Engage, Educate, Empower: Taking Your Organization to the Next Level

2014 Ohio Local History Alliance Annual Meeting & Conference in Partnership with the Society of Ohio Archivists

You’re invited!

October 3 & 4, 2014
Holiday Inn, Worthington
8:00–3:00  Registration
8:00–10:00  Continental Breakfast
8:00–3:00  History Marketplace

Bring a table-top display and share your organization and its accomplishments with colleagues from all over the state. Vendors of goods and services for history organizations will also be in the marketplace and may have just the solutions you’re looking for! Advanced registration required – space is limited.

9:00–9:50  Concurrent Sessions

Utilizing Your Square Footage
Sometimes we don’t need more space, we just need to be smarter about using the space that we have. Art Hupp, Project Principal at Glaserworks has extensive experience in complex University, Urban Design, Historic Renovation, and Museum Design projects. In this session, Art will discuss techniques and approaches to making better use of our museum spaces.

Collections that Bite: Hazardous Materials in Your Collections (Double Session)
By Jennifer Souers Chevraux, Education Outreach Officer at the Intermuseum Conservation Association and Scott Bradley, Curator at the National Museum of the United States Air Force. This double-session will provide an overview of safety threats within artifact collections and their causes. The goal is to raise awareness and inspire dialog among museum professionals about the inherent dangers many benign looking artifacts may contain.

Common Core: How Do Historical Organizations Fit In?
By Molly Uline-Olmstead, Project Coordinator at the Ohio History Connection. Common Core. It’s in the news and the word is on the street, but there is still great confusion. What is Common Core? What does it mean for museums? How can museums use Common Core to help them attract school groups and make their museums more attractive to schools? Find out these answers and more in this session.

Showing Off: Creating Online Exhibits (SOA)
By Suzanne Maggard, Reference/Collections Librarian at University of Cincinnati Archives and Rare Books Library. Are you looking for ways to engage new users with your collections? Online exhibits can help promote your collections to users of all ages. This session will explore low tech options for creating online exhibits that will tell the story of your collections. Participants will gain practical advice for creating online exhibits.

10:05–10:55 Concurrent Sessions

Grantwriting, Fundraising, and Donor Cultivation
By Ricki Chanault, Executive Director at Fairfield Medical Center Foundation. This wide-ranging workshop will address grant writing and donor cultivation by answering these questions: Where does one find grant makers? How do I write a grant for my historical society (and what do I need to have ready as I start)? What are best practices for donor cultivation and – after they’ve given -- for donor stewardship? What are tried and true (and inexpensive) ways to recognize donors?
Register by mail, phone, or online!

Return completed form and payment to: Alliance Annual Meeting & Conference c/o Local History Office, Ohio History Connection
800 E. 17th Ave, Columbus, OH 43211
Call 1-800-858-6878 Monday–Friday, 8 am–4 pm, or register online at www.ohiohistory.org/register

Collections that Bite: Hazardous Materials in Your Collections
(Double session continued, see 9:00 session for description)

Beyond the Basics: Using Photoshop for Design
By Leann Rich, Manager of Education & External Relations at the Mahoning Valley Historical Society. Adobe’s Creative Suite of products allows users to design sophisticated publications for print and web. Learning just a few of the tools available in Photoshop can add flair to your materials. Participants will get a primer on general design concepts and printing standards; learn how to combine photos, text, layers, masks, and effects; and take home a list of online resources.

Simple Custom Enclosures for Cultural Heritage Collections Workshop (SOA) (Double Session)

11:20–12:10 Concurrent Sessions

What Style Is It, Really?
By Miriam Nelson, Head of Preservation at Ohio University. Participants will learn how to build two custom enclosures from start to finish: the Tyvek envelope and the 4 flap box. A good fit can play as large a role in preservation as the quality of materials we use and these custom enclosures can be produced with minimal equipment and time. Limited to 20 participants.

