Welcome to the 2021 West Virginia Association of Museums Virtual Conference and Meeting

The mission of WVAM is to serve, educate, advocate for, and enhance communications with the museum community.

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### Morning Session - 10 AM - 11 AM

**Black Narratives, Exhibition & Engagement**

**William Isom II, Black in Appalachia**

Oftentimes, organizations have a tough time getting their heads around researching their community's Black history and looking for those narratives. William Isom will talk about lessons learned and tools identified for overcoming some of those obstacles and what to do with what you find. With a particular focus on community engagement, this workshop will walk participants through examples of what has and hasn't worked in filling these gaps in our history.

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### Afternoon Session - 2 PM - 3:30 PM

**Archival Basics: Paper Conservation and Restoration**

**Iain Mackay, PAWV Americorps**

This workshop aims to educate participants about archival preservation and restoration of paper objects. Beginning with a discussion of basic archival paper considerations, it includes a demonstration of paper restoration techniques. Paper objects are among the most ubiquitous historical objects, and even the smallest historical collections are likely to contain at least a few of these items. Paper materials are also among the most fragile and temperamental artifacts. Understanding how to care for paper is instrumental to insulating collections from damage while ensuring that future generations can benefit from them.

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### Evening Session - 7 PM - 8:30 PM

**Artifact Show and Tell!**

**Presented by Lucidea**

Join WVAM for a fun, social session where you get to show off your favorite artworks and artifacts! This could be a unique object from your site, a favorite item in your personal collection, or something you made with your own hands! If you choose an object from your institution's collection, we ask that you participate from your site, rather than bringing the object home. As this is a virtual conference, this will be a great opportunity to socialize with your fellow conference attendees. BYOB!
SESSION SCHEDULE

MORNING SESSION - 10 AM - 11 AM

DOCUMENTING, PRESERVING, AND INTERPRETING CIVIL WAR GRAFFITI

SPENCER KUCHLE, RANDOLPH COUNTY MUSEUM
CHRIS MIELKE, BEVERLY HERITAGE CENTER

Interspersed among the collections housed at the Beverly Heritage Center and the Randolph County Museum is a rich array of Civil War graffiti. The inscriptions and drawings on the walls of these two buildings offer insights into the historical events and the political and social norms of the day. This presentation analyzes the historical significance of the graffiti, while discussing the challenges of documenting, preserving, and interpreting this unique form of aesthetic expression and historical narrative.

AFTERNOON SESSION - 2 PM - 3:30 PM

COLLABORATING WITH YOUR LOCAL CVB

MICHÉLE MOURÉ-REEVES, HARDY COUNTY CVB
HOLLY MORGAN, WETZEL COUNTY CVB
LISA STRADER, VISIT SOUTHERN WV CVB

The Convention and Visitors Bureau is an organization that supports the travel and tourism industries, while providing assistance to meeting planners and event organizers. CVBs gives insight into local resources: speakers, food and beverage, convention facilities, lodging and hotels, and local attractions. This panel will address how CVBs and museums can work together to bring visitors and tourism revenue to your region and your site. Join our panelists in discussing the best way to make the most of your organization’s relationship with a CVB.

EVENING SESSION - 7 PM

WEST VIRGINIA TRIVIA

PRESERVATION ALLIANCE OF WEST VIRGINIA

Join the Preservation Alliance of West Virginia (PAWV) for a fun trivia night! Meet, greet, and compete with fellow WV history nerds while celebrating and supporting the important work of PAWV.

For more information about PAWV, visit www.pawv.org.
This session will introduce conference attendees to Clio, a free educational website and mobile application that guides the public to cultural and historical sites. Clio has a plethora of virtual features, making it a sustainable and relevant choice for engaging with the public today. Clio is easy to use, drives physical site traffic, and can help fill programming gaps created by the COVID-19 pandemic.

