

Canadian Museums Association National Conference 2010

St. John's, Newfoundland and Labrador
May 10-15, 2010



This year's CMA National Conference is full of practical ideas that will benefit your museum. The entire online program is being updated regularly and can be found at www.museums.ca/stjohns2010/en — along with registration and other important information.

Don't delay...register today!
Early bird deadline: March 26, 2010

The **Sheraton Hotel Newfoundland** has been selected as the official conference hotel. For reservations, please call **1-888-870-3033** and specify that you will be attending the CMA National Conference 2010.

Room rate:

\$154.00 (Traditional City View) and
\$179.00 (Deluxe Harbour View).

Please reserve by **April 16, 2010** to guarantee these special rates.

Evolving Boundaries: Linking People, Place and Meaning

You're invited to journey to a magical place that holds special meaning and value. Attend the CMA's 63rd national conference in the province of Newfoundland and Labrador from May 10–15, 2010 for a unique experience where you can explore the vitality of culture in all its various forms; from heritage, to science, to contemporary art.

The theme of this year's CMA National Conference is *Evolving Boundaries: Linking People, Place and Meaning*. Traditionally, museums focused on collecting and presenting the tangible — whether these were works of art, natural history specimens or cultural artifacts. Increasingly, museums have started embracing the "intangibles" of traditional knowledge and cultural expression as essential to a full spectrum of content and experience. Artifacts and works of art live on through tradition and ritual; their meaning, values and stories must be preserved and shared for the benefit of all.

In these uncertain times, it is more crucial than ever that museums deliver meaningful visitor experiences. Featuring more than 50 speakers in over 35 engaging sessions, this special conference will address timely topics relevant to museums and museum professionals; from the impact of the financial crisis, to ethics and bold new ideas!


Some of the world's leading experts will be sharing their insights with us such as:

- **Jeffrey Simpson**, renowned journalist for the *Globe and Mail*
- **Richard Kurin**, Under Secretary, Smithsonian Institution, Washington
- **Wade Davis**, dynamic environmentalist and National Geographic explorer-in-residence
- **Marie Françoise Guédon**, Associate Professor University of Ottawa
- **Andy Jones**, Comedian



CMA 2010 Conference at-a-glance

Canadian Museums Association National Conference 2010
Evolving Boundaries: Linking People, Place & Meaning
 St. John's, Newfoundland and Labrador, May 10-15, 2010

