

65th On the Edge!

CMA 65th NATIONAL CONFERENCE *J 2012*

Registration

Monday, April 23.....	11:00 am – 4:00 pm
Tuesday, April 24.....	7:30 am – 5:00 pm
Wednesday, April 25.....	7:00 am – 6:30 pm
Thursday, April 26	7:00 am – 3:00 pm

Monday, April 23

2:00 pm – 4:00 pm

Offsite

Workshop

Where Are Travelling Exhibitions Headed?

Panellists: Karen Bachmann, Timmins Museum: National Exhibition Centre; Lucie Daignault, Musée de la civilisation à Québec; Manon Lebeau, Sherbrooke Museum of Nature and Science; Louise O'Neil, Department of Canadian Heritage

Held offsite at the Canadian Museum of Civilization, Cascades Lounge. Delegates are responsible for their own transportation to the workshop.

5:00 pm

Offsite

Explore Local Cuisine

Connect with colleagues and friends while exploring the National Capital Region's many fine dining establishments.

6:30 pm – 8:30 pm

Offsite

Optional Evening Event

The Currency Museum, Bank of Canada

Crouching Paper, Water Dragon

SOLD OUT. Pre-registration required.

Bus will depart from the front of the Hilton Lac Leamy at 6:15 pm and from the Currency Museum at 8:30 pm.

Unless otherwise noted all sessions will be held at the Hilton Lac Leamy.

 Simultaneous Translation provided



8:30 am – 3:00 pm

Offsite

Workshop

Moving Targets—Evolving Environmental Guidelines for Museums

Facilitated by: Canadian Conservation Institute

Presenters: Jean Tétreault and Eric Hagan, Conservation Scientists, CCI

Held offsite at the Canadian Conservation Institute. Bus will depart at 8:00 am from the front of the Hilton Lac Leamy. (Same bus for the workshop at the Canadian Museum of Nature).

8:30 am – 3:00 pm

Offsite

Workshop

Observing Our Visitors: Tracking and Timing in Exhibitions

Facilitated by: Beverly Serrell, Serrell & Associates, Chicago, IL

Held offsite at the Canadian Museum of Nature. Bus will depart at 8:00 am from the front of the Hilton Lac Leamy. (Same bus for the workshop at the Canadian Conservation Institute).

9:00 am – 3:30 pm

Krieghoff

Workshop

Fundraising Today and Tomorrow

Facilitated by: Wayne Hussey, President, Wayne Hussey Consulting Inc.

9:00 am – 4:00 pm

Beginner Level: Delfosse

Intermediate/Advanced Level: Suzor-Côté

Workshop

Down and Dirty Social Media: Practical Lessons and Tools of the Trade

Facilitated by: THEMUSEUM

Beginner Level: Angela Olano, Director of Brand, Marketing & Digital Media and Laurel McKellar, Director of Programs & Exhibitions

Intermediate/Advanced Level: Derek Weidl, Digital Media & Marketing Coordinator

Tuesday, April 24

1:00 pm – 4:00 pm

Morrice

Workshop

How to Get the Most out of People Around You: Collaborative Techniques for the Museum Planning Process

Facilitated by: Phil Aldrich, Aldrich Pears and Vivianne Gosselin, Museum of Vancouver

1:00 pm – 4:00 pm

Beethoven/Chopin

Workshop

Mobile Boot Camp

Presented by: The Canadian Heritage Information Network

Facilitators and Presenters: Nectarios Economakis, Google Canada; Deborah Drisdell, National Film Board of Canada; Sophie Godbout, nomad-e-learning; CHIN staff



rcip.gc.ca * chin.gc.ca

4:30 pm – 5:30 pm

Beethoven/Chopin

~~Welcome and Opening Keynote Address~~

~~Pre-empted for Happy Hour!~~

Supported by:

TOTAL
TRANSPORTATION
SOLUTIONS INC.



