

PRESERVING
**COMMON
GROUND**

NMA Conference 2023



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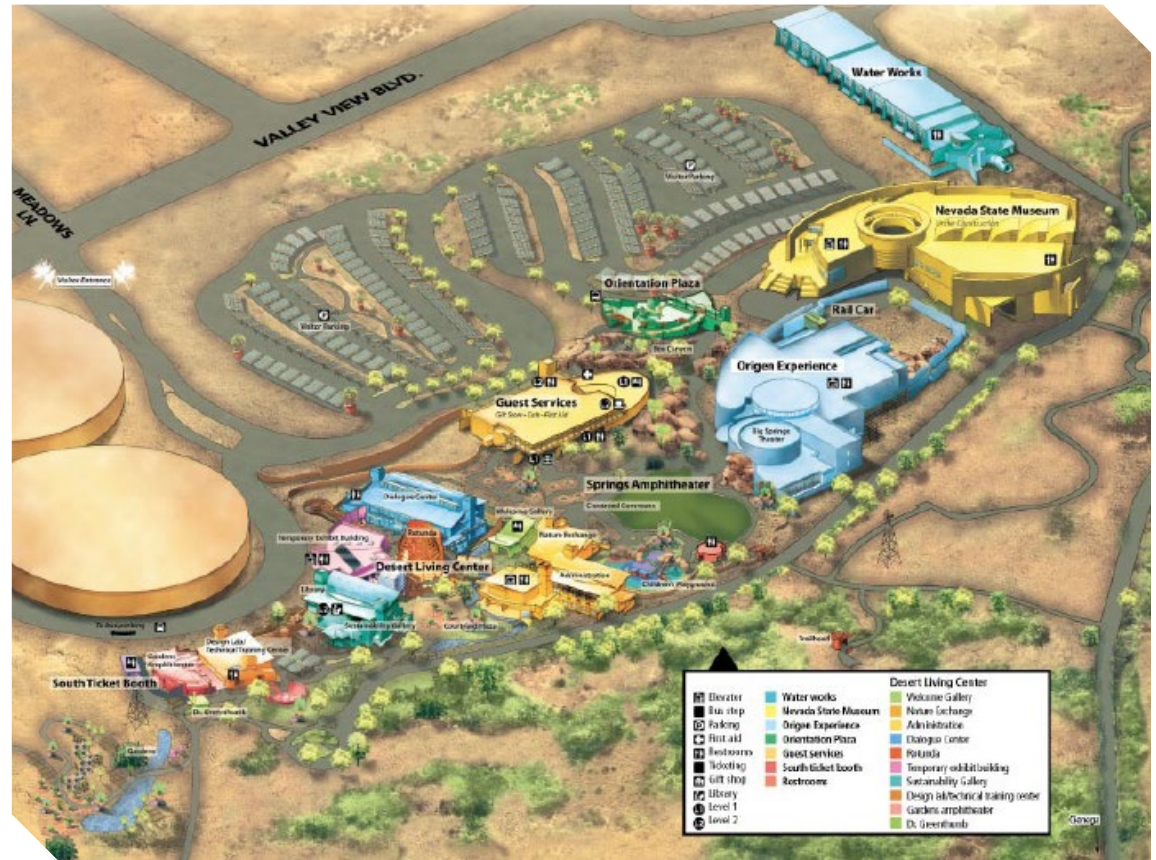
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Welcome

The board of the Nevada Museums Association welcomes you to the 2023 Annual Conference in Las Vegas, Nevada. The theme “Preserving Common Ground” inspires the preservation of our sacred spaces and objects, and unifying museums across the state as places where communities can find common ground.

In an increasingly polarized society, museums remain one of the few places a majority of people still trust, according to an American Alliance of Museums study conducted in 2021, [Museums and Trust](#). What work does your museum do to create mutual trust and foster a sense of commonality amongst its audiences and communities? Each museum is unique and has its own story to tell, but we come together with the goal of educating the public through exhibitions and research. Please consider the theme as you network with colleagues across the state and learn through sessions.

Our goals for the 2023 conference include:

- Providing high-quality professional development
- Addressing the interests of small to large museums
- Connecting with emerging museum and established professionals
- Maintaining affordability to encourage broad participation

Such an event would not be possible without the contributions of many organizations, presenters, and volunteers. Extra special thanks to [Springs Preserve](#) and [Nevada State Museum, Las Vegas](#) for hosting our group.

