

## Educational Sessions

[T] indicates sessions offered with simultaneous translation

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[A Life on the Water](#)

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### ICH and Exhibit Development

**Date:** Wednesday, May 12

**Time:** 10:15 am - 11:45 am

**Moderator:** Richard MacKinnon, Cape Breton University

**Panellists:** Maureen Power, The Rooms; Jane Arnold, Beaton Institute at Cape Breton University

"The Battery: The People of the Changing Outport" was a joint project between The Rooms Corporation: Provincial Museum Division and Memorial University of Newfoundland. Originally a graduate class assignment to write a proposal for an exhibition on the community of The Battery, it evolved into an exhibit that investigated the changes affecting the communities of Newfoundland and Labrador, including loss of traditional ways of life and population turnover altering the fabric of the community. The Rooms' first folklife exhibition was a resounding success; guest curator Maureen Power will discuss the process of collaborating with a community and weaving its stories into a dynamic exhibition.

Cape Breton's Story of Ukrainian Dance: From Village to Stage, a unique partnership between the University of Alberta, Cape Breton University and the Ukrainian community of Cape Breton Island, began primarily as a small number of traveling exhibit panels from the Ukrainian Folklore at the University of Alberta. Dr. Marcia Ostashevski, at the time a post- doctoral student working with Dr. Richard MacKinnon's Centre for Cape Breton Studies, worked tirelessly to incorporate the story of Pavlo Yavorsky, a pivotal figure in Canadian Ukrainian Dance who is credited with bringing the dance tradition to Cape Breton. The exhibit has grown to include nine distinct exhibit units spanning nearly a century.

Jane Arnold entered the project to work with the archival materials in the exhibit. This role grew to include design and implementation. Jane will discuss the importance of building community relations during the exhibit process, the logistics of presenting intangible content in a successful manner, and the challenges of working in a multi- disciplinary team.

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### Getting a Handle on the Intangible

**Date:** Wednesday, May 12

**Time:** 10:15 am - 11:45 am

**Moderator:** Bill Greenlaw, Nova Scotia Museum

**Panellists:** Lori Clapp, Strathcona County; Rodney Chaisson, Highland Village; Dorothy Outhouse, Islands Museum; Stephanie Smith, Nova Scotia Museum

This session challenges small (and larger) museums to discover the means and methods to make local intangible heritage relevant in their communities and for visitors. Panellists will describe how they are engaging their communities in aspects of intangible cultural heritage (ICH), and share their solutions to some of the hurdles they have faced, such as training funders to see the value of ICH and developing ICH interpretation that is necessarily outside the scope of the museum's traditional artifact-based programming. Best practices in intangible heritage interpretation and practical ideas on how small museums can begin promoting ICH with limited people and dollar resources will be presented.

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## Objects on Shelves and Clutter that Won't Stand Still

**Date:** Wednesday, May 12

**Time:** 10:15 am - 11:45 am

**Moderator:** Debbie Trueman, Nanaimo Museum

**Panellists:** Karen Duffek, Carol E. Mayer, and Ulrike Radermacher, UBC Museum of Anthropology

In January 2010, following several years of collaborative work with originating communities, the UBC Museum of Anthropology (MOA) opened the new Multiversity Galleries. The collections have been reorganized with classification systems that privilege originating communities' languages, cosmologies, and local knowledge. This panel will examine the challenges and negotiations that helped shape this still-evolving re-presentation of MOA's collection and how your institution can benefit from their learning experience.

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## What's in the Box? Putting People, Places and Practices into a Museum Kit

**Date:** Wednesday, May 12

**Time:** 10:15 am - 11:45 am

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

**Panellists:** Nathalie Bays, Oak Hammock Marsh Interpretive Centre; Maggie Macintyre, Nova Scotia Museum of Natural History

Museum kits are popular with many institutions as a way of linking their collection, research and programming to schools and communities. Is it possible to put a person, landscape or traditional belief into a box? This session examines how three diverse institutions are using kits to increase their outreach programs beyond traditional school groups and how your institution can both implement and evaluate similar programs successfully.

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## Museums and Ethics [T] - CANCELLED

**Date:** Wednesday, May 12

**Time:** 2:30 pm - 4:00 pm

Ethical issues have become increasingly present in our institutions and their various functions. These issues relate to collections, research, dissemination, marketing, relations with donors and donor agencies, etc., and even raise the question of the very purpose of museums.

Over the next few years, the CMA wishes to organize a summit on ethics. The goal of this workshop is to identify priorities, issues and challenges that could be addressed during the summit.

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## Digitizing Successfully on the Cheap

**Date:** Wednesday, May 12

**Time:** 2:30 pm - 4:00 pm

**Moderator:** Gord Carter, Currency Museum Bank of Canada

Do you want to digitize your collection, but have little or no budget? Then this is the session for you. Several panellists will talk about their research and experience from conception to completion concerning digitization projects that had to be done on the cheap.

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## Aayaanscha: Bridging and Continuity – Cree Cultural Heritage at the Chisasibi Cultural Centre

**Date:** Wednesday, May 12

**Time:** 2:30 pm - 4:00 pm

**Moderator:** Dale Jarvis, Heritage Foundation of Newfoundland

**Panellists:** Marion Cox, Cree Nation of Chisasibi; Beverly Cox, Chisasibi Cultural Centre; Margaret Fireman, Chisasibi Cultural Centre; Gayle McIntyre, Fleming College; Ruth Freeman, Blue Sky Design;

The Chisasibi Cultural Centre is a vital resource, created by and primarily for the Chisasibi community at James Bay, Quebec. The vision and process of undertaking this multifaceted project involved many segments of the community to capture the ancestors' traditions and convey them through the generations. The challenge of reviving, collecting, preserving and presenting this heritage is also facilitated by a customized museology training program at Fleming College and through collaboration with exhibition consultants. This session will discuss the issues and challenges that were faced, and how decisions were made.