Navigating Copyright Law
Working in the museum field inevitably means working within copyright laws. Join Sandra Enimil, Director of the Copyright Resources Center at OSU Libraries, as she shares insight into the basics of copyright law and fair use.

How to Build an Effective Board
Many groups struggle to ensure that they have effective board members who take their fiscal and policy responsibilities seriously. Todd McCormick, Curator/Director at Logan County Historical Society, explains how to build a board of trustees who are well-informed about what they should (and shouldn’t) do.

Simple Custom Enclosures for Cultural Heritage Collections Workshop (SOA) (Double session continued, see 10:05 session for description)

12:15–1:30 Lunch and Keynote

The longstanding Kent May 4 Center Director is Alan Canfora—the recognized leader of the May 4 Movement for Kent State truth and justice based in Kent, Ohio. Alan Canfora was a leader of the 1970 Kent State students’ anti-war revolt, an eyewitness and casualty of the shooting incident, and the acknowledged leading expert about the Kent State tragedy of May 4, 1970.

1:40–2:30 Concurrent Sessions

What Is That!?—How to Read Artifacts
Panelists: Andrew Richmond, Auctioneer/Appraiser for Garth’s Auctions, Inc., Cliff Eckle, Curator of History at Ohio History Connection, and Julie Parke, Executive Director at Decorative Arts Center of Ohio. A panel of experts will help you identify a mystery artifact from your collection. Bring photographs of artifact to be identified, or the artifact itself (at your own risk). Limit artifacts to one per organization, please.
StEPs to a Great Museum

By Lynne Newell, PhD, Volunteer at the Athens County Historical Society and Museum and Jessica Cyders, Curator at the Athens County Historical Society and Museum. The American Association for State and Local History (AASLH) has a program called StEPs, or Standards and Excellence Program for History Organizations. StEPs guides small museums and sites in assessing policies and practices, caring for collections, planning exhibits, and working with a board.

Reviving Cemeteries: Making Them Relevant in Local History

By Misti Spillman, Education Director at The Castle. This session will cover research, restoration and community involvement in preserving historic cemeteries based on Spillman’s cemetery toolkit and guide for beginners.

Sharing Treasures from the Archives (SOA)

Award Winner (To Be Announced) Come celebrate the winner of this year’s Ohio “I Found it in the Archives Contest.” Using this contest as a framework, we’ll discuss the challenges and successes of promoting archival collections.

2:50–3:40 Concurrent Sessions

Management 101

By Dr. Steven Austin Stovall, Associate Professor of Management at Wilmington College. This session introduces the fundamentals of management to the new supervisor or the manager wanting a refresher. From how to hire and fire, to discipline and performance reviews, major topics of management are discussed. Participants will walk away with several handouts containing specific information to help them in their supervisory roles.

Speed Networking

Moderated by Amy Rohmiller, Program Coordinator, at the Ohio History Connection. Expand your network in this fun, yet structured, interactive event! Participants rotate to meet leaders in the field over a series of short, introductory meetings—each meeting lasts a few minutes.

Conservation, Preservation, Care & Handling Basics

By Jennifer Souers Chevraux, Education Outreach Officer, at Intermuseum Conservation Association. In this introduction to conservation and preservation, learn about environmental and other threats to your collections, the importance of on-going preventative care, when to call in the professionals, and what resources are available from your regional conservation center.

Ask An Archivist (SOA)

Society of Ohio Archivists Panel. Have questions about your archival collections but not sure where to turn? A panel of experts from a variety of archival settings is eager and waiting to answer your questions on a variety of topics such as preservation, processing, digitization, exhibition, and records management.

5:30 Evening Reception and Dinner

Join your local history colleagues at the Wine Bistro (less than two miles north of the convention hotel) for food and fun. Event begins at 5:30 with a cash bar with discounted beverages and an appetizer station. At 6:00 the Wine Bistro wait staff will circulate with their renowned flatbreads, and then guests will be offered salad and a main course buffet. Finally, a dessert station will satisfy sweet cravings. Don’t miss this opportunity to meet and mingle. $25 per person.