For more information about Clio, visit www.theclio.com

Public art comes in many forms. It can tower fifty feet high or call attention to the paving beneath your feet. It can be site-specific or stand in contrast to its surroundings. It can be two-dimensional, three-dimensional, auditory, performative, digital, and more. What distinguishes public art is the unique association of how it is made, where it is, and what it means. Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions.

These panelists will discuss public arts initiatives in their communities—their goals, planning, partnerships, and outcomes—and will offer recommendations for launching public arts initiatives in your own town.
SESSION SCHEDULE

THURSDAY MARCH 25

MORNING SESSION - 10 AM-11 AM

LIFE IN THE TIME OF COVID: THE IMPACT ON WEST VIRGINIA MUSEUMS

DR. JENNIFER THORNTON AND MIRANDA HEITZ, WEST VIRGINIA UNIVERSITY

The COVID-19 pandemic has had a profound impact on museums and historic sites in West Virginia. Like cultural institutions across the nation, museums in the Mountain State have shuttered their doors, canceled events, transitioned to remote work, furloughed staff, and suffered significant financial losses. Through it all, they have demonstrated remarkable creativity, flexibility, and resilience as they worked to serve their communities during these trying times. This session will discuss the results of a nine-month study on the pandemic’s toll on West Virginia’s cultural institutions, carried out with joint support from the WVU History Department, the WVU Humanities Center, and WVAM. The speakers will offer suggestions for best practices, strategies, and resources to address the ongoing impacts of COVID-19.

AFTERNOON SESSION - 2 PM-3:30 PM

GRANTS, GRANTORS, AND GRANTEES: A GUIDE

ERIN REIBE, WEST VIRGINIA HUMANITIES COUNCIL
LAURA ZAMARRIPA, INSTITUTE FOR MUSEUM AND LIBRARY SERVICES
LANCE SCHRADER, WEST VIRGINIA DEPARTMENTS OF ARTS, CULTURE, AND HISTORY

Learn about grant opportunities with representatives from three major granting organizations. These panelists will discuss available funding, guidelines, and other requirements for their programs, along with recommendations for preparing successful grant requests. They will focus on grant options for museums, cultural institutions, historic sites, and libraries.

EVENING SESSION - 7 PM

TALKIN MUSEUM TRENDS WITH SEMC

Join Zinnia Willits of Southeastern Museums Conference for a casual evening session to discuss the state of the museum field and how to grow as a museum professional. Whether you are just entering the field or have been working at a museum for years, meet with Zinnia and your fellow museum community to discuss how to move forward and navigate a post-COVID museum world. BYOB (and questions!).
SESSION SCHEDULE

ANNUAL MEMBER MEETING - 10 AM - 10:45 AM

Join WVAM for our annual membership meeting, where we will review the past year and look towards the future of WVAM. Important business in this session includes board nomination approvals, updated by-laws, and our financial review. It's not all business, though! We will also be announcing the winner of the 2021 Institution of the Year Award, so you don't want to miss this!

KEYNOTE LUNCH - 12 PM - 1:15 PM

DR. KYM RICE, GEORGE WASHINGTON UNIVERSITY

Join Dr. Kym Rice as she reflects on the profound hit museums have taken in the past year from the pandemic and other challenges, as well as promising outlooks for the future. Dr. Rice will also address the important role that museums play in civil society.

Dr. Rice is the Interim Director of the Corcoran School of the Arts and Design and Full-Time Faculty in the Museum Studies Program at George Washington University. She has taught Museum Studies at George Washington University (GW) since 1996 and previously served as the Program Director and Assistant Director. Until October 2015, she also served as the Interim Director of GW's Corcoran School of the Arts and Design. She teaches courses such as Exhibition Script Writing and Curatorial Research & Planning.

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Become an institutional or individual member of WVAM and receive discounts on:

- Annual conferences
- Yearly workshops and trainings
- Archival & exhibit supplies

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WILLIAM ISOM II

William Isom is an East Tennessee native and the director of Black in Appalachia. He coordinates the project’s research, community database development, documentary film and photography production, oral history collection and educational events with Appalachian residents. Black in Appalachia works to highlight the history, culture and contributions of African Americans in the Mountain South.