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## Development of Stories: Success by Reaching Out

**Date:** Wednesday, May 12

**Time:** 2:30 pm - 4:00 pm

**Moderator:** Phil Aldrich, AldrichPears Associates

**Panellists:** Bill Greenlaw, Nova Scotia Department of Tourism, Culture and Heritage; Catherine Rockandel, Rockandel and Associates

In these times of rapid change and competition for attention, successful museums are now reaching beyond their collections to explore the lived human experience they can embody, and achieving stronger political, community and financial support as a result. This requires a planning and design approach that integrates stakeholder and community interests. This session will focus on collaborative methods for exploring these opportunities and the exciting, inspiring and sustainable visions and concepts which result.

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## The Art and Science of People, Place, and Meaning

**Date:** Wednesday, May 12

**Time:** 2:30 pm - 4:00 pm

**Moderator:** Paul Dean, Johnson GEO CENTRE

**Panellists:** Marlene Creates, artist, Portugal Cove, Newfoundland; Sharilyn J. Ingram, Studies in Arts and Culture, Brock University; Mary Pat Matheson, Atlanta Botanical Garden; Wilf Nicholls, Memorial University of Newfoundland Botanical Garden

Over the past two decades botanical gardens have addressed major societal issues such as biodiversity and climate change and building therefore on their traditional scientific base to create perceptions of greater relevance and social value. More recently, a number of gardens are using exhibitions of contemporary art to engage the public. This session examines the interrelationships of art, nature, and meaning, and how museums can enrich understanding by using these powerful linkages.

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## Doers, Dreamers, and Drivers: Technology and the Future of Museums [T]

**Date:** Thursday, May 13

**Time:** 10:15 am - 11:45 am

**Moderator:** Louise Filiatrault, Canadian Heritage information Network

**Panellists:** Sue Boyle and Shiralee Hudons Hill, Art Gallery of Ontario

How do museums and galleries successful market to the Net Gen? As visitors, how do you keep the Net Gen interested and engaged? This session will discuss the options and issues around the use of social media (e.g. LinkedIn, Facebook, YouTube, Twitter) for professional and public audiences. Panellists will discuss marketing initiatives, how to go about making an informed decision about adopting implementing, and sustaining the medium or combination of media, and the potential for news aggregators to act as portals for museum professionals to have access to social media. Don't be scared – you don't need big bucks to implement successful programs!

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## Change, Community and Collaborations

**Date:** Thursday, May 13

**Time:** 10:15 am - 11:45 am

**Moderator:** Pauline Rafferty, CEO, Royal BC Museum

**Panellists:** Nika Collison, Haida Gwaii Museum (Queen Charlotte Islands); Bill Greenlaw, Nova Scotia Department of Tourism, Culture and Heritage; David Jensen, D. Jensen & Associates Ltd. (Vancouver), Claudette Leclerc, The Manitoba Museum; Marc Mayer, National Gallery of Canada (Ottawa)

The role of museums and galleries is always evolving. If we do our job well, the essentials are change, collaboration and community. Panellists will draw upon their vast experience and expertise referring to examples of how collaboration and community has changed, how they and their institutions approach their work and how change can be easily introduced into your institution.

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## Addressing Current Issues Facing Atlantic Regional Art Galleries: Engaging Aboriginal Communities

**Date:** Thursday, May 13

**Time:** 10:15 am - 11:45 am

**Moderator:** Charlotte Jones (Sir Wilfred Grenfell College Art Gallery)

**Panellists:** Misel Joe, Conne River First Nation; Calvin White, Flat Bay Indian Band

This session features two speakers who have been actively involved in the growing movement towards self-realization of Mi'kmaq communities in insular Newfoundland. Misel Joe has been the Chief of the Conne River First Nation, the only reserve in Newfoundland, since 1982. Calvin White is a former chief of the Flat Bay Indian Band and one of the founders of the Federation of Newfoundland Indians. The presenters will give a history of and perspective on their Mi'kmaq communities, then the moderator will direct a more general audience/panel discussion on how art galleries can work meaningfully with aboriginal communities.



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## Cultivating Collections Responsibly: A Strategy for Effective Weeding, Pruning and Growth

**Date:** Thursday, May 13

**Time:** 10:15 am - 11:45 am

**Moderator:** Catherine Cole, Catherine Cole and Associates

**Panellists:** Franz Klingender, Canada Agriculture Museum; Deborah Scott, Fleming College

Content TBA

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## "One loyal friend is worth ten thousand relatives": Best Practices and Practical approaches to Developing and Implementing Collaborative Exhibition Projects

**Date:** Thursday, May 13

**Time:** 3:15 pm - 4:30 pm

**Moderator:** Denise Corbett, Canadian Museum of Civilization Corporation

**Panellists:** H  l  ne Daneau, Mus  e de la civilisation; Sylvaine Champagne and Val  rie Grassi, Canadian Museum of Civilization Corporation

What does it take to find and develop a good working collaborative relationship in a museum context? How do institutions move from "It would be interesting to think about working together on something..." to "Wow. What a great experience – what can we do together next?" Are shared, enriching exhibition experiences possible, or do institutional cultures, bureaucracies and individual personalities get in the way? This session will look for answers to these questions by looking at collaborative models from three perspectives. Attendees should come away with a practical, working knowledge of collaborative models and how to develop and implement them.

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## Intangible Evidence: Interdisciplinary Culture of Creativity & Change

**Date:** Thursday, May 13

**Time:** 3:15 pm - 4:30 pm

**Moderator:** Shauna McCabe, Mount Allison University

**Panellists:**

Art galleries and museums have recently seen an increasing emphasis on notions of "cross-disciplinary" and "interdisciplinary." This panel discussion will focus on innovative initiatives looking at the "big picture" of emerging intersections and blurred borders. Participants will reflect on the impetus and potentials of such collisions, of artistic and material culture, contemporary art practice and cultural heritage, creative practice and research, and the possibilities of connecting and communicating diverse fields of knowledge.