7:00 pm – 9:00 pm

Offsite

Optional Evening Event

Canada Aviation and Space Museum

Buses will shuttle between the Hilton Lac Leamy and the Museum beginning at 6:15 pm. The last bus returns to the hotel at 9:00 pm. **Pre-registration required.**

Wednesday, April 25

7:30 am – 8:30 am

Mozart

Breakfast with Exhibitors

8:45 am – 10:00 am

Beethoven/Chopin

Official Conference Opening and Fellows Lecture 🎧

Museums and the Making of Meaning

Robert Sirman, Canada Council

10:15 am – 11:30 am

Educational Sessions

The Path to the Top 🎧

Beethoven/Chopin

Moderator: Elizabeth McCrae, Canadian Museum of Nature

Panellists: Margaret Beckel, Canadian Museum of Nature;
Marie Chapman, Canadian Museum of Immigration at Pier 21;
Jack Lohman, Royal British Columbia Museum; Mark O'Neill,
Canadian Museum of Civilization

2012 Ignite

Delfosse

Moderator: Angela Olano, THEMUSEUM

Presenters: Fiona Ciaran, *Museum Disaster Preparedness*;
Kristina Huneault, *Canadian Women Artist's History Initiative*;
Samantha Senczyszyn, *Museandia: Small Museums, Big Change*;
Kelly Eyamie *Social Media*; Elise Hargraves/Liam Kennedy,
Canadian Museums Association, *Then and Now: Success Stories
from Young Canada Works*; France Gagnon, Musée de la
civilisation, *An app to engage young visitors in exhibition content*

The Creative Use of Volunteers

Julien

Moderator: Sylvie Morel, CFFM-FCAM

Panellists: Carla Baggio, Canadian Museum of Civilization;
Kathy Gibler, Dr. Sun Yat-Sen Classical Chinese Garden;
Donna Lordon, Volunteers' Circle, National Gallery of Canada;
Nita Reed, Royal Ontario Museum

Youth Programming: Making It Click!

Gagnon

Presenters: Megan Docking, Bytown Museum and
Yumi Webster, National Capital Commission

How to Play with a Full House: Appropriate Divestment from Museum Collections

Salon Jardin

Moderator: Victoria Henry, Canada Council Art Bank

Panellists: Nancy Breugeman, UBC Museum of Anthropology;
Charlie Hill, National Gallery of Canada

The Wrap Around Model of Campaigning

Suzor-Côté

Presenter: Wayne Hussey, Wayne Hussey Consulting Inc.

Wednesday, April 25

11:30 am – 12:30 pm

Mozart

Luncheon with Exhibitors

Supported by: 

12:45 pm – 1:30 pm

Beethoven/Chopin

Keynote Address

Arts for Action. Arts for Change.

Michaëlle Jean, Michaëlle Jean Foundation

1:30 pm – 2:00 pm

Mozart

Ice Cream Break

Sponsored by: 

2:15 pm – 3:15 pm

Educational Sessions

Leading Change

Beethoven/Chopin

Moderator: Yves Théoret, Museum of Contemporary Canadian Art

Panellists: Denise Amyot, Canada Science and Technology Museums Corporation; Bill Greenlaw, Nova Scotia Museum, Tom Perlmutter, National Film Board of Canada; Debbie Trueman, Nanaimo Museum

Teen Voices: Bringing Them on Board Through Social Media

Gagnon

Moderator: Gary Goodacre, National Gallery of Canada

Panellists: Lexie Buchanan, National Gallery of Canada; Susan Fohr, Textile Museum of Canada; Corey Timpson, Canadian Museum for Human Rights

Three, Four, Open the Door: Keeping Up with Canadian Museums and the Youth Diversity Experience Project

Delfosse

Moderator: Meredyth Miller, Scarborough Museum

Panelists: Katie Epp, Markham Museum; Devon Muhic, Scarborough Museum ; Lelia Sfeir, McCord Museum

Designing Relevant Exhibits for People Who Hate Museums

Suzor-Côté

Moderator: Katy Tari, Orange-Kiwi

Panellists: Sandra Gagné, Montreal Museum of Fine Arts; Carol Pauzé, Montreal Science Centre; Scot Geib, Public Architecture & Communications

Risk Awareness: How You Can Help Protect Your Museum

Julien

Presenters: Lyne Erwin, Marsh Canada Ltd. and Kathryn Minard, on behalf of XL Insurance Company Ltd.