IAIN MACKAY

Iain MacKay is a West Virginia native and recent WVU art history and philosophy graduate. He is a current AmeriCorps member with the Preservation Alliance of West Virginia serving with the non-profit Clio, based out of Huntington. Through this role, Iain strives to promote the humanities and humanities access across West Virginia.

SPENCER KUCHLE

Spencer Kuchle is serving his second term with AFNHA AmeriCorps as a museum associate at the Randolph County Museum and Upshur County Historical Society. His service last year included work at 4-H Camp Pioneer, where he conducted oral histories and acted as an interpretive coordinator. Spencer received his B.A. from Hampshire College in Black Studies and earned a Ph.D. in Afro-American Studies from the University of Massachusetts-Amherst. For two years, he has held a post-doctoral appointment in the education department of the Smithsonian National Museum of African Art, where he curated the digital exhibit, Backtalk: Artists on Native, African and African American Stereotypes.

CHRISTOPHER MIELKE

Christopher Mielke is the Executive Director of the Beverly Heritage Center (BHC) in West Virginia and President of the Staunton-Parkersburg Turnpike Alliance. Previously, he was an AmeriCorps member with Appalachian Forest National Heritage Area at the BHC. From 2017 - 2018, he was a Visiting Assistant Professor at Al-Quds Bard College for Arts and Sciences in East Jerusalem. In 2017 he was awarded a PhD in Medieval Studies from Central European University. For five years, he organized and hosted CEU Medieval Radio. He has been a researcher at the Hammond-Harwood House in Annapolis, an intern with the Maryland State Archives, and he has organized walking tours of Annapolis focused on three centuries of LGBTQ+ History.
MICHELE MOURÉ-REEVES

Michele graduated with a BA in photography and art history from the Maryland Institute College of Art and an MA in American Studies (with a focus on issues of representation in museums) from University of Maryland College Park. She has extensive experience in arts administration and historic preservation, cofounded a nonprofit, and has worked as a curator and grant writer (and has even owned an inn, restaurant, and bar). As the Executive Director of the Hardy County Convention and Visitors Bureau (HCCVB), Michele markets the County's tourism industry and writes grants for tourism-related community development projects. HCCVB has partnered with the Town of Moorefield to restore the 18th Century Higgins House and create a small museum and visitors center. Michele conceived of and directs the project.

HOLLY MORGAN

Holly Morgan is the President and Chief Executive for the Wetzel County Convention and Visitors Bureau. The CVB operates the Wetzel County Museum and the Back Home Festival in New Martinsville, WV. The Wetzel County Museum will be hosting the Crossroads Smithsonian exhibit in 2022. She is also the President and CEO of The Movie House Inc., a three screen cinema opening soon. Holly is passionate about her community and has worked in various community-based organizations such as the Wetzel County Farmers Market and FARMacy, a program providing fresh local produce and education to patients at Sistersville Hospital. She was elected to the Upper Ohio Conservation District in 2018 and serves as secretary/treasurer. Holly balances all these endeavors while virtual schooling her two small children, Lily and Jonas.