Register Today

Complete a copy of this form for each registrant.

Name ____________________________
Organization ____________________________
Address ____________________________
City, State, ZIP Code ____________________________
Daytime Phone ____________________________
E-mail ____________________________

Check all that apply: ☐ 1st Timer ☐ OLHA Member ☐ SOA Member ☐ Volunteer ☐ Paid Staff

Meeting & Conference

10/3-10/4 Member $70
10/3-10/4 Non-Member $90
10/3 (Friday) Only $50
10/4 (Saturday) Only $50
Student Discount 40%

Meals & Reception

10/3 Lunch & Keynote address $20
10/3 Reception $25
10/4 Alliance Awards Luncheon $20
Vegetarian Meal

Display Table

Alliance Organizational Member free 1/2 table
free full table
Non-Member (full table) $25
Vendor (full table) $50

Join now and save!

OHLA Organizational Membership

Operating budget under $25,000 a year: $35 ($65 for two years)
Operating budget under $25,000-$100,000 a year: $60 ($110 for two years)
Operating budget under $100,000-$200,000 a year: $75 ($140 for two years)
Operating budget over $200,000 a year: $100 ($190 for two years)

OHLA Individual Membership

Affiliate (for members of organizations that are OHLA members): $35 ($65 for two years)
Individual (not affiliated with an OHLA member organization): $50 ($90 for two years)
Student: $20 (Include copy of current student ID)

SOA Membership

Individual: $15
Student: $5

(Check registration on back.)
Walking Tours using Mobile Apps
By Ryan Reider, David Telega and Jody Monk, Graduate Students at Ohio University. Learn how these students turned a paper version of Historical Athens (walking tour) into a mobile walking tour. Characters and plaques in the game share facts about their stories from the ‘first-person’ perspective allowing players to gain information about the lives and buildings that make up downtown Athens.

Teen Programming in Museums
Shelly Casto, Director of Education at the Wexner Center for the Arts. Attracting teenagers to museums is sometimes challenging. Learn how the Wexner Center for the Arts has successfully developed programs specifically geared to excite teens and young adults and get them involved with the educational aspects of the museum.

The History Fund: Grants for Museums, Too
By Andy Verhoff, History Fund Grant Manager at the Ohio History Connection. The History Fund is the Ohio History Connection’s newest grant program. What does the History Fund fund, and how do you apply? How are funds for the grant raised? Come learn how the History Fund can help your organization and start thinking about projects!

Mastering Effective Meetings
By Kate Smith, Director at Spring Hill Historic Home. This session will help you break out of the rut of ineffective meetings by sharing advice and tools on how to boost effectiveness and efficiency and make a real difference in your organization’s performance.

You’ve Saved it…Now What?
Frank Quinn, Director of Preservation at Heritage Ohio, will share examples of how preservationists prevented their landmarks from languishing, and in the process think through different and innovative strategies for sustainability.

Recruiting and Empowering Your Volunteers
By Andrea Brookover, Executive Director at Fairfield Heritage Association. For many of our organizations, volunteers are absolutely essential to our success. However, we often run into difficulties as we try to recruit, empower, and retain our volunteers. Andrea will share tools to help you boost your volunteer recruitment and tips on how to empower volunteers which will lead to their success and their commitment to the organization.

Social Media Trends: Why Should Your Museum Care?
Moderator: Kate Smith, Director at Springhill Historic Home. Panelists: Wendy Zucal, Executive Director at The Dennison Railroad Depot Museum, Mandy Altimus-Pond, Archivist at the Massillon Museum, Jacob Masters, Manager of Brand Relations and Consumer Engagement at the Dennison Railroad Depot Museum, Amy Rohmiller, Program Coordinator at the Ohio History Connection.
Panelists will give a beginner’s overview of four social media platforms and share how your organization can find their use beneficial: Facebook, YouTube, Instagram, and Google Analytics.