Board Members

President: Jennifer Kleven,
Neon Museum • Las Vegas

Vice President: Dustin M. Wax,
Burlesque Hall of Fame • Las Vegas

Secretary: D’ette Mawson,
Northeastern Nevada Museum • Elko

Treasurer: Lisa Windom,
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Member-at-Large: Steven Saylor,
Comstock Foundation for History and Culture • Gold Hill; chair of membership

Member-at-Large: Marilyn Moore,
Churchill County Museum and Archives • Fallon; chair of newsletter communications

Member-at-Large: Laura Benedict,
Las Vegas Natural History Museum • Las Vegas; chair of website and social media

NMA Conference Planning Committee

Chair: Dustin M. Wax, Burlesque Hall of Fame • Las Vegas
Laura Benedict, Las Vegas Natural History Museum • Las Vegas
Melanie Coffee, Nevada State Museum • Las Vegas

Mitchell Cohen, Nevada Preservation Foundation
Jennifer Kleven, Neon Museum • Las Vegas
Lisa Windom, Springs Preserve • Las Vegas

Our Generous Sponsors



Holly Chaffee



Keep Your Membership Current

Membership with the Nevada Museums Association is an important way to keep informed about statewide issues, support the Nevada museum community, and to network with other Nevada museum professionals.

Mission: The Nevada Museums Association connects museums and museum workers through advocacy and professional development.

Vision: A stronger and healthier museum community in Nevada.

Your membership matters! Please visit www.nevadamuseums.org to enroll or renew.



Schedule At-A-Glance

TUESDAY, SEPTEMBER 26, 2023

6:00–9:00 PM	Brewery Tour	<i>Tenaya Creek Brewery</i>
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WEDNESDAY, SEPTEMBER 27, 2023

8:00–9:00 AM	Breakfast provided by the NMA and welcome to the conference	<i>Nevada State Museums (NSM) • Special Events Room</i>
9:00–9:50 AM	Creating a Culture of Belonging	<i>NSM • Special Events Room</i>
	Museums and the Wellness of Older Adults	<i>NSM • Orientation Room</i>
10:00–10:50 AM	Creating Community Partnerships	<i>NSM • Special Events Room</i>
	Youth Engagement: Southern Nevada Youth Conservation Council	<i>NSM • Orientation Room</i>
11:00–11:50 AM	Keeping up with the trends	<i>NSM • Special Events Room</i>
	Ice, Ice, Baby: Freeze Treatment Protocols For Pest Control In Collections	<i>NSM • Collections Workroom</i>
12:00–1:20 PM	Lunch provided by the NMA	<i>NSM • Special Events Room</i>
1:30–2:20 PM	Nevada Grant Lab: Grant Readiness and Competitiveness	<i>NSM • Orientation Room</i>
	Connecting Merchandise With Your Mission	<i>Origen Museum</i>
2:30–3:20 PM	Dry Heat	<i>NSM • Special Events Room</i>
	Travel Nevada	<i>NSM • Orientation Room</i>

After-Hours Event

5:30–9:00 PM	Dinner and Neon Museum on your own	
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THURSDAY, SEPTEMBER 28, 2023

8:00–8:45 AM	Breakfast provided by the NMA	<i>Springs Preserve Desert Living Center • Upper Level</i>
8:45–9:50 AM	Keynote: Creating a Community-Centered Museum: Stewart Indian School Cultural Center & Museum	<i>Springs Preserve Desert Living Center • Upper Level</i>
10:00–10:50 AM	Content is King: Museums and Social Media in 2023	<i>Springs Preserve Desert Living Center • Upper Level</i>
	What is Advocacy and How Can Museums Get Involved?	<i>Springs Preserve Desert Living Center • Lower Level</i>
11:00–11:50 AM	Caring for Outdoor Collections	<i>Springs Preserve Desert Living Center • Upper Level</i>
	Nevada Humanities Grant Programs	<i>Springs Preserve Desert Living Center • Lower Level</i>
12:00–1:20 PM	Lunch sponsored by the State of Nevada Division of Museums and History	<i>Springs Preserve Desert Living Center • Upper Level</i>
1:30–2:20 PM	When Pinterest Fails You: A Lesson in Lesson Planning	<i>Springs Preserve Desert Living Center • Upper Level</i>
	The Archivist did it, with a Baby, in the Library: Instituting an Infants at Work Program	<i>Springs Preserve Desert Living Center • Lower Level</i>
2:30–3:20 PM	Race, Gender, Sexuality, Disability, Age--All At Once! Building Diversity in Small Museums	<i>Springs Preserve Desert Living Center • Upper Level</i>
	Strengthening Nevada through Arts, Creativity, Culture, and Heritage	<i>Springs Preserve Desert Living Center • Lower Level</i>
3:30–4:30 PM	Historic Tour with Nathan Harper	<i>Springs Preserve Desert Living Center • Upper Level</i>