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## Transmission of ICH: Boatbuilding

**Date:** Thursday, May 13

**Time:** 3:15 pm - 4:30 pm

**Moderator:** Bruce Whitelaw

**Panellists:**

The traditional crafts and knowledge associated with the building of boats – both in maritime environments and for use on inland waters – is a part of the intangible cultural heritage of communities from across the globe. The accumulated knowledge that such boat-building traditions represent has intrinsic value as culture. Various groups and organizations have recognized that in many locations, boat-building skills and the knowledge associated with them are rapidly vanishing. This session focuses on the preservation of traditional boat-building as a living craft, and the challenges that the conservation of a living tradition pose to contemporary museums.

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## Museums and the Recession

**Date:** Wednesday, May 12

**Time:** 10:15 am - 11:45 am

**Moderator:** Gerry Osmond, Newfoundland Historic Sites

**Panellists:** Alison Coffin, Memorial University; Stuart Reid, Mackenzie Art Gallery; Ted Silberberg, Lord Cultural Resources

Content TBD

## Plenary Sessions

### [ICH Panel Discussion](#)

[Re-discovering the Human Spirit \[T\]](#)

[Is There a Future for Museums?](#)

[Museums in the Real World - Carol Sprachman Memorial Lecture](#)

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### ICH Panel Discussion

**Date:** Wednesday, May 12

**Time:** 9 am - 10 am

**Moderator:** David Walden, Canadian commission for UNESCO

**Speakers:**

[Cécile Duvelle](#), UNESCO

[Richard Kurin](#), Smithsonian Institution

Richard MacKinnon, Cape Breton University

Gerald Pocius, Memorial University of Newfoundland

Laurier Turgeon, Laval University

Kindly supported by



CANADIAN COMMISSION FOR UNESCO  
COMMISSION CANADIENNE POUR L'UNESCO  
www.unesco.ca

Intangible cultural heritage (ICH) comprises the practices, representations, expressions, knowledge, and skills that communities, groups, and in some cases, individuals recognize as part of their cultural heritage. Today, ICH is threatened by globalization, increasing urbanization, loss of traditional economies and communities, and rural decay. This round table discussion will address some of the steps which are being taken nationally and internationally to safeguard ICH, and will pose some suggestions for future work.

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### Re-discovering the Human Spirit [T]

**Date:** Wednesday, May 12

**Time:** 1:00 pm - 2:00 pm

**Speaker:** [Wade Davis](#), Explorer-in-residence, National Geographic Society



Kindly supported by the Alliance of Natural History Museums of Canada

What ultimately will be our mission for the next century? There is a fire burning over the Earth, taking with it plants and animals, ancient skills and visionary wisdom. At risk is a vast archive of knowledge and expertise, a catalogue of the imagination, an oral and written language composed of the memories of countless elders and healers, warriors, farmers, fishermen, midwives, poets, and saints. In short, the artistic, intellectual and spiritual expression of the full complexity and diversity of the human experience could disappear. Quelling this flame, and rediscovering a new appreciation for the diversity of the human spirit as expressed by culture, is among the central challenges of our times.

Wade Davis will take us on a worldwide journey that will help provide direction and a definition of what our mission will be for the next century. The Wayfinders is a celebration of the wonder of the human imagination as expressed in culture. We'll travel to Polynesia and celebrate the art of navigation that allowed the Wayfinders to infuse the entire Pacific Ocean with their imagination and genius. In the Amazon await the descendants of a true lost civilization, the People of the Anaconda, a complex of cultures inspired by mythological ancestors who even today dictate how humans must live in the forest. In the Andean Cordillera and the mountains of the Sierra Nevada de Santa Marta of Colombia, we'll discover that the Earth really is alive, pulsing, and responsive in a thousand ways to the spiritual readiness of humankind. Dreamtime and the Songlines will lead to the melaleuca forests of Arnhem Land, as we seek to understand the subtle philosophy of the first humans to walk out of Africa and the Aboriginal peoples of Australia. In Nepal, a stone path will take us to a door, opening to reveal the radiant face of a wisdom hero, a Bodhisattva, Tsetsam Ani, a Buddhist nun who forty-five years ago entered lifelong retreat. The flight of a hornbill, like a cursive script of nature, will let us know that we have arrived at last amongst the nomadic Penan in the upland forests of Borneo. Join us on this incredible journey with Canada's renowned conservationist and explorer!

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## Is There a Future for Museums? – ICOM Session



**Date:** Thursday, May 13

**Time:** 8:45 am - 9:45 am

**Moderator:** Françoise Enguehard

**Speakers:**

Dean Brinton, The Rooms

James Chung, Reach Advisors

Marc Mayer, National Gallery of Canada

Museums are no longer the exclusive enclaves of the elite. They have become centres of learning where doors to new experiences are opened to all. They have become our reinvented town squares where like-minded people with similar interests meet, share and engage. With visionary leadership museums can be at the core of a new civic culture. This plenary will explore questions critical to the future of museums: As you plan for the future, are you working to include your community? How are you retooling or redesigning programs and exhibitions to respond to the Net Gen? To a great extent we fashion the future by how we imagine it, what do you see for the future of museums?

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## Museums in the Real World – Carol Sprachman Memorial Lecture

**Date:** Thursday, May 13

**Time:** 1:45 pm - 2:45 pm

**Speaker:** [Jeffrey Simpson](#), National affairs columnist, The Globe and Mail

# CFFM

*Kindly supported by the Canadian Federation of Friends of Museums*

A sweeping perspective by award-winning journalist Jeffrey Simpson on the geo-political trends affecting museums; from politics to tourism, the recession, changing demographics and the 2010 Shanghai World's Fair.

## Workshops

Unless otherwise noted all sessions/events take place at the Sheraton Newfoundland Hotel.

