian Museums Association; **John McAvity**, Canadian Museums Association.

The CMA By-law committee will explain the proposed changes to the CMA by-laws.

11:45 am - 12:45 pm

Palm Court and Crystal Ballroom

**Lunch with the exhibitors**

11:45 am - 12:45 pm

Library Lounge

**Fellows Lunch**

By invitation only.

1:00 pm - 2:15 pm


VCC Lecture Theatre

**Fellows Induction and Lecture (T)**

Induction of new Fellows, followed by the Fellows lecture:

## Re-envisioning the 21<sup>st</sup> Century Museum

**Dr. John H. Falk, Oregon State University**



To thrive in the 21<sup>st</sup> century, museums need to re-conceptualize how they position themselves within a knowledge-based marketplace. John Falk will address how museums must shift from being about objects, to being about meeting public and community needs and expectations. Museums can enhance their value to society by focusing on the role they play in supporting lifelong identity-related narratives. Recent research shows that months and years after a museum visit, the narratives that most visitors construct about their experience relate directly to the identity-based motivations they brought with them to the museum. In other words, the public's narratives live beyond the four walls of the institution — they both precede and follow the visit. These narratives provide a useful lens

through which to view the current positioning of museums in the marketplace; they also provide a vehicle for envisioning how museums re-position themselves in the future.

Fellows lecture presented with the support of **Dr. Yosef Wosk**.

2:15 pm – 2:45 pm

Palm Court and Crystal Ballroom

### **Networking break with the exhibitors**

Sponsored by **Catapult Design**

3:00 pm - 4:30 pm

### **Educational sessions**

#### **Museum Accreditation: Is It time? (T)**

VCC Lecture Theatre

Moderator: **Gerry Osmond**, Alberta Museums Association

Panelists: **Mark Graham**, Canadian Museum of Nature; **Julie Hart**, American Association of Museums

This session moves beyond the discussion of whether a museum accreditation program is needed in Canada to address how an accreditation program could be implemented. Discussion will focus on how we should move forward with the development and delivery of a successful program.

#### **The Gallery and the City**

Saanich

Moderator: **Shirley Madill**, Art Gallery of Greater Victoria

Panelists: **Ken Coit**, City of Hamilton; **Rob Ring**, CAFKA, Kitchener-Waterloo; **Johanne Sloane**, Concordia University; **Trish Wasny**, Winnipeg Arts Council

Public art galleries can be a critical player in your community by partnering in the planning, development, and revitalization of a city. This session will discuss practical hands-on experiences concerning the research and theoretical world on concepts relevant to ideas around the 'creative city.'

#### **Diving into the Digital Depths**

Esquimault

Moderator: **Nick Tuele**, Great Victoria Sports Hall of Fame

Panelists: **Julie Bibaud**, Canadian Heritage Information Network; **Gord Carter**, Currency Museum, Bank of Canada; **Vicki Holman**, BC Forestry Discovery Centre; **Jonathan Lathigee**, Art Gallery of Greater Victoria; **Louise Renaud**, Canadian Museum of Civilization

No institution is too small to consider digitizing their collection. This practical session will address the philosophical and curatorial decisions for planning collections digitization projects, where to find the expertise and necessary resources, how to start the process, the practical applications, and average project timelines.

#### **Master Planning with a Twist**

Balmoral

Moderator: **Pauline Rafferty**, Royal British Columbia Museum

Panelists: **David Dusome**, Reynolds-Alberta Museum; **Grant Hughes** and **Gary Mitchell**, Royal British Columbia Museum

RBCM has created a master plan that is supported by a business plan. One component of the review of the collections holdings is to ensure that objects meet the mandate of the institution. This practical session will help you to better understand the goals, objectives, policies, and outcomes for developing your own master plan.

#### **Closing the Credibility Gap: Research in Community and Regional Museums**

Buckingham

Moderator: **David Ridley**, Heritage Museum and Archives

Panelists: **Catherine English**, Revelstoke Museum and Archives; **Monty Reid**, Canadian Museum of Nature; **Martin Segger** and **Barbara Winters**, University of Victoria

Many community, civic, and regional museums hold collections which are minimally researched and documented. This session examines the current state of research in community and regional museums, addressing the challenges that these organizations face in building research capacity and expertise.

## Building New Audiences with the Internet

### Oak Bay

Moderator: **Wendy Thomas**, Canadian Heritage Information Network

Panelists: **Javier Schwersensky**, The Manitoba Museum; **Amy Thibodeau**, MacKenzie Art Gallery

What can museums do to engage new audiences through the internet? This session will offer insight on how to use and measure the effectiveness of new social websites, search engine capabilities, search engine advertising, blogs and RSS readers. You will understand their impact and learn how to leverage these technologies to ensure a strong connection with the next generation of visitors.

5:00 pm - 6:00 pm

VCC Lecture Theatre

### CMA Annual General Meeting (T)

Participate in the CMA's annual general meeting.

## Evening Events

6:30 pm - 8:30 pm

Pre-registration required.

### An Evening at the Castle



Experience the magic of Victoria's legendary landmark, Craigdarroch Castle. The wealthiest man in British Columbia, coal baron Robert Dunsmuir died in 1889, months before his castle was completed. He left his entire estate, including the castle, to his wife Joan, who lived there until her death in 1908. Their immense fortune is reflected in four floors of exquisite stained glass windows, intricate woodwork and ornate Victorian-era furnishings. The castle reflects the lifestyle of the very rich at the end of the 19<sup>th</sup> century. Experience breathtaking views of Victoria, the Strait of Juan de Fuca, and the Olympic Mountains from high in the tower. Enjoy hors d'oeuvres, wine, and music as you step back into the magical Victorian era.

Fee: \$35. Includes transportation, castle admission and reception.

**Pre-registration required.**

**Limited to 200 participants.**

**Note:** The castle is not wheelchair accessible.

### An Artful Event at the AGGV



Join the curators of the Art Gallery of Greater Victoria for tours of five exhibitions: Heaven and Earth Unveiled: Treasures from the Tanenbaum Collection, an incredible selection of 19<sup>th</sup> century paintings; the work of acclaimed contemporary Saskatchewan artist Graeme Patterson Woodrow who works with found objects and technology; Sosaka Hanga which features the creative Print Movement of Japan circa 1920-80; Brian Flynn Hedgerow, whose work is featured in The LAB, the gallery's experimental gallery; and Emily Carr. West Coast hors d'oeuvres and wine will be offered in the mansion.

Fee: \$35. Includes transportation, gallery admission, and reception.

**Pre-registration required.**

**Limited to 150 participants.**

**Buses depart Reception Lobby (Government Street) at 6:15 pm for both venues.** During the evening, consider walking over to the other venue. Buses return from both venues at 8:15 pm and 8:30 pm.