After-Hours Event

5:30–9:00 PM	Meow-Wolf • Dinner at the Lumin Cafe and access to the Omega Mart
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FRIDAY, SEPTEMBER 29, 2023

8:00–8:50 AM	Breakfast provided by NMA	<i>NSM • Special Events Room</i>
9:00–10:15 AM	Future of Museums Panel	<i>NSM • Special Events Room</i>
10:25–11:00 AM	Nevada Museums Association Board Meeting	<i>NSM • Special Events Room</i>
11:00 AM	Museum Updates & Raffle	<i>NSM • Special Events Room</i>
1:00 PM	Conference Concludes	<i>NSM • Special Events Room</i>

Schedule with Abstracts

TUESDAY, SEPTEMBER 26

6:00–9:00 PM	Brewery Tour
<i>Tenaya Creek Brewery 831 W Bonanza Rd Las Vegas, NV 89106</i>	Enjoy locally brewed beer, including a tour of the facilities by one of Tenaya Creek’s brewers. Food trucks will be available.

WEDNESDAY, SEPTEMBER 27

8:00–8:45 AM	Breakfast provided by the Nevada Museums Association
<i>Nevada State Museum (NSM) Special Events Room</i>	
8:45–9:00 AM	Welcome remarks
<i>NSM • Special Events Room</i>	
9:00–9:50 AM	Creating a Culture of Belonging
<i>NSM • Special Events Room</i>	Laura Christian, Kimberly Holmes, and Brian Martin • DISCOVERY Children’s Museum
	Museums serve as a gathering place for the community, fostering a sense of belonging. In this session, panelists will present strategies for implementing equitable practices in museums through the formation of a Diversity, Equity, and Inclusion Advisory Council. Participants will gain actionable insights for advancing DEI goals that promote cultural diversity and enhance community engagement.
<i>NSM • Orientation Room</i>	Museums and the Wellness of Older Adults
	Sarah Hulme • Neon Museum
	Creative Aging programming in museums and libraries is all the rage, but how do you measure its impact, especially when that evaluation is tied to the emotional state of the participants? This session talks you through the practical aspects of designing and delivering an older adults community program that aligns with your mission and employs techniques utilized in UK museums which allow you to measure success in terms of improving the wellbeing of those involved.

WEDNESDAY, SEPTEMBER 27 (continued)

<p>10:00–10:50 AM NSM • Special Events Room</p>	<p>Creating Community Partnerships through Heritage Tourism Amy Raymer, Suzey Sligh VanNess, Paige Figanbaum, Annie Delgado, and Derek Weis • Nevada Preservation Foundation and Clark County Heritage Museum</p> <p>A growing number of tourists and residents seek authentic experiences that immerse them in local history. Heritage events provide an opportunity for museums to tap into this audience and build relationships with like-minded community organizations such as historic preservation organizations, universities, libraries, archives, and private tour companies.</p> <p>Each year, the Nevada Preservation Foundation (NPF) hosts “Home & History,” the largest and longest running heritage tourism event in Southern Nevada. Learn how NPF, local museums, and other cultural organizations collaborated to create a four-day event that provided locals and visitors with a greater appreciation of the historic architecture of Las Vegas.</p>
<p>NSM • Orientation Room</p>	<p>Youth Engagement: Southern Nevada Youth Conservation Council Abigail Phillips • Springs Preserve</p> <p>Mission-driven programming takes a large amount of thought, time, and energy – this is even more true when developing and executing a youth engagement program. To attract participants and foster meaningful relationships with young people, the engagement needs to be more than just a volunteer program – they need to be involved in making decisions that create positive change for themselves and their community.</p> <p>Let’s explore the reasons for and benefits of prioritizing youth engagement in a non-profit organization—specifically, the success of the SNWA’s Youth Conservation Council, a group dedicated to exploring our region’s unique water resource issues.</p>
<p>11:00–11:50 AM NSM • Special Events Room</p>	<p>Keeping up with the Trends Zach Jensen • The Mob Museum</p> <p>This roundtable discussion is an opportunity for museum educators to reflect on educational programming over the last year and brainstorm ways to improve our educational resources to keep up with the ever-changing needs of Nevada’s educators. As demand shifts in the current educational climate toward STEM-related topics, programs can adapt to these changing trends. Even in institutions where STEM topics are not the primary focus, there is still room to incorporate STEM principles while remaining true to the subject matter. Participants will leave with new ideas on ways to expand their educational offerings and reach a wider audience. Participants should come prepared with ideas to contribute to the roundtable discussion.</p>