Wednesday, April 25

Contemporary Art at Historic Sites and Institutions

Krieghoff

Moderator: Mike Steinhauer, Contemporary Arts Administrator

Panellists: Francisco Alvarez, Royal Ontario Museum; Heather Jessup, Dalhousie University; Judith Parker, Bytown Museum

New Ways to Resolve Cultural Property Disputes!

Salon Jardin

Presenters: John McAvity, Canadian Museums Association and Rina Pantalony, Tisch School of Arts, New York University

Art and General Well-Being in Health Care

Morrice

Moderator: Pat Bovey, Pat Bovey Inc.

Presenter: Leona Herzog, University of Winnipeg

2:15 pm – 3:15 pm

Hamel

CFFM AGM

Open to CFFM members only.

3:30 pm – 4:15 pm

Beethoven/Chopin

Keynote Address

Carol Sprachman Memorial Lecture

Jean Labonté, Paralympian Captain, Sledge Hockey

Supported by: **CFFM | FCAM**

5:00 pm – 5:45 pm

Walker

ICOM Canada AGM

Open to ICOM Canada members only.

6:00 pm – 7:00 pm

Foyer and Mozart

Reception with Exhibitors

Included in conference registration and for Awards Dinner guests.

7:00 pm

Beethoven/Chopin

2012 CMA Awards Dinner

SOLD OUT. Pre-registration required.

7:00 pm

Offsite

Cocktail and Culture

Not attending the 2012 CMA Awards Dinner? Join staff from THEMUSEUM, Kitchener/Waterloo on a pub crawl of downtown Ottawa 'hot spots'. Transportation and cost of food and beverages are the individual's responsibility. Meet in the lobby of the Hilton Lac Leamy at 7 pm.

Thursday, April 26

7:30 am – 8:30 am

Mozart

Breakfast with Exhibitors

8:45 am – 9:45 am

Beethoven/Chopin

Keynote Address

Culture, Identity and Climate — How Artists contribute to all Three

David Buckland, International Director of Cape Farewell

Supported by:



9:45 am – 10:10 am

Mozart

Networking Break with Exhibitors

10:15 am – 11:45 am

Educational Sessions

Museums and Policy

Salon Jardin

Moderator: Kristina Guiget, Public Policy Forum

Panellists: Julie Cafley, Public Policy Forum; Michele Coté, Musée de la civilisations de Québec; Hilary Pearson, Philanthropic Foundations Canada

Living with the Elephant in the Room

Julien

Moderator: Nathalie Bays, Oak Hammock Marsh Interpretive Centre

Panellists: Jacques Bourgeois, Oak Hammock Marsh Interpretive Centre; June Creelman, Canadian Museum for Human Rights; Phillipe Mailhot, St. Boniface Museum; Javier Schwersensky, Manitoba Museum

Moving Targets—Preserving Ephemera

Suzor-Côté

Moderator: James Bourdeau, Canadian Conservation Institute

Panellists: Josée Bélisle, Musée d'art contemporain de Montréal; Joe Iraci, Canadian Conservation Institute; Ainsley Walton, National Gallery of Canada

How Interdisciplinary or Cross-Sectoral Collaboration Can Help Drive Innovation

Krieghoff

Moderator: Mila Dechef-Tweddle, Nordicity

Panellists: Julie Lefebvre, Parks Canada; Phoebe Greenberg, Phi Centre; Shane Smith, TIFF Bell Lightbox

Is it Sexy Enough? Embracing the Topic of Sexuality in the Museum

Gagnon

Moderator: Bill Greenlaw, Nova Scotia Museum

Panellists: Vivianne Gosselin, The Museum of Vancouver; Gerry Lunn, Maritime Museum of the Atlantic, Carol Pauzé, Montreal Science Centre

