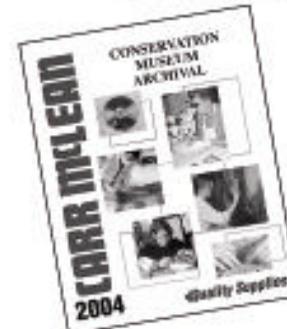




This original painting by well-known local artist Fred Peters will be auctioned during BCMA's Conference 2004 in Nanaimo. The organizers would like to thank Mr. Peters for his generous donation of time and talent.

Conference 2004:
Connecting to Our Community & Our Future
is Hosted by the British Columbia Museums Association &
Nanaimo District Museum

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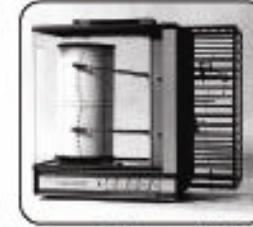
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Connecting to Our Community & Our Future

The Conference 2004 theme has been distilled from discussions that have been taking place around the province about the role of museums and galleries within our communities. Exploring the diversity present within communities, as well as the existing and potential ways that museums and galleries can better understand and meet the needs of our many publics are critical challenges for the province's community cultural heritage organizations. Building these community connections is a key step to success for BC's museums and galleries.

With Conference 2004 we aim to offer guidance to institutions to promote cultural and heritage values that enrich the quality of our community life in British Columbia. We continue our quest for the best paths around both new and longstanding obstacles, as well as ways to take advantage of new opportunities. We continue to look for new initiatives and model collaborations that "plug in" our institution to our community, to the broader museum & gallery community and to other institutions and organizations active in the stewardship of the province's heritage.

Conference 2004 will offer a timely forum for learning and exchange that will be of practical and lasting benefit to stakeholders in our province's shared museums, galleries and heritage community. Throughout Conference 2004, the Conference Program Committee is focusing on strategic partnerships and potential collaborations, including its reconstituted Pre-Conference Workshops. These partnerships and potential collaborations will provide our membership with increased opportunities, more diverse forms and sources of support and ultimately, a more unified voice for heritage throughout the province in the future. As the provincial professional association, the BCMA (through Conference 2004 and its role as a platform for our year-round programs and services) will continue to assist our cultural and heritage institutions as they strive to become the cultural centers of their BC community.

The Nanaimo District Museum is very excited about hosting the provincial conference and looking forward to showcasing Nanaimo to colleagues from around the province. Our city has one of the most beautiful harbour fronts on the West Coast. Come explore and enjoy the natural highlights and scenic beauty of our mountain and coastal setting and all of the finer qualities of our urban amenities. Our central location certainly makes Nanaimo the perfect home base for visits anywhere on the Island. We invite you to take this opportunity to come to visit us and indulge in our unprecedented hospitality and fine "Island living." You will take home good memories, new friendships and a desire to return to Nanaimo.

CONFERENCE CHAIR Debbie Trueman, General Manager, Nanaimo District Museum
BCMA PRESIDENT Geraldine Parent, Curatorial Director, Vernon Public Art Gallery
BCMA EXECUTIVE DIRECTOR Jim Harding

PROGRAM COMMITTEE

CHAIR Lesia Davis, Executive Director, Museum at Campbell River

Bill Barkley, Independent Consultant
Yvonne Sharpe, Operations Manager, Craigdarroch Castle
Dona Moore, Executive Director, Kelowna Art Gallery
Grant Hughes, Director, Curatorial Services Branch, Royal British Columbia Museum
Deborah Tuytens, Director/Curator, West Vancouver Museum & Archives

Conference Information

Welcome from Geraldine Parent, BCMA President

Welcome delegates, speakers and participants to Conference 2004. For almost two years many of our association members have been finessing this program and series of events on your behalf. Following last year's glitzy conference in Reno, Nevada, Nanaimo's island hospitality should provide the perfect setting for yet another unique BCMA conference experience. This year, BCMA is honoured to have Ron Chew as our keynote speaker.

During program committee deliberations, we talked about the fact that as colleagues we don't often have the opportunity to come together, to engage in dialogue, to experience new places and people or even to feel renewed in our profession. We believe the sessions outlined in this program reflect these deliberations and will speak to many of the issues we are currently facing in our institutions.