WEDNESDAY, SEPTEMBER 27 (continued)

<p>11:00–11:50 AM</p> <p><i>NSM • Collections Workroom</i></p>	<p>Ice, Ice, Baby: Freeze Treatment Protocols For Pest Control In Collections Melanie Coffee • Nevada State Museum, Las Vegas</p> <p>Do you want to set up freeze treatment protocols as part of an Integrated Pest Management Plan for your institution, but don't know where to start? In this workshop we will discuss acquiring a freezer, freezer types, spotting infestations, what kind of materials can be frozen, how to pack objects for treatment, and recommended freeze cycles. The workshop will include an informational hand-out packet and hands-on experience - packing textiles for freezing and placing them in the freezer within the quarantine facility at the Nevada State Museum.</p>
<p>12:00–1:20 PM</p> <p><i>NSM • Special Events Room</i></p>	<p>Lunch Provided by Nevada Museums Association</p>
<p>1:30–2:20 PM</p> <p><i>Origen Museum</i></p>	<p>Connecting Merchandise With Your Mission Sonja Robinson and Danielle Basilio • Springs Preserve</p> <p>Museum visitors view gift shops as an integral part of the guest experience and a continued learning experience, rather than a souvenir shop. Learn how to cater your assortment to your mission and generate memories for guests after they return home. This presentation will also focus on using data to drive buying decisions and utilizing social media to elevate sales.</p>
<p><i>NSM • Orientation Room</i></p>	<p>Nevada Grant Lab: Grant Readiness and Competitiveness Miles Dickson • Nevada Grant Lab</p> <p>Nevada GrantLab helps nonprofits, local governments, and State agencies better access and maximize historically underutilized federal funding that can be used to build greater quality of life and opportunity for all Nevadans. Learn how to elevate your technical expertise to prepare your organization and effectively compete for available funds.</p>
<p>2:30–3:20 PM</p> <p><i>NSM • Special Events Room</i></p>	<p>Dry Heat Deanne Sole • Marjorie Barrick Museum of Art, UNLV</p> <p>In the wake of the pandemic lockdown, the Marjorie Barrick Museum of Art created an art writing publication (Dry Heat) to support the Las Vegas art community by giving opportunities to local arts writers and surrounding our artists with a deeper sense of context and history. Deanne Sole, the publication's editor, will talk about the process of shaping the journal to be inclusive, effective, and responsible.</p>

WEDNESDAY, SEPTEMBER 27 (continued)

2:30–3:20 PM

NSM • Orientation Room

Travel Nevada

Aida Blankenship and Robert Graff • Travel Nevada

Tens of millions of visitors come to Nevada each year! In this informative session, Travel Nevada staff will help museums to better connect with domestic and international visitors. Learn how to work with your Territory groups, apply for grants, get resources, and update your listing on Travel Nevada's website.

5:30–9:00

Neon Museum
770 Las Vegas Blvd N, Las Vegas, NV 89101

Dinner on your own and Neon Museum visit

Grab dinner on your own and then pop over to the Neon Museum for a tour or to catch "Brilliant!" their audio video experience reanimating 40 iconic vintage signs.

To visit The Neon Museum, please use promo code, NMAAttendee, which is good for one complimentary ticket. You can book by calling the museum at (702)387-6366, visiting in person or online at <https://www.neonmuseum.org/>.

THURSDAY, SEPTEMBER 28

8:00–8:45 AM

Springs Preserve, Desert Living Center (DCL)
Upper Level

Breakfast provided by the Nevada Museums Association

8:45–9:50 AM

DLC • Upper Level

Keynote: Creating a Community-Centered Museum: Stewart Indian School Cultural Center & Museum

Bobbi Rahder, Museum Director



Bio: Bobbi Rahder is a museum professional with extensive experience in cultural facility planning and management, collections planning and management, educational programming, and exhibition curation. She is a specialist in Native American museums, having worked as director of the Haskell Cultural Center and Museum, at Haskell Indian Nations University, a former federal government boarding school in Lawrence, Kansas, and at the Stewart Indian School and Cultural Center & Museum on Carson City Nevada. She has a Master's Degree in Museum Studies, and is working on a PhD in American Studies from the University of Kansas.