**[T]** indicates sessions offered with simultaneous translation

[Explora at Signal Hill National Historic Site of Canada](#)

[Intangible Cultural Heritage 101](#)

[Telling the Story from the Inside Out: Interpretive Planning for the Cupid's Interpretation Centre](#)

[All the News that's Fit to ... Link](#)

[Build Your Own Project Manager! A Look at Project Management in Canadian Museums](#)

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### Explora at Signal Hill National Historic Site of Canada - SOLD OUT

**Workshop leader:** Tamara Tarasoff, National Products Specialist, New Media and Exhibitions

**Date:** Monday, May 10

**Time:** 1:00 pm - 5:00 pm

**Location:** Signal Hill Tattoo Training Facility, Signal Hill. A short walk from the Sheraton, delegates are required to make their own way to the Signal Hill Visitor Centre. Wear warm, waterproof clothing and good walking shoes.

**Fee:** \$20. Includes printed material and health break.

#### More than a view – more than a tour!

Walk the trails of Signal Hill and learn about a leading-edge technology that is immersing visitors in the cultural and natural history of this amazing landscape. In 2008-2009, Parks Canada developed and piloted a handheld GPS-triggered guide at Signal Hill called Explora. An extensive evaluation of the guide indicated that visitors enjoyed and learned from the text, images, audio, videos and quizzes presented on the device. "It's the best invention since the light bulb," one enthusiastic user exclaimed! Come and experience first-hand the benefits of this new technology. Lessons learned from Explora will help participants guide the development of similar tours in their park, gallery, natural history site or museum.



For more information, please contact:

[tamara.tarasoff@pc.gc.ca](mailto:tamara.tarasoff@pc.gc.ca)

819-934-0374

Limited to 30 participants.



Canada

Facilitated by Parks Canada

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### Intangible Cultural Heritage 101

**Facilitated by:** Dale Jarvis, ICH Development Officer, Heritage Foundation of Newfoundland and Labrador and Dr. Jillian Gould, Public Sector Folklorist, Memorial University of Newfoundland.

**Date:** Tuesday, May 11

**Time:** 9:00 am - 4:00 pm

**Fee:** \$55. Includes printed material, two health breaks and lunch.

This informative workshop will provide a brief overview of intangible cultural heritage, and outline four broad goals for safeguarding our living heritage. It will take participants through the process of planning their project; from establishing goals, doing preliminary research, addressing issues around ethics and consent, choosing personnel, documentation methods, processing collected materials, equipment, and budgets. This workshop will be beneficial to museum professionals who are contemplating folklore and oral history projects of all types, ranging from short-term projects involving a single researcher, to

complex and long-term projects involving many researchers.

- Dale Gilbert Jarvis is a folklorist, researcher, and author, who has been working for the Heritage Foundation of Newfoundland and Labrador (HFNL) since 1996. He is the Intangible Cultural Heritage Development Officer for the province, one of only two provincially-funded folklorist positions in Canada. He is the former provincial registrar for Canada's Historic Places Initiative, a past president of the Newfoundland Historic Trust, and chair of the board for the St. John's Storytelling Festival.
- Dr. Jillian Gould teaches courses about interviewing and fieldwork methods at Memorial University of Newfoundland, where she is an assistant professor in the department of folklore. Her specialties/ interests include public folklore, ethnography and fieldwork, Jewish culture, foodways, and the culture of aging. In the public sector she was Education Coordinator at the Eldridge Street Project (now Museum at Eldridge Street) in New York City, and has completed projects for the Canadian Museum of Civilization, and the Ontario Jewish Archives.

For more information, please contact:

[ich@heritagefoundation.ca](mailto:ich@heritagefoundation.ca)

**Limited to 50 participants.**

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## Telling the Story from the Inside Out: Interpretive Planning for the Cupid's Interpretation Centre

**Facilitated by:** Interpretive Planner Marion McCauley, Architect Ron Fouger and Archaeologist Bill Gilbert

**Date:** Tuesday, May 11

**Time:** 9:00 am - 4:00 pm

**Fee:** \$30. Includes printed material, health break, lunch and transportation.

Experience firsthand how a picturesque community in Newfoundland and Labrador worked with professionals to plan a world-class interpretation centre to commemorate the 400th anniversary of John Guy's establishment of the first English colony in Canada. The centre will be nearing completion, the celebrations will be underway, but where did it all begin? You will get a behind-the-scenes tour of the new centre and a tour of the archaeological site where 144,000 artifacts and five 17th century structures have been uncovered to date. This tour will provide attendees with the best practices in interpretive planning that you will be able to consider and implement in your own institution. This tour will be of particular interest to archaeologists, curators, interpretive planners, special event coordinators, community museum workers and anyone interested in developing a site from the ground up.

For more information, please contact:

[pdowden@cupids400.com](mailto:pdowden@cupids400.com)

709-528-1610

**Limited to 30 participants.**

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## All the News that's Fit to ... Link - SOLD OUT



Réseau canadien d'information sur le patrimoine  
Canadian Heritage Information Network

*Facilitated by the Canadian Heritage Information Network*

**Date:** Tuesday, May 11

**Time:** 9:00 am - noon

**Location:** offsite, TBD.

**Fee:** \$35. Includes printed material, health break and transportation.

In 2009, the Canadian Heritage Information Network (CHIN) launched the [Professional Exchange](#) to contribute to museum professionals' standards of excellence in the use of digital media. Using the Professional Exchange as a model, participants in this hands-on workshop will gain a clear understanding of how news aggregators and social media (e.g. LinkedIn, Facebook) function. Attendees will learn ways to connect online with their peers to discuss subjects of common interest, to share best practices, to connect with visitors and engage them more fully in their institution's website.

For more information, please contact:

[wendy.thomas@pch.gc.ca](mailto:wendy.thomas@pch.gc.ca)

1-800-520-2446

Limited to 20 participants.