Thursday, April 26

It's Easy Being Green

Walker

Moderator: Lisa Making, Royal Tyrell Museum

Panellists: Ronal Jean-Gilles, Espace pour la vie Montréal; Janet Maltby, Nova Scotia Museum of Natural History; Angela Williams, Royal British Columbia Museum

Cultivating the New Canadian Audience

Delfosse

Moderator: Gillian Hewitt Smith, Institute for Canadian Citizenship

Panellists: Lori Abittan, Multimedia Nova Corporation; Ruth MacKenzie, Volunteer Canada; Alicia Vadermeer, Art Gallery of Ontario; Doug Wotherspoon, Algonquin College

11:45 am – 1:30 pm

Beethoven/Chopin

Luncheon with Exhibitors and Keynote Address 🎧

Olivia Chow, Member of Parliament, Trinity-Spadina

1:45 pm – 2:15 pm

Beethoven/Chopin

CMA AGM 🎧

2:30 pm – 3:00 pm

Mozart

Trade Show Closing

3:15 pm – 4:15 pm

Beethoven/Chopin

Closing Keynote Address 🎧

Chantal Hébert, Political commentator and columnist

4:30 pm – 5:15 pm

Educational Sessions—Case Studies

Piecing Together the Past and Present for the Future

Krieghoff

Presenters: Lucie Heins and Sean Moir, Royal Alberta Museum

The Identities of Museum Educators Amidst a Climate of Change: Life History Research and Development

Walker

Presenter: Natasha Reid, Concordia University

Blueprint for Program Redesign: Artissimo

Suzor-Côté

Presenters: Gordon Filewych and Megan Richardson, National Gallery of Canada

Thursday, April 26

The Virtual Historian

Gagnon

Presenters: Daniel Rivet, Idéeclic and Stéphane Lévesque, University of Ottawa

Have Trunk Will Travel

Beethoven/Chopin

Session Chair: Professor Yves Frenette

Panelists: Eva Wistoff Anderson, PTT Museum of Denmark; Wanda McWilliams and John Willis, Canadian Museum of Civilization

ICOM Canada—How Can We Help?

Morrice

Presenter: Manon Blanchette, Pointe-à-Callière

NextGen: Canada— Building Leadership Capacity in the Museum Sector

Salon Jardin

Moderator: Alexandra Hatcher, Alberta Museums Association

Panellists: Sandra Dyck, Carleton University Art Gallery; Kyla Tychkowsky, Royal Alberta Museum; Kim Verrier, Red Deer Museum and Art Gallery

The Access 2 Loyalty Program

Julien

Presenter: Brian Chan, Easter Seals Canada

5:30 pm – 6:30 pm

Delfosse

CMA 2013 Reception

7:00 pm

Beethoven/Chopin

Closing Banquet Happy 65th Anniversary CMA!

The Canadian Museum Association is 65 this year, and we're celebrating by reliving the fabulous post-War 1940s, when CMA was born! **Dress up in your best Forties-style "victory clothes"** and join us for dinner and dancing to a Benny Goodman-style band.

Pre-registration required.

9:00 am – 4:00 pm

Suzor-Côté

Post-Conference Workshop

Understanding Legal Issues in Museum Management: An IAL Workshop

Facilitated by: The Institute of Art and Law Study Forum

Presenters:

- **Norman Palmer** CBE QC (3 Stone Buildings, London, United Kingdom) — *Convener: Understanding loan agreements and intercepting and resolving potential legal disputes (including third party claims)*
- **Hélène Deslauriers** (Fluxys, Brussels, Belgium): *Understanding contractual terms in relation to cultural property agreements*
- **Alexander Herman** (Laglois Kronström Desjardins, Montreal, Quebec): *Understanding import/export regulations of cultural property*
- **Glen Bloom** (Osler, Hosler & Harcourt, Ottawa, Ontario): *Understanding IP rights in a museum context*

Fee: \$249. Limited to 50 delegates.

For more information, please visit www.ial.uk.com

9:00 am – 3:00 pm

Offsite

Post-Conference Mobile Workshop

Science, Technology and Grandeur

Fee: \$55. Limited to 45 participants.

Notes