Discover how the staff of the Stewart Indian School Cultural Center & Museum preserves public trust by telling the true history of the Stewart Indian School, which began as a federal government boarding school (continued on pg. 10)

THURSDAY, SEPTEMBER 28 (continued)

**Keynote: Creating a Community-Centered Museum:
Stewart Indian School Cultural Center & Museum** *(description continued from pg. 9)*

for Great Basin Native children in 1890 and expanded to include Native children from over 200 tribes until it closed in 1980. In addition to a historical museum where the Stewart alumni share the stories about their experiences at the school, the museum features contemporary Native American art from Great Basin Native artists in the Great Basin Native Artists Gallery and throughout the museum's exhibits. We also share information about the Great Basin tribes, both historical and contemporary. Guided by living Stewart alumni from 15 tribal nations, the Stewart Indian School Cultural Center & Museum is dedicated to the memories of the first Stewart students from Great Basin tribes in 1890, and all students and their families who were impacted by the Stewart experience. These stories of hardship, resilience, strength, and triumph are at the core of the current efforts to preserve the Stewart campus and are illustrated in the exhibits at the museum. In addition to sharing Stewart's history, the museum is a place of living heritage through exhibits of contemporary Native art, storytelling, arts and crafts demonstrations, lectures, public programming, and educational activities.

10:00–10:50 AM

Content is King: Museums and Social Media in 2023

Samantha Szesciorka • State of Nevada, Division of Museums and History

DLC • Upper Level

Struggling to promote your museum on social media? This fast-paced presentation will cover strategies for different platforms, emerging trends, tips, and tricks. You will leave with a full calendar of social media post ideas to better engage with your community!

DLC • Lower Level

What is Advocacy and How Can Museums Get Involved?

D'ette Mawson • Northeastern Nevada Museum

This session will review how D'ette has advocated for her museum and how starting on a local level can bring the intimidation down a notch. D'ette will also discuss how the steps she took have brought more attention to the Northeastern Nevada Museum from those that should be its biggest supporters.

This program is for anyone that may be interested in advocacy, but don't know how to start. It can also benefit those that are already involved on a national level, but maybe haven't thought about advocating on a local level.

11:00–11:50 AM

Caring for Outdoor Collections

Rebecca Holden • City of Las Vegas, Department of Parks, Recreation and Cultural Affairs

DLC • Upper Level

The care and management of outdoor collections vary depending on material and substrate. In this session conducted by Rebecca Holden, she will review the types of objects in the City of Las Vegas Public Art Collection, how she manages the art works, conducts condition reports and researches solutions to possible problems.

THURSDAY, SEPTEMBER 28 (continued)

11:00–11:50 AM <i>DLC • Lower Level</i>	Nevada Humanities Grant Program Bobbie Ann Howell • Nevada Humanities Discover how Nevada Humanities Grant Program can help your museum share and build its programs. Learn how projects may be funded through Nevada Humanities Project, Mini and Planning Grants. Hear about how Nevada Humanities works to connect Nevadans through storytelling, exhibitions, poetry, conversations, reading, writing, and is finding a host of ways to bring us all together again moving forward.
12:00–1:20 PM <i>DLC • Upper Level</i>	Lunch Generously sponsored by the State of Nevada, Division of Museums and History
1:30–2:20 PM <i>DLC • Upper Level</i>	When Pinterest Fails You: A Lesson in Lesson Planning D’ette Mawson and Claire White • Northeastern Nevada Museum and The Mob Museum D’ette and Claire share a background in formal education. They were both led into the museum world by their love of history. They have each used their prior experience to build the educational programs at The Northeastern Nevada Museum and The Mob Museum. It is their desire to share their knowledge with others to assist in building educational programs across the state. Explore this immersive, interactive, and hands-on workshop in museum programming. You will learn how to incorporate state K-12 standards into your field trip activities, brainstorm creative ideas for children and youth, and write a lesson plan to organize your thoughts. All participants should come prepared with a laptop, notebook, or tablet.
1:30–2:20 PM <i>DLC • Lower Level</i>	The Archivist did it, with a Baby, in the Library: Instituting an Infants at Work Program Maggie Gaspar • Nevada State Museum, Las Vegas This presentation will detail participation in an Infants at Work Program within the museum setting; including how the program was introduced at the Nevada State Museum, Las Vegas, what the staff’s experience has been like with the program, the logistics of implementing the program, and the reception from visitors and researchers. The presentation will also provide practical tips and advocacy for the implementation of similar programs throughout the state.