New to the Conference this year is an expansion of our pre-Conference session Wednesday, October 13, 2004. In addition to the two full-day workshops on label writing and managing your gift shop, we are also welcoming several other provincial associations for round table discussions hosted by the BCMA who will then join us for our opening night reception at the Nanaimo District Museum.

A special note of thanks is extended to the coordinators of this year's annual event, Conference Chair Debbie Trueman and Program Chair Lesia Davis for their diligence and commitment to these important roles. I would also like to thank the many volunteers, sponsors and special guests who contribute their time, money or resources for the benefit of the BCMA and this Conference.

On behalf of the BCMA, I'm glad you've taken the opportunity to join us in Nanaimo this year for Conference 2004: Connecting to Our Community & Our Future. Enjoy your experience!

Welcome from Debbie Trueman, Conference 2004 Chair

On behalf of everyone at Nanaimo District Museum and throughout the community, I would like to invite everyone to Nanaimo in October this year. If you haven't been to Nanaimo lately, you are in for a pleasant surprise. The Conference and evening events take place in the heart of our beautiful waterfront and downtown. The museum will be unveiling Phase I of our new permanent Upper Gallery to welcome delegates from around the province. See you in Nanaimo!

BCMA Conference Registration Desk

Delegates should pick up their package at the registration desk located in the foyer at the entrance of the Ballroom located in the Coast Bastion Hotel during the following hours: Wed., Thurs., Fri 8 am—5 pm and Sat. 8:30-12:30 Conference badges are not transferable.

Travel and Accommodation Information

Conference 2004 has reserved a number of room blocks at reasonable rates for delegates. The Coast Bastion is our conference centre hosting all the sessions, trade show, meals and events. Please reserve accommodations with the conference hotel directly by calling 250-753-6601. **YOU MUST MENTION THAT YOU ARE WITH THE BCMA CONFERENCE 2004 GROUP** in order to reserve at the preferred rate of \$89.00.

The hotel is just steps away from both the harbour to harbour ferry and seaplane terminal. Baxter Air is a 15 minute flight connecting you to both downtown Vancouver and the Vancouver International Airport. HarbourLynx ferry will take you from the Sea Bus terminal to Nanaimo harbour in about 80 minutes.

Nanaimo airport offers several connecting flights from Vancouver and is about 20 minutes from the hotel with Airporter service available.

BCMA Conference Assistance

Travel cost assistance through the CMA Bursary Program is available for attendance to the pre-Conference. The BCMA Travel Bursary Fund offers assistance for Conference attendance. Please contact BCMA Executive Director, Jim Harding, at 250-356-5694.

Schedule at a Glance

This is a preliminary schedule subject to change. A final program with updates will be included in the delegate registration packages at the conference. The complete program is also available for viewing on the BCMA Website at www.museumsassn.bc.ca. For Conference 2004 updates, subscribe FREE to the BCMA-L listserv. Email: bcma@museumsassn.bc.ca.

Wednesday, October 13, 2004

PRE CONFERENCE WORKSHOPS

PC1 The Ten Deadly Sins

PC2 Is Your Store Making Money?

EVENING EVENT: Nanaimo District Museum
Welcome Reception

Thursday, October 14, 2004

Opening Ceremonies at The Port Theatre

KEYNOTE ADDRESS: *Ron Chew, Executive Director, The Wing Luke Asian Museum*

Trade Show Opens at Coast Bastion Hotel

PLENARY SESSION—Serving British Columbians
(at Coast Bastion Hotel)

CONCURRENT SESSIONS A

A1 FirstVoices - A Program of the First
People's Cultural Foundation

A2 One Hand on the Artifact; One Hand on
the Plan

A3 Do You Measure Up?

A4 Connecting Consultants and Clients

CONCURRENT SESSIONS B

B1 The Young and the Restless

B2 BCMA & WMA: Connecting

B3 Cooperation, Innovation and Anticipation

B4 The "So What" of Virtual Exhibits

BC REPORTS AT NANAIMO DISTRICT MUSEUM

EVENING EVENT

Downtown Nanaimo Cultural Crawl

Galleries, Shops, Food, Entertainment & Great
Prizes

Friday, October 15, 2004

Exhibit Hall/Trade Show continues

PLENARY SPEAKER: *Thea Vakil (Not for Profit)*

CONCURRENT SESSIONS C

C1 The Debate: Profit vs. Non-Profit

C2 The Director in the Classroom

C3 Rain, Sleet, Snow, Artifacts

C4 Networking With Aboriginal Tourism

CONCURRENT SESSIONS D

D1 Connecting with Tourism BC

D2 The Bay of Funders

D3 Are you on the Google radar?