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## Build Your Own Project Manager! A Look at Project Management in Canadian Museums - **SOLD OUT**

**Presenters:** Julie Leclair and Audrey Vermette, Canadian Museum of Civilization; Sylvaine Champagne, Canadian Museum of Science & Technology

**Date:** Tuesday, May 11

**Time:** 1:00 pm - 4:00 pm

**Fee:** Free. Session includes printed material, access to blog, and a health break.

In this highly interactive session, participants will have the opportunity to engage in a forum concerning project management in Canadian Museums. Centered on a group-built project manager “model,” the session will be organized into three activities: Building the P.M., the Health Check, and the Growing Chart. In the first exercise, participants will build a model project manager and reflect on the desired qualities: What top five skills will be required? What training is available? Why are eyes and arms so important in this job? Once the model is complete, the group will be required to undertake a health check of their model. This second part will focus on sustainability in project management and entertain a discussion on the general state of project management in Canadian museums, based on an informal survey that was sent to various museums. The third and final part – the Growing Chart – will look at the future of museum project management and how we can all participate in making it evolve. Targeted to project managers and all museum professionals involved in exhibition development, the session will also introduce participants to a project management blog created to encourage discussion and knowledge-sharing.

For more information, please contact:

Audrey Vermette

[audrey.vermette@civilisations.ca](mailto:audrey.vermette@civilisations.ca)

819-776-7190

Limited to 50 participants.

## Study Tours

[T] indicates sessions offered with simultaneous translation

[Marketing a Remote Site](#)

[Companions Program: MUN Botanical Gardens Tour & Tea](#)

[Companions Program: A Spirited Tour of Downtown St John's - YellowBelly Brewery and Newman Wine Vaults](#)

[Extreme Makeover: The Rooms Edition](#)

[Diverse Approaches to Interpretation of Natural History and Science for School Children and the General Public](#)

[Sustainability and the Community Economic Impact of Museums](#)

[Museums and Rural Renewal: How the Bonavista Peninsula is Using Cultural Tourism to Create Sustainable Communities](#)

### The Study Tour concept

This year's CMA conference offers pre- and post-conference Study Tours. The Study Tour concept takes advantage of local expertise to help you examine and learn more about practical approaches that you can apply to your institution. You will approach sites through the front door and get a look behind-the-scenes as you learn about different aspects of cultural and heritage tourism and the exemplary work happening in museums and art galleries that fulfill our traditional mandate. There will also be a special emphasis on intangible cultural heritage (ICH).

The tours will provide you with sufficient knowledge so as to yield action plans for your operations and along the way, you'll have some of the best experiences Newfoundland has to offer. There are five Study Tours to select from; one on Monday, May 10 and four post-conference.

Tours depart from the lobby of the Sheraton Newfoundland Hotel. **A separate fee is applicable for the Study Tours.** Fee includes admission to all sites, guided tours, food, accommodation and transportation as specified. For all outdoor activities, comfortable walking shoes or hiking boots are a must, as is a warm, waterproof, windproof jacket or coat. Add a pair of gloves and you'll be prepared for any weather conditions.

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### Marketing a Remote Site

*Please note: If you are attending this Study Tour, you will not be able to attend the optional evening event at Signal Hill!*

**Date:** Monday, May 10

**Time:** 1:00 pm - 9:00 pm

**Location:** Bell Island

**Fee:** \$65. Includes bus and ferry transportation, guided tour, admission to sites, three-course dinner. Cash bar. Please wear warm clothing and comfortable walking shoes.

Learn how a unique selling proposition can yield strong visitation ... despite being a site that is off the beaten track! Initially settled by farmers in the 1700s and the Avalon Peninsula's best-kept secret, Bell Island is the largest of several islands in Conception Bay, measuring about 9 km by 3.5 km. Delegates will enjoy a 20-minute drive to the ferry terminal at Portugal Cove, followed by a 20-minute ferry ride across the Trickle. During your time on the island, you'll have the opportunity to view the giant murals that were painted to commemorate the island's rich heritage and you'll go behind-the-scenes at the Bell Island Mine and Museum to discover many historic artifacts – including samples of the iron ore that made Bell Island one of the richest and oldest mining operations in the world. For the ultimate experience, you can participate in the underground mine tour. Your tour will be topped off with a three course dinner at Dick's restaurant - if you're a lover of fish and chips – and even if you're not, this is just the ticket, as there is something there that will strike your fancy!

For more information, please contact:

[Teresita McCarthy@hotmail.com](mailto:Teresita_McCarthy@hotmail.com)

709-488-3137

Limited to 50 participants.

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### Companions Program: MUN Botanical Gardens Tour & Tea - CANCELLED

**Date:** Tuesday, May 11

**Time:** 1:00 pm - 4:30 pm

**Location:** MUN Botanical Gardens (CMA MEMBERS)

**Fee:** Pre-registration at \$40 all inclusive.

For thirty years the Memorial University Botanical Gardens has displayed plants native to the province and historically cultivated plants suitable to the local climate. Situated on 110 acres of nature reserve, winding trails lead you through the various themed gardens, and the natural spaces. Join staff of the gardens for a guided tour of the Newfoundland heritage garden, medicinal garden rock gardens and much more. This will be followed by afternoon tea and an opportunity to explore the visitor centre. If the weather is inclement an indoor program will be offered.

1:00 pm –leave Sheraton hotel  
1:30 pm – tour of gardens  
3:00 pm – tea at the visitor Centre  
4:00 pm – leave for Sheraton hotel

**Limited to 30 participants**

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## Companions Program: A Spirited Tour of Downtown St John's - YellowBelly Brewery and Newman Wine Vaults



**Date:** Wednesday, May 12  
**Time:** noon - 4:00 pm  
**Fee:** \$45

Yellow Belly Brewery, located in the heart of the Water Street National Historic District, is a testament in masonry to the history of St. John's. Reconstructed after the fire of 1846, it is one of few downtown buildings to survive the great fire of 1892. The brew master will provide a tour along with a tasting and sampling of their locally made beers and ales such as Fighting Irish; learn who the "yellow bellies" were and why they met at this historic location.