THURSDAY, SEPTEMBER 28 (continued)

<p>2:30–3:20 PM</p> <p><i>DLC • Upper Level</i></p>	<p>Race, Gender, Sexuality, Disability, Age— All At Once! Building Diversity in Small Museums Dustin Wax • The Burlesque Hall of Fame</p> <p>Diversity, inclusion, equity, and accessibility have emerged as top priorities in the museum world over the last several years. And the incredible range of diversities that need to be addressed can seem overwhelming. Seeing how our nation’s largest institutions struggle with these issues, with all their money and resources, may make small- and mid-size museums without the budget, staff, or educational resources of their larger peers wonder how they can even begin to address all this in their exhibitions, community outreach, and employment practices. Drawing on over a decade of work in representing diverse stories, employing diverse staff, and connecting with a diverse community, this presentation offers ways to begin to think about and address DEIA issues without a large budget or large staff.</p>
<p><i>DLC • Lower Level</i></p>	<p>Strengthening Nevada through Arts, Creativity, Culture, and Heritage Tony Manfredi • Nevada Arts Council</p> <p>From rural towns to big cities, arts, creativity, culture, and heritage strengthen the fabric of Nevada’s communities. They are the backbone of innovation, prosperity, and thriving people and places. They celebrate local culture—both cherished and new traditions—telling stories of people and places. They promote connection and cohesion helping us understand ourselves and others better. They add the key ingredient of creativity to STEAM education. They create jobs in multiple industries that foster the entrepreneurial spirit communities need to thrive, creating the kinds of communities where young people want to build families and that tourists want to experience.</p>
<p>3:30–4:30 PM</p> <p><i>DLC • Upper Level</i></p>	<p>History Tour of the Preserve with Nathan Harper Nathan Harper, Archaeologist • Southern Nevada Water Authority</p> <p>Join SNWA archaeologist Nathan Harper to learn about the development of the Springs Preserve from a dusty watering hole on the Old Spanish Trail to the premier location for nature and conservation education in Southern Nevada.</p>
<p>5:30–8:30</p> <p><i>Lumin Cafe</i> 3215 S Rancho Dr #100, Las Vegas, NV 89102</p>	<p>TICKETED EVENT* Meow-Wolf • Dinner Lumin Cafe and access to the Omega Mart</p> <p>Explore “America’s Most Exceptional Grocery Store” and MORE at Meow Wolf’s Area 15 exhibition, the unpredictably mind-scrambling, perspective-shifting Omega Mart.</p> <p>Please meet at the entrance to Area 15 with the conference group to retrieve your pass for Omega Mart entry. Dinner will be served at the Lumin Cafe, next door to Area 15, from 6:00 – 7:30 PM.</p> <p>*Fee includes a ticket to Omega Mart, dinner and a cocktail at Lumin Cafe.</p>

FRIDAY, SEPTEMBER 29

8:00–8:50 AM	Breakfast
<i>NSM • Special Events Room</i>	Provided by the Nevada Museums Association
9:00–10:15 AM	Future of Museums Panel
<i>NSM • Special Events Room</i>	Heather Harmon • Triple Aught Foundation Christopher MacMahon • Nevada State Railroad Museum and Visitors Center Kathi Thomas • City of Las Vegas/African American Museum Moderator: Lisa Windom • Springs Preserve
	Learn about new and exciting museum plans on the horizon. Panelists will provide insight on their projects and share their vision for the future with attendees having an opportunity to ask about the process for building a new museum.
10:25–11:00 AM	Nevada Museums Association Board Meeting
<i>NSM • Special Events Room</i>	All are welcome to attend
11:00 AM	Museum Updates & Raffle Drawing*
<i>NSM • Special Events Room</i>	Now's the time to toot-your-horn! What did your museum accomplish in the last year? Nevada museums are doing some incredible work that deserves to be acknowledged and applauded. This is a great opportunity for you to talk about a new program, exhibition or give some general love to your organization.
	We will finish up the conference by pulling winning raffle tickets. All proceeds from the raffle go towards the Art Wolf Scholarship for Emerging Museum Professionals. Your raffle ticket purchases enable to next generation to attend the state conference. Thank you for your generosity.
	*Must be present to win or make arrangements for someone who is present to pick up your prize for you.
1:00 PM	Conference Concludes – See you in 2024!
<i>NSM • Special Events Room</i>	



Thank You for Your Support!
See you next year.