D4 Risk Management in the age of 9/11

CONCURRENT SESSIONS E

E1 Art Galleries and Audiences

E2 Special Interest Group Meetings

E3 Appointments with BC Arts Council

EVENING EVENT

5:30: Cocktails

6:30: Awards Banquet, Auction & "The Oscar"

Saturday, October 16, 2004

BCMA ANNUAL GENERAL MEETING

CONCURRENT SESSIONS F

F1 Human Resources Planning and
Accountability: The Future is Now

F2 Community Memories – Local Stories for
a Global Audience—Part I

F3 Instant Access: Online Resources &
Services at Your Fingertips

F4 Collection & Consent Workshop—Part I

F5 A Working Model of Community
Connectivity—Part I (Port Alberni Trip)

CONCURRENT SESSIONS G

G1 Getting By With a Little Help From My
Friends

G2 Museum Uses & the Visitor

G3 From Campus to Communities

G4 Community Memories—Part II

G5 Collections & Consent Workshop—Part II

G6 A Working Model of Community
Connectivity—Part II (Port Alberni Trip)

***All sessions and breaks are at the Coast Bastion Hotel except Thursday's Opening Ceremonies and Keynote Address which are at The Port Theatre.**

Registration

8:00 AM to 5:00 PM

Pre-Conference Workshops

10:00 AM to 5:00 PM

PC1 The Ten Deadly Sins

This session will offer the "how to", and the "what not" about organizing and writing visitor-friendly labels. This workshop is dedicated to discussing what makes an effective label and how to write it, through a series of case studies, exercises and critiques. Participants are encouraged to bring samples of current projects. This session is limited to 24 participants.

Presenter: Beverly Serrell, author of *Making Exhibit Labels: A Step-to-Step Approach* and *Making Exhibit Labels: An Interpretive Approach*

PC2 Is Your Store Making Money?

This workshop is designed to help your gift shop become more profitable. Topics to be covered include: Hidden Profits Killers; How you see your Store—Through the Eyes of Visitors; Retail Design - A Creative Checklist; Promoting Your Boutique on Little or No Money; Cross Promotion/Cooperative Marketing; Developing a T-Shirt; Understanding the Financial Lingo; Managing Your Merchandise; Unloading Unwanted Merchandise; Maximizing Margins. *This session will include an on-site shop critique.*

Presenter: Sue-Ann Ramsden, *Ramsden & Associates*

Lunch on Your Own

12:00 to 1:30 PM

Pre-Conference Workshops Continue

1:30 to 5:00 PM

PC1 The Ten Deadly Sins Continues

PC2 Is Your Store Making Money? Continues

Evening Event—Opening Reception

5:30 to 7:30 PM

Welcome Reception at

Nanaimo District Museum

An opportunity to see Nanaimo District Museum's Phase I of the New Upper Gallery and enjoy refreshments, visiting with friends, entertainment and prizes.



Nanaimo District Museum, built in 1967, sits atop a picturesque knoll overlooking the harbour in the heart of Downtown Nanaimo.



The Coal Mining in Nanaimo exhibit, completed in 2001, received rave reviews from the BCMA.

Registration
8:00 AM to 5 PM

Opening Ceremonies at The Port Theatre
9:00 to 9:30 AM

KEYNOTE SPEAKER:

**Mr. Ron Chew, Executive Director,
The Wing Luke Asian Museum, Seattle**
9:30 to 10:30 AM at The Port Theatre

**"Five Keys to Growing a Healthy,
Community—Connected Institution"**

Strategies for community engagement have transformed the Wing Luke Asian Museum from a modest historical society into a dynamic mid-size organization, poised to restore a historic hotel into a new museum as part of a \$25 million capital campaign. The campaign will help transform Seattle's Chinatown-International District into a visitor destination for the Pacific Northwest.