Conducting Public History: What Sources are Available and Where Do I Find Them?
By Tutti Jackson, Reference Archivist at the Ohio History Connection. The world of primary source documents can sometimes be overwhelming and intimidating to beginning researchers. This introduction to conducting historical research and will help participants understand what types of records and sources are available to the public and where those records can be found.

11:20–12:10 Concurrent Sessions
Ohio Archaeology: A Fifteen-Thousand-Year Human Odyssey
In this version of a popular speakers bureau program just for local historians, Brad Lepper, Curator of Archaeology at the Ohio History Connection, surveys Ohio prehistory up to the dawn of the historic era.

Getting Off to a Good Start with Digitization
Thinking about starting a digitization project? Not sure where to start? Janet Carleton, Digital Initiatives Coordinator of the Ohio University Libraries, will discuss basic digitization principles and best practices to getting started on a digitization project. The session will also cover some suggestions for writing fundable grant proposals.

Being a Better Board Member
Being on the board of a nonprofit is not an honorary position—it requires a commitment to using charitable resources in the best possible way. In this valuable and important session, a representative from the Ohio Attorney General’s office will explain the legal requirements and duties of Board Members.

Sharing Time
In an Annual Meeting rendition of the Regional Meeting’s popular “Sharing Time,” Mark Sundlov, Local History Office Manager at the Ohio History Connection will moderate a roundtable sharing of Ohio’s best programs and exhibits. Participants are expected to come prepared to talk about their successful efforts of 2014.

12:15–1:30 OLHA Awards Lunch
1:40–2:30 Concurrent Sessions
Collections Management 101: Caring for Your Collections When You’re Low on Space and Short on Money
By Jessica Cyders, Curator and Donald Newell, Collections Manager at the Athens County Historical Society and Museum. This session is designed for small museums with limited space and minimal budgets for managing their collections. The presenters will provide examples and tools for preserving, storing, and cataloging artifacts.

When Disaster Strikes!
Early in January, disaster struck the Arms Family Museum when a second floor pipe cracked and water poured into rooms on the first floor. Bill Lawson, Executive Director of the Mahoning Valley Historical Society, will relate how his organization sprang into action putting their disaster planning to use. The other participant on this panel, Pat Smith, Director of the Allen County Museum, will explain how you can prepare a disaster kit for your facility to help you deal with the aftermath of an emergency.

2:50–3:40 Concurrent Sessions
New Grant Guidelines from the Ohio Humanities Council
By Patricia N. Willamsen, Executive Director at the Ohio Humanities Council. As an advocate for public humanities, the Ohio Humanities Council, through its grants program, provides funding for exemplary programs and diverse organizations. This session will help potential applicants understand the new grant guidelines and help them consider the six key questions that determine whether projects are eligible for Ohio Humanities funding.

Young Professionals
Leaders of museums are often frustrated by their inability to attract young families into their museums as visitors, volunteers, and board members. This leaves them asking questions such as “How do we attract young professionals?” “How do we build longstanding relationships with young professionals that can lead to meaningful involvement with our museum?” Melissa Cash, the Social/Cultural Chair of the Young Professionals of Columbus will shed some light on this important questions.

Ohio’s New American Indian Dialog
By Jason Crabill, Manager of Curatorial Services at the Ohio History Connection. Partnerships with Ohio’s post-contact Indian tribes have provided new perspectives on how we operate our museums and sites. Learn how the perspectives of contemporary American Indians have broadened our view of Ohio History and how it can impact our sites in terms of exhibits, special events, programming and other opportunities.

Getting More Bang for Your Marketing Buck
Looking for inexpensive ways to promote your site or special events? Learn some tips and tricks that work. Donna Grube, Executive Director of the Auglaize & Mercer Counties Convention & Visitors Bureau (CVB) will emphasize ways to collaborate with other history sites and partner with for-profits. She will also explain how to make the best use of programs, marketing, and services provided by your local CVB.