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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



**OHIO LOCAL
HISTORY ALLIANCE**
Inspire. Connect. Educate.

Ohio Local History Alliance
c/o Ohio History Connection
Local History Office
800 East 17th Avenue
Columbus, OH 43211-2474
ph: 1.800.858.6878 or 614.297.2340
fx: 614.297.2567
localhistory@ohiohistory.org / www.ohiolha.org

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?

Meeting Details**Directions**

The Holiday Inn, Worthington is located at 7007 North High St. Worthington, Ohio. The hotel is just south of intersection of U.S. 23 (High Street) and the I-270 outer belt on the north side of Franklin County. From I-270, take Exit 23 South to Worthington. Turn (west) on West Wilson Bridge Road. Hotel is on the south side of West Wilson Bridge Road.

Accommodations

A block of rooms is reserved at the Holiday Inn Worthington, 614-436-0700, <http://www.ihg.com/holidayinn/hotels/us/en/worthington/cmhw0/hoteldetail>. Mention the Ohio Local History Alliance annual meeting or the Ohio History Connection to receive the discounted conference room rate of \$70.00 + tax per night. Be sure to book your reservation by Sept. 20; after Sept. 20, the block of rooms will be released and the hotel may charge higher rates. Parking is free.

Scholarships

For those who need financial help in attending the Annual Meeting, two scholarships are available. The **J.D. Britton Scholarship** is for an emerging museum professional, paid or volunteer, who has worked for two years or less in a museum setting. The **Trella Romine Memorial Scholarship** is for anyone who needs financial assistance to attend. Both awards grant full registration and lodging. See www.ohiolha.org for more details.

General Information

Spouses and guests may register for special events and meals without registering for the full meeting. If you have dietary needs, mobility, or other special needs of which we should be aware, please contact the Local History Office at 1-800-858-6878.

Cancellation Policy

Canceled meeting registrations will be refunded in full, less a \$20 processing fee, through Sept 22, 2014. Hotel reservations must be canceled at least 48 hours prior to stay.

Alliance Membership

Membership has its perks – *The Local Historian*, discounted registration for regional and annual meetings, e-mail updates, and connection to your peers in local history. When you join the Alliance as an Organizational Member, it benefits all of your organization's members. Individual members enjoy the same benefits as Organizational members, but those benefits are extended to the individual member only.

Questions

Contact OLHA Annual Meeting and Conference, c/o Local History Office, Ohio History Connection, 800 East 17th Ave, Columbus, Ohio 43211-2497, 1-800-858-6878, localhistory@ohiohistory.org.



Please check the sessions you plan to attend; one session per time frame:

10|3 FRIDAY

9:00-9:50

- Utilizing Your Sq. Footage
- Collections That Bite (Part 1)
- Common Core
- Creating Online Exhibits (SOA)

10:05-10:55

- Grantwriting, Fundraising, and Donor Cultivation
- Collections That Bite (Part 2)
- Using Photoshop for Design
- Custom Enclosures (SOA) (Part 1)

11:20-12:10

- What Style Is It, Really?
- Navigating Copyright Law
- Build an Effective Board
- Custom Enclosures (SOA) (Part 2)

1:40-2:30

- How to Read Artifacts
- STEPs to a Great Museum
- Reviving Cemeteries
- Sharing Treasures from the Archives (SOA)

2:50-3:40

- Management 101
- Speed Networking
- Conservation, Preservation, Care & Handling Basics
- Ask An Archivist (SOA)

10|4 SATURDAY

9:00-9:50

- Walking Tours
- Teen Programming
- The History Fund
- Mastering Effective Meetings

10:05-10:55

- You've Saved it...Now What?
- Recruiting and Empowering Your Volunteers
- Social Media Trends
- Conducting Public History

11:20-12:10

- Ohio Archaeology
- Getting Off to a Good Start
- Being a Better Board Member
- Sharing Time

1:40-2:30

- Managing Your Collections
- When Disaster Strikes!
- Young Professionals
- Historic Housekeeping

2:50-3:40

- Ohio Humanities Council Grants
- Youth Camps 101
- Ohio's New American Indian Dialog
- Getting More Bang for Your Marketing Buck

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)

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.

11:20-12:10 Concurrent Sessions

What Style Is It, Really?

By **Petra Knapp**, Community Surveyor at Cleveland Restoration Society, **Kimberly Barnard**, Community Surveyor at Cleveland Landmarks Commission, **Rebecca Torsell**, Community Surveyor at Piqua Public Library. Architectural historians will lead a discussion on American architectural styles and features, and give you the tools you need to better understand our built environment!

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.

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

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 (enclose copy of ID)	_____ -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!

OLHA 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)

OLHA Individual Membership

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

SOA Membership

Individual: \$15
Student: \$5

(Complete registration on back.)



Danna C. Bell-Russell of the Library of Congress and the Society of American Archivists prepares for her session at the 2013 Annual Meeting.



For more information about the Ohio Local History Alliance, visit www.ohiolha.org.



Society of Ohio
Archivists

For more information about the Society of Ohio Archivists, visit www.ohioarchivists.org.



The Ohio Local History Alliance's Annual Meeting and Conference is coordinated in partnership with the Ohio History Connection's Local History Office.



Ohio
Humanities

The Ohio Humanities Council, with funding from the National Endowment for the Humanities, is pleased to help support the Ohio Local History Alliance's Annual Meeting and Conference.

10|4 SATURDAY

8:00–3:00 Registration

8:00–10:00 Continental Breakfast

8:00–3:00 History Marketplace

(See Friday for description)

9:00–9:50 Concurrent Sessions

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

By **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.

10:05–10:55 Concurrent Sessions

You've Saved it...Now What?

By **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 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.



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.

Historic Housekeeping

By **Lesley Poling**, Registrar, and **Jessica Mayercin**, Assistant Registrar at the Ohio History Connection. Using incorrect cleaning techniques and supplies at your historic site can cause irreparable damage—even by the most well-intentioned staff. In this session, learn the ins and outs, including the proper methods and supplies, for properly caring for your historic house and collections.

2:50–3:40 Concurrent Sessions

New Grant Guidelines from the Ohio Humanities Council

By **Patricia N. Williamse**n, 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.

Youth Camps 101

Day camps can be a great way to connect with youth, schools, and families in your community while teaching history through hands-on fun. The Oberlin Heritage Center has been offering camps for over 15 years, and Museum Education and Tour Coordinator **Liz Schultz** will talk attendees through running a camp from start to finish, including selecting appropriate themes and activities for your audience, staffing needs, promotion, registration, supplies, a typical day at camp, and follow-up.

Ohio's New American Indian Dialog

By **Jason Crabbil**, 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.