Mr. Chew has been executive director of the Wing Luke Asian Museum since 1991. Prior to that, he worked as a journalist and writer for 13 years, serving as editor of the International Examiner newspaper, a publication in the Chinatown-International District from 1978 to 1988. He is a founding member of the Seattle Chapter of the Asian American Journalists Association and Northwest Minority Publishers Association. In 1995, on the strength of the Wing Luke Asian Museum's community-based, intergenerational programs, the Wing Luke Asian Museum received the National Award for Museum Service, presented in a White House ceremony. He is currently serving on the board of the Seattle Public Library Foundation and previously served on the governing council of the National Endowment for the Humanities and Museum Loan Network.



**Refreshment Break & Trade Show Opening
at Coast Bastion Inn**
10:30 to 11:00 AM

PLENARY SESSION at Coast Bastion
11:00 AM to 12:30 PM

Serving British Columbians

Logically, the largest cultural institutions are located in large urban centres in the province. They are all located in the southwest corner and are physically remote from the people in other parts of the province. Each of these institutions makes an effort to get their services and programs to people throughout the province. The panelists will describe what they do to make contact outside the lower mainland and Victoria. In addition, they will speculate on what the future holds for delivering their programs to as many British Columbians as possible.

Moderator: Bill Barkley, Independent Consultant

Presenters : John Nightingale, The Vancouver Aquarium & Marine Sciences Centre; Donna Livingstone, The HR Macmillan Space Centre; Brian Tisdall, Science World; Pauline Rafferty, Royal BC Museum

Bag Lunch with Trade Show Exhibitors
12:30 to 1:30 PM

Concurrent Sessions A
1:30 to 3:00 PM

A1 FirstVoices: A Program of the First Peoples' Cultural Foundation

FirstVoices is a group of web-based tools and services designed to support Aboriginal people engaged in language archiving, language teaching and culture revitalization. The FirstVoices Language Archiving Tool is now live and is being tested using the SENCOTEN language archive. Since 2003, 20 groups of Indigenous language recorders have been actively recording words and phrases. These language archives will be accessible at FirstVoices.com as the archives build. As more language communities sign up to archive their languages at FirstVoices, members of the public will gain access to a growing collection of data, including text, pictures, sound and video.

Presenter: Tracey Herbert

A2 One Hand on the Artifact; One Hand on the Plan

What are the challenges of planning collection development? What planning process is in place for collection development? How did your collection develop to the stage that it is now? Where will your collection be in the future? What are the implications of the future collection content and size? Join the panelists to discuss these questions and how to plan your collection in the context of what other institutions are collecting.

Moderator: Dr. Jim Boutilier, Chair, Collections Committee, Maritime Museum of BC

Presenters : Wayne Wilson, Director, Kelowna Museum; Stephen Topfer, Collection Manager, Art Gallery of Greater Victoria; Deb Griffiths, Director, Courtenay Museum; Grant Hughes, Director, Curatorial Services Branch, Royal British Columbia Museum

A3 Do you Measure Up?

The years 1997 and 2003 marked the initial and follow-up benchmarking studies looking at revenue generation at a variety of museums and galleries across Canada. The study has provided invaluable benchmarks that can be used to measure performance in each vital area of museum operations. This session looks at how institutions of all sizes can use this study to help build success. Also included in this session will be a brief overview of information available through the Gift Shop conference. Training sessions offered by the CMA can help improve this important revenue base for many institutions.

Presenter: Sue-Ann Ramsden, Director, Special Projects, CMA

A4 Connecting Consultants and Clients

How do we build collaboration and trust between museums and consultants? How and when does a museum select the right consultant for its needs? How can we design a selection process that does not impose inappropriate demands on consultants and museums? How can we design a selection

process that is simple, effective and efficient, and encourages an on-going relationship? Two caring professionals in the field, and familiar to many, will present points of view on the client's side as well as the consultant's roles. This session should be fun, provocative, and certainly informative.

Moderator: Lesia Davis, Executive Director, Museum of Campbell River

Presenters : David Jensen, D. Jensen & Associates, Museum Planners and Designers; Ian C. McLennan, Consultant to Museums, Science Centres and Planetariums

Refreshment Break
3:00 to 3:30 PM

Concurrent Sessions B
3:30 to 5:00 PM

B1 The Young and the Restless

Succession has been a hot topic at conferences and in museum journals in recent years. Where is the next generation of leaders in the cultural field? Behind the scenes there is a parallel conversation taking place among young professionals. When are we going to be given our opportunity to lead? Many of today's young professionals are challenging the values, ideas, and paradigms of the museum profession—is there room for their ideas? Or is the current generation looking for successors who conform to their own values? This session will provide an opportunity to hear from young professionals from a variety of institutions about their experiences and ideas for the future of our museums and galleries.