According to tradition, a Portuguese vessel loaded with port wine bound for London encountered French privateers in 1679. The privateers drove the ship off course and the captain headed for St. John's to wait out the winter. The cargo of port wine was stored in caves in the Southside Hills of St. John's. At the end of the winter they discovered that the port had acquired a wonderful bouquet, smoothness and flavour. From then on, Newman and Company decided to age its port wine in Newfoundland, and in early 1800's the wine vaults were constructed. Port wine was aged in the vaults by the Newman's until at least 1893 and the building remains as the only existing intact historic wine vaults in Newfoundland and Labrador. Today the site is operated by the Historic Trust, and offers tours and port tastings.

Noon – meet at the Yellow Belly Brewery for a pre-ordered lunch in the private Barrel Room, a tour of the brewery, tasting beers brewed on the premises  
2:30 pm – walk down to the Newman Wine Vaults (6 blocks - 0.7 km, a vehicle will be available for anyone with difficulty walking)  
2:45 pm – tour of the wine vaults and port wine tasting  
4:00 pm – bus back to Sheraton hotel

**Limited to 30 participants**

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## Extreme Makeover: The Rooms Edition

*Facilitated by The Rooms Provincial Museum, Art Gallery and Archives*

**Date:** Friday, May 14  
**Time:** 9:00 am - noon  
**Location:** The Rooms Provincial Museum  
**Fee:** \$35. Includes printed material and health break. A short walk from the



Sheraton, delegates are required to make their own way to The Rooms.

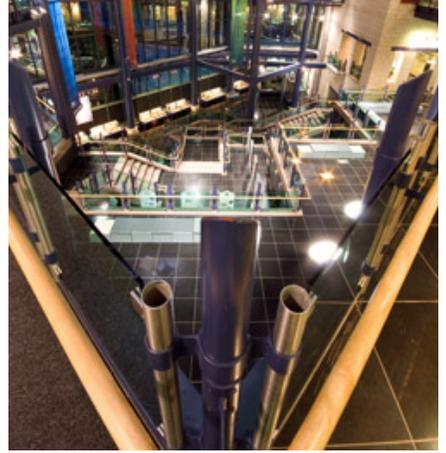
Examine how three separate, long-standing institutions – Newfoundland & Labrador's Provincial Museum, Provincial Art Gallery and Provincial Archives – were renovated into one dynamic cultural treasure. This behind-the-scenes on-site workshop will provide attendees with DIY (do-it-yourself) tips on how the project came together so successfully and how they can benefit from The Rooms as a learning experience. A presentation, tour and hands-on activity are included. No experience with power tools required!

For more information, please contact:

[cshea@therooms.ca](mailto:cshea@therooms.ca)

709-757-8089

Limited to 25 participants.



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## Diverse Approaches to Interpretation of Natural History and Science for School Children and the General Public



Facilitated by: Paul Dean and Keith Moore, Johnson GEO CENTRE

**Date:** Friday, May 14

**Time:** 9:00 am - 3:00 pm

**Location:** A short walk from the Sheraton, delegates are required to make their own way to The Johnson GEO CENTRE. For participants leaving on later flights, bags may be stored at the centre for the day.

**Fee:** \$30. Includes two health breaks, lunch and printed material.

Participants will be exposed to a variety of approaches and techniques employed at the Johnson GEO CENTRE in interpreting the Earth's history, Earth sciences; human evolution and resource development in a very unique setting within the rocks of Signal Hill in St. John's. The GEO CENTRE makes extensive use of audiovisual presentations using professional actors, and tells the story of rocks using mega specimens, exhibit galleries, outdoor displays, live interpretation and the naturally occurring rock walls of the centre itself.

Participants will also observe and participate in a "GEO CLASS" with local elementary school students, focusing on a particular aspect of the science curriculum with their teachers through the unique venue and resources of the centre. This workshop will be of particular interest in the development of programming for primary and elementary grades. Attendees will leave with an appreciation of hands-on learning and action plan for future program development.

For more information, please contact:

[keith.moore@geocentre.ca](mailto:keith.moore@geocentre.ca)

Limited to 15 participants.

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## Sustainability and the Community Economic Impact of Museums



Facilitated by: The Colony of Avalon Foundation



**Date:** Friday, May 14

**Time:** 9:00 am - 6:00 pm

**Location:** The Colony of Avalon

**Fee:** \$75. Includes transportation, guided tour,





admission to all sites, two health breaks, lunch and boat tour. You will be returned to the Sheraton Hotel Newfoundland at approximately 6:00 pm.



The Colony of Avalon is located at Ferryland in the heart of the Irish Loop. Ferryland is approximately a one-hour drive from St. John's along the scenic southern shore. The Colony of Avalon Foundation has built an internationally significant archaeological site into an on-going archaeological dig with a continuing research mandate, an interpretation centre with guided tours of the dig, a conservation lab, a collections storage area, a reproduction 17th century kitchen, heritage gardens and a successful museum shop. Your visit to the Colony of Avalon offers a unique opportunity to learn first-hand how to build earned revenue into your operational plans. The foundation generates 45% of its annual operating budget from earned revenues – an enviable target for many museums. The tour will conclude with a stop at Bay Bulls for a two-hour sightseeing and iceberg/whale watching boat tour.

For more information, please contact:  
[info@colonyofavalon.ca](mailto:info@colonyofavalon.ca)  
 1-877-326-5669

**Limited to 45 participants.**

## Museums and Rural Renewal: How the Bonavista Peninsula is Using Cultural Tourism to Create Sustainable Communities



*Facilitated by: Parks Canada and Provincial Historic Sites*

**Date:** Friday, May 14 to Saturday, May 15

**Time:** Departs 8:00 am on Friday, May 14 and returns to the Sheraton Hotel Newfoundland at approximately 6:30 pm on Saturday.