	Monday, May 10	Tuesday, May 11	Wednesday, May 12	Thursday, May 13	Friday, May 14	
morning	11:00 am – 6:00 pm Registration 	7:30 am – 6:00 pm Registration Pre-conference workshops 9:00 am – 4:00 pm Full-day workshops <ul style="list-style-type: none"> • ICH 101 — The Basics • Telling the Story from the Inside Out — Interpretive Planning for Cupid's Interpretive Centre (offsite) 9:00 am – 12:00 noon Half-day workshop <ul style="list-style-type: none"> • All the News that's Fit to... Link (offsite) 	7:00 am – 5:00 pm Registration 7:30 am – 8:45 am Breakfast with exhibitors 9:00 am – 10:00 am Plenary 1 <ul style="list-style-type: none"> • ICH, Panel discussion <ul style="list-style-type: none"> • David Walden, <i>Canadian commission for UNESCO</i> (moderator) • Cécile Duvelle, <i>UNESCO</i> • Richard Kurin, <i>Smithsonian Institution</i> • Richard MacKinnon, <i>Cape Breton University</i> • Gerald Pocius, <i>Memorial University of Newfoundland</i> • Laurier Turgeon, <i>Laval University</i> Supported by UNESCO 10:15 am – 11:45 am Educational sessions <ul style="list-style-type: none"> • ICH and Exhibit Development • Getting a Handle on the Intangible • Objects on Shelves and 	7:00 am – 5:00 pm Registration 7:30 am – 8:30 am Breakfast with exhibitors 8:45 am – 9:45 am Plenary 3 <ul style="list-style-type: none"> • The Future of Museums <ul style="list-style-type: none"> • Françoise Enguehard (moderator) • Dean Briton, <i>The Rooms</i> • James Chung, <i>Reach Advisors</i> • Marc Mayer, <i>National Gallery of Canada</i> Supported by ICOM 9:45 am – 10:10 am Networking break with exhibitors 10:15 am – 11:45 am Educational sessions <ul style="list-style-type: none"> • Doers, Dreamers and Drivers: Technology and the Future of Museums • Change, Community and Collaboration • Transmission of ICH: Boatbuilding • Engaging Aboriginal Communities Supported by APAGA	Post-conference Study Tours 9:00 am – 12:00 noon Study Tour <ul style="list-style-type: none"> • Extreme Makeover: The Rooms Edition <i>The Rooms</i> 9:00 am – 3:00 pm Study Tour <ul style="list-style-type: none"> • Diverse Approaches to Interpretation of Natural History and Science <i>Johnson Geo Centre</i> 9:00 am – 6:00 pm Study Tour <ul style="list-style-type: none"> • The Sustainability and Community Economic Impact of Museums <i>Colony of Avalon</i> 9:00 am – Saturday, May 15, 6:30 pm Overnight Study Tour <ul style="list-style-type: none"> • Museums and Rural Renewal: How the Bonavista Peninsula is using Cultural Tourism to Create Sustainable Communities <i>Bonavista Peninsula</i> 	
	lunch			11:45 am – 12:45 pm Lunch with exhibitors	11:45 am – 12:45 pm Ministerial lunch	
afternoon	Pre-conference events 1:00 pm – 5:00 pm Half-day workshop <ul style="list-style-type: none"> • Explora at Signal Hill National Historic Site of Canada <i>Signal Hill</i> 1:00 pm – 9:00 pm Study tour <ul style="list-style-type: none"> • Marketing a Remote Site <i>Bell Island</i> 	1:00 pm – 4:00 pm Half-day workshop <ul style="list-style-type: none"> • Build Your Own Project Manager 4:30 pm – 6:00 pm Official conference opening <ul style="list-style-type: none"> • Fellows Lecture Marie Françoise Guédon, Associate Professor, University of Ottawa • Special Guest Andy Jones, writer, actor, comedian Supported by UNESCO	1:00 pm – 2:00 pm Plenary 2 <ul style="list-style-type: none"> • Re-discovering the Human Spirit Wade Davis, Explorer-in-residence National Geographic Society Supported by the ANHMC 2:00 pm – 2:20 pm Networking break with exhibitors 2:30 pm – 4:00 pm Educational sessions <ul style="list-style-type: none"> • Museums and Ethics • Digitalizing your Collection from Policy to Practical Approach • Aayaanscha — Bridging and Continuity • The Development of Stories: Building Success by Reaching Out • The Art & Science of People, Place and Meaning 4:15 pm – 5:30 pm <ul style="list-style-type: none"> • Annual General Meetings <ul style="list-style-type: none"> • ICOM • MANL AGMs 4:30 pm – 6:00 pm Traveling exhibition marketplace	12:45 pm – 1:30 pm CMA AGM 1:45 pm – 2:45 pm Plenary 4 <ul style="list-style-type: none"> • Museums in the Real World Jeffrey Simpson, <i>Globe & Mail</i> National Affairs columnist <i>Carol Sprachman Memorial Lecture</i> Supported by the CFFM 2:45 pm – 3:00 pm Ice cream break 3:15 pm – 4:30 pm Educational sessions <ul style="list-style-type: none"> • Museums and the Recession, Part II • Cultivating Collections Responsibly • One Loyal Friend is Worth 10,000 Relatives • Intangible Evidence: Interdisciplinary Cultures of Creativity and Change • Art Banks: Depositories of Canadian Treasures 4:30 pm – 5:00 pm Conference wrap-up		
	evening	7:00 pm – 9:00 pm Reception <i>Signal Hill</i>	7:00 pm Kitchen party Come to the Rooms for a scoff and a scuff <i>The Rooms</i>	6:00 pm – 7:00 pm Reception with the exhibitors <i>Sheraton Newfoundland</i> 7:00 pm CMA awards dinner <i>Sheraton Newfoundland</i>	5:30 pm – 6:30 pm 2011 Reception <i>Sheraton Newfoundland</i> 7:00 pm Closing banquet <i>Johnson Geo Centre</i>	7:00 pm – 10:00 pm Reception <i>Edward Burtynsky: Oil</i> <i>The Rooms Provincial Art Gallery</i>