Moderator: Deborah Tuytens, Director/Curator, West Vancouver Museum & Archives

Presenters : Lisa Codd, Museum Curator, Langley Centennial Museum & National Exhibition Centre; Danielle Boily, Manager, Public Programs, Virtual Museum of Canada; Paul Crawford

B2 BCMA & WMA: Connecting

Creating connections and collaborations between museums and museum workers. At a session at the 2003 joint conference with the WMA in Reno, Nevada an idea developed to find more ways to collaborate and work together. A list of potential connections and collaborations was created at the conference. This session will explore the possibilities of these joint ventures among the BCMA membership and with WMA institutions and individuals. The approach will be to facilitate a discussion and create an action plan. This session would include all museum staff, volunteers and board members.

Presenters: John Dickenson, Administration Consultant, HR MacMillan Space Centre; Bill Barkley, Independent Consultant

B3 Cooperation, Innovation and Anticipation

The majority of museums in the lower mainland participated in the creation of the most comprehensive field trip resource guide ever created for local teachers. The inspiration for this guide and related Field Trip Fair came from the work of four people. Using their own skills, these people identified a common issue and set out to create a solution. Their collaborative effort provides a model of cooperation, use of technology, community building and innovative thinking for others to follow.

Presenters: Lisa McIntosh, Programme Officer, Vancouver Maritime Museum; Maggie Killan, Youth Education Coordinator, VanDusen Botanical Garden; Krista Tullock, Teacher, Vancouver School District; Jamie Purves, Community Facilities Coordinator, Britannia Heritage Shipyard National Historic Site

B4 The "So What" of Virtual Exhibits

While an online production's success is typically measured by the number of hits or visits it registers, the amount of time people

dedicate to a site, and how they navigate it, are often more telling indicators. Based on research conducted by the Canadian Heritage Information Network (CHIN), this presentation will look at the key elements of a successful and satisfying online production from the user's perspective. You will also learn how heritage institutions in Canada are increasingly using online exhibits and interactive games to tell their stories through the Virtual Museum of Canada (VMC) initiative at virtualmuseum.ca.

Presenter: Jennifer Baird, VMC Feature Editor

Evening Session**5:30 to 6:30 PM****BC Reports****at Nanaimo District Museum**

Please indicate on the registration form your interest in making a presentation during this event.

Downtown Nanaimo Cultural Crawl**6:30 to 8:30 PM**

Start your Crawl with a reception at the Nanaimo Art Gallery and enjoy refreshments and live entertainment. Your Crawl Passport will lead you to shopping, galleries, historic pubs and end with great prizes at the Art Gallery!



The Arts District in Downtown Nanaimo is filled with colour, texture and talent.

PLENARY**9:15 to 10:30 AM****New Directions for the Non-Profit Sector: Where To Go From Here**

In this session Thea Vakil will provide an overview of the challenges faced by the non-profit sector and the implications they have for museums and heritage organizations. She will set the context by discussing the role of governments, the private sector, the community and the nature of public institutions. She will trace some of the development and changes in the non-profit sector over the past two decades and highlight the strengths and weaknesses of the sector.

Presenter Bio: Thea Vakil is a results oriented and highly motivated former senior executive and educator with extensive experience in a number of large portfolios in the British Columbia government. Thea has special expertise in human resource management, organizational change, public policy and finance. She has taught widely in the areas of management, strategy human resource management and public policy in the School of Public Administration and in the Faculty of Business at the University of Victoria. She is also a Senior Fellow at the Centre for Public Sector Studies. In 2003/04 Thea was the Faculty Coordinator and Instructor for the Museum Leadership Development Program.

**Refreshment Break****10:30 to 11:00 AM****Concurrent Sessions C****11:00 AM to 12:30 PM****C1 The Debate: Profit vs. Non-profit**

Through the pressures of the modern entrepreneurial world and 'survival of the fittest', the definition of what a museum is, can, and should be doing has creatively expanded in order for museums to compete