**Location:** Bonavista Peninsula

**Fee:** \$330. Tour includes transportation, guided tours, admission to all sites, four refreshment breaks, two lunches, supper and Bed & Breakfast accommodations in Trinity.

Museums, cultural entrepreneurs and community partnerships have built the Bonavista Peninsula into a thriving visitor destination. Parks Canada, provincial historic sites and community museums provided a foundation and everything else was added on: from restored historic buildings to root cellars, from living history to live theatre, from walking trails to traditional foods and community festivals. Through this interactive two-day experience you will witness first-hand how the enduring culture of this region has been used to create viable and authentic cultural experiences for the ever-increasing numbers of visitors that flock here annually. The resulting economic impact has provided local communities with new opportunities to ensure present and future sustainability. Bring along representatives from your town council and tourism development association and you will leave with a plan of action for your own community.

For more information, please contact:  
[gerryosmond@gov.nl.ca](mailto:gerryosmond@gov.nl.ca)  
 709-729-7212

**Limited to 45 participants.**



## Special Events

[Monday, May 10: Optional evening event – Signal Hill National Historic Site of Canada, Tattoo Training Facility](#)

[Tuesday, May 11: Evening event – Kitchen party at The Rooms](#)

[Wednesday, May 12: 2010 CMA Awards dinner](#)

[Thursday, May 13: 2011 Reception](#)

[Thursday, May 13: Closing banquet](#)

[Friday, May 14: Reception – Edward Burtynsky: Oil](#)

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### Monday, May 10

#### Optional evening event – Signal Hill National Historic Site of Canada, Tattoo Training Facility

This historic site celebrates the rich communications and military history of **Signal Hill**. Perched above the harbour, you'll enjoy a spectacular view of St. John's and the sea. A short walk from the Sheraton, you're invited to meet old friends, make new friends and be introduced to Newfoundland and Labrador's legendary culture at the first social event of the 2010 conference.

**Time:** 7:00 pm - 9:00 pm

**Location:** Signal Hill

**Fee:** \$25. Open to CMA delegates and guests. Fee includes admission to the Visitor Centre and Cabot Tower, entertainment, dessert, coffee and non-alcoholic beverages.

Limited to 75 participants.

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### Tuesday, May 11

#### Evening event – Kitchen party at The Rooms - **SOLD OUT**

**Come to The Rooms for a scoff and a scuff!** . . . That's supper and a dance when you're in Newfoundland and Labrador. To welcome delegates in fine style, The Rooms Provincial Archives, Art Gallery and Museum Divisions will turn into one big kitchen party. There'll be seafood and other local treats, lots of traditional music and, for the more energetic types in the crowd, a chance to kick up your heels doing jigs and reels. A grand time will be had by all!

**Time:** 7:00 pm

**Location:** The Rooms Provincial Art Gallery

**Fee:** \$70. Open to CMA delegates and guests. Fee includes dinner, entertainment and one complimentary drink (cash bar thereafter). Transportation not included. The Rooms is a short 10-minute walk from the Sheraton Hotel Newfoundland.

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### Wednesday, May 12

#### 2010 CMA Awards dinner - **SOLD OUT**

Bouquets to all the 2010 awards winners! Join your colleagues and award winners to celebrate and support the very best in Canada's museums. Presentations will be made throughout a fabulous celebration dinner for the CMA Award for Outstanding Achievement, the CMA Award of Distinguished Service, The Barbara Tyler Award in Museum Leadership, The Museum Volunteer Award (co-sponsored by the Canadian Federation of Friends of Museums), the ICOM Canada International Achievement Award, and the Museums and Schools Partnership Award (co-sponsored by the Canadian Teachers Federation).

**Time:** 7:00 pm

**Location:** Sheraton Hotel Newfoundland

**Fee:** \$70

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### Thursday, May 13

## 2011 Reception

**Time:** 5:30 pm - 6:30 pm

**Location:** Sheraton Hotel Newfoundland

Info TBA

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### Thursday, May 13



#### Closing banquet: Get Down and Rock at the Johnson GEO CENTRE

Imagine dining under the solar system. This fabulous evening will be the culmination of conference activities and is a great way to unwind with friends and colleagues. 550 million year-old walls will surround you as you feast upon a surf and turf dinner followed by the rocking sounds of Billy and the Bruisers, St. John's finest dance band.

**Time:** 7:00 pm

**Location:** Johnson GEO CENTRE

**Cost:** \$85

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### Friday, May 14

#### Reception – Edward Burtynsky: Oil

Organized by the Corcoran Gallery of Art, Washington, DC

The Rooms Provincial Art Gallery invites you to the opening reception for Oil, an exhibition of 56 large-scale color landscapes by celebrated Canadian photographer Edward Burtynsky. Featuring photographs created over the past decade, most never-before-shown, the exhibition chronicles the production of oil, including the effects on the natural world through its extraction and use.

**Time:** 7:00 pm - 10:00 pm

**Location:** The Rooms Provincial Art Gallery

**Fee:** FREE and open to all CMA delegates and guests

**RSVP:** by Monday, May 10, 2010 to

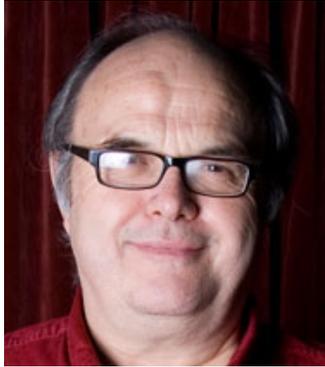
Christine Harris

[christineharris@therooms.ca](mailto:christineharris@therooms.ca)

709-757-8040

## Speakers

### Andy Jones - author and comedian



A professional writer and actor for over thirty years, Andy Jones has written five critically acclaimed one-man comedy shows: *Out of the Bin*, *Still Alive*, *King O' Fun*, *To the Wall* and *An Evening with Uncle Val*. He is well-known in Canada as one of the groundbreaking members of the Newfoundland comedy troupe, CODCO, in both its theatrical and television incarnations. His projects have been released on CD (*Letters from Uncle Val*), DVD (*The Adventure of Faustus Bidgood*) and as television films (*King O' Fun*).