LISA STRADER

A native of Beckley, Lisa Strader is the Executive Director of Visit Southern West Virginia (VSWV). Lisa has worked in the West Virginia tourism industry for more than 28 years serving in various roles, including marketing, digital media, and public relations. Lisa is passionate about promoting the nine-county Southern West Virginia region and recognizes the value in working together and identifying the assets that VSWV brings to the table as a multi-county organization. A dedicated mother of three children and "Granny" to one grandson, Lisa resides in the City of Beckley with her husband and daughter.
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<th>Presentor Bios</th>
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<td><strong>Harmony for Hope</strong></td>
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<td>Harmony for Hope was founded in 2013 as a 501(c)(3) organization working to unite the communities of Southern West Virginia through music and art. Founded in 2011 as the Mount Hope Alumni Band, the group has expanded its outreach within the town of Mount Hope, West Virginia. Their work in the community led to the development of a grassroots organization that focused on the creation of music, art, and Appalachian Heritage initiatives sponsored by residents looking to provide more opportunities for the children of Mount Hope and those from the surrounding region.</td>
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<td><strong>Vincent Kitch</strong></td>
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<td>Vincent Kitch is the Director of Arts and Cultural Development for Morgantown, WV. With more than 20 years of experience in government-based arts administration, Vincent has served as the Director of Cultural Services for the City of Fort Collins, Colorado, and as the Cultural Arts Manager for the City of Carlsbad, California. He holds a MA in Music from Illinois State University and has certification from the Harvard University Senior Executives in State and Local Government Executive Education Program.</td>
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<td><strong>RiffRaff Arts Collective</strong></td>
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<td>RiffRaff Arts Collective inspires and empowers the arts and creativity in downtown Princeton, Southern WV, and the Appalachian region. Established in 2006 in a historic building on Mercer Street, their dynamic arts complex features two performance venues, a recording studio, a fine art boutique, artist studios and a music school. They believe in the power of music and the arts to promote healing, growth and transformation. By providing venues for expression and producing events and experiences that inspire and uplift, the RRAC is helping to reestablish the social and economic vitality of their neighborhood.</td>
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<td><strong>Miranda Heitz</strong></td>
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<td>Miranda Heitz is pursuing a Master of Public Administration with a Certificate in Cultural Resource Management at West Virginia University. She received a BA in History from Bethany College. Miranda has variously conducted research into the operationalization of cultural capital to improve outcomes for West Virginia communities and into the impact of COVID-19 on West Virginia’s museums and cultural institutions. Currently, Miranda is a graduate assistant at the Office of Graduate Education and Life, in addition to continuing her research into West Virginia’s cultural institutions with WVAM.</td>
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DR. JENNIFER THORNTON

Dr. Jennifer Thornton is a member of the History Department at West Virginia University, where she teaches courses on cultural resource management, historical preservation, local history, and public history. She is interested in preserving and interpreting the diverse history of the United States and Appalachia. In addition, she has a background in ethnography, archaeology, and cultural resource management. Prior to coming to WVU, she worked as a cultural resource manager for the Cibola and Gila National Forests, where she researched and documented historic properties; led maintenance, preservation, and mitigation projects; engaged in education and outreach programs; and oversaw volunteers. Her ethnographic and archaeological research has been published in Contemporary Wales and Latin American Antiquity.

ERIN RIEBE

Erin Riebe joined the West Virginia Humanities Council in 2015 as the grants administrator. She previously worked at the West Virginia Division of Culture and History as the National Register of Historic Places coordinator. Erin holds an M.A. in American history and a B.A. in history, with an art history minor and certification in historic preservation, from Youngstown State University in Ohio. The West Virginia Humanities Council is a private, nonprofit organization, the state affiliate of the National Endowment for the Humanities. They offer programs and grants statewide that support the humanities.

LAURA ZAMARRIPA

Laura Zamarripa joined the Institute of Museum and Library Services in 2019. In her role as a Program Specialist, she assists the Office of Museum Services team in the management of six funding programs. She provides guidance to applicants and assists the Program Officers monitoring awards under the Museums Empowered and Native American/Native Hawaiian Museum Services programs. Laura has over 12 years of experience in the arts and culture sector, primarily managing educational programs and community outreach for museums.

LANCE SCHRADER

Lance Schrader is Director of the West Virginia Arts, Culture and History's Arts section. Schrader has more than 30 years experience working in WV's film industry, having served as the location coordinator for the WV Film Office from 2016-2017. He worked on notable media and broadcast projects including We Are Marshall, Jamie Oliver's Food Revolution, The CBS Evening News, What the Night Can Do and My Brother, My Brother and Me. He has a passion for West Virginia Radio's Mountain Stage and has been on its technical crew for a combined 18 years. Schrader has a MA in radio/television broadcasting from Marshall University and a BA in communications from West Virginia State College.
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