Jones was born in St. John's, Newfoundland where he co-founded the Resource Centre for the Arts at the L.S.P.U. Hall. There, he co-wrote, acted in, and directed many original productions. In the fall of 2009, he will succeed author Michael Crummey as Memorial University's writer-in-residence.

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### Wade Davis - conservationist

An internationally-renowned Canadian cultural anthropologist who has captivated audiences with tales of insight and adventure for nearly 20 years, Wade Davis has been named one of the "Explorers of the Millennium" by National Geographic, and has been described as a "real life Indiana Jones" by ABC's 20/20.



Davis recently delivered the 2009 Massey Lectures, *The Wayfinders*, organized in partnership with the CBC. He is the bestselling author of more than a dozen books including *The Lost Amazon*, *Light at the Edge of the World*, *Rainforest* and *The Clouded Leopard*. And among his film credits are *Earthguide*, *Spirit of the Mask*, *Cry of the Forgotten People* and *Forest Forever*. He is the recipient of the 2009 Gold Medal from the Royal Canadian Geographical Society.

Davis is an outspoken conservationist and belongs to many non-governmental organizations that work to preserve biological and cultural diversity.

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### Jeffrey Simpson - commentator and columnist



National affairs columnist at *The Globe and Mail*, Jeffrey Simpson has won all three of Canada's leading literary prizes – the Governor General's Award for non-fiction book writing, the National Magazine Award for political writing, and has twice been awarded the National Newspaper Award for column writing. He has also won the Hyman Solomon



Award for excellence in public policy journalism. In January, 2000, he became an Officer of the Order of Canada.

Born in New York, Simpson came to Canada when he was 10 years old and studied at the University of Toronto, Queen's University and the London School of Economics. In 1972-73, he received a parliamentary internship scholarship in Ottawa, and one year later began his career at The Globe and Mail.

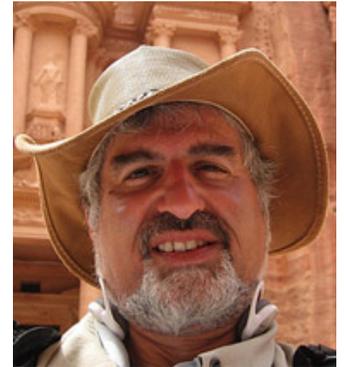
Simpson has published eight books, including *Discipline of Power*, *Spoils of Power*, *Faultlines: Struggling for a Canadian Vision*, *The Anxious Years*, *Star-Spangled Canadians*, and *The Friendly Dictatorship: Reflections on Canadian Democracy*. His latest book, published in the fall of 2007 with Mark Jaccard and Nic Rivers, is titled *Hot Air: Meeting Canada's Climate Change Challenge*.

He has also been a regular contributor to television programs in both English and French and has completed a two-hour documentary for CBC to accompany his book, *Star-Spangled Canadians*. He has been a guest lecturer at such universities as Oxford, Edinburgh, Harvard, Princeton, Brigham Young, Johns Hopkins, Maine, California, and more than a dozen universities in Canada.

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## Richard Kurin - folklorist and author

Dr. Richard Kurin serves as the Smithsonian Institution's Under Secretary for History, Art, and Culture. He also oversees research and outreach programs, including the Smithsonian's Traveling Exhibition Service, The Smithsonian Associates, the Smithsonian television channel, and the Smithsonian Affiliates—a network of 165 museums across the U.S.



A former Fulbright-Hays fellow, Kurin earned his Ph.D. in cultural anthropology from the University of Chicago and taught at The Johns Hopkins University Nitze School of Advanced International Studies. He is the author of *Hope Diamond: The Legendary History of a Cursed Gem*, and *Reflections of a Cultural Broker: A View from the Smithsonian*, as well as numerous other books and scholarly articles. He served on the U.S. Commission for UNESCO, has been the keynote speaker for the International Council of Museums, and delivered the founder's lecture for Harvard University's Peabody Museum.

Kurin first worked for the Smithsonian in 1976, and for decades he directed the Center for Folklife and Cultural Heritage. He has worked with cultural figures ranging from Pete Seeger, Yo-Yo Ma, Mickey Hart, and Bernice Johnson Reagon to the Aga Khan and the Dalai Lama. He helped draft an international treaty on safeguarding the world's living cultural heritage. He has produced major events for the Smithsonian's 150th anniversary, the opening of the World War II Memorial, the opening of the National Museum of the American Indian, and programs for numerous presidential inaugurations, including that of President Obama.

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## Cécile Duvelle - cultural anthropologist



Cécile Duvelle was trained in cultural anthropology at the University Paris V - René Descartes, with the professors Georges Balandier, Louis-Vincent Thomas and Michel Mafessoli. Throughout her studies she worked in Sub-Saharan Africa on topics such as spontaneous housing in the Dakar suburbs and its consequences on the traditional family structures; the role of women in development in Gabon (where she stayed three years), and on an anthropological approach to alimentation. Having worked as coordinator of the *Encyclopedia of African Law* – a 10 volume series reviewing the legal framework since independence of the seventeen French-speaking African countries – she joined UNESCO in 1989 where she worked for UNESCO Publishing House and the Culture Sector. In 1999, she joined the Office of the Director-General of UNESCO, where she was responsible for topics relating to culture, as well as speechwriting for the director-general. In the exercise of these functions, she closely followed the elaboration and negotiation processes of several cultural normative instruments, in particular the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage and the 2005 Convention for the Promotion and Protection of the Diversity of Cultural Expressions. She accompanied the director-general during his official visits to more than eighty countries. In October 2008, she was appointed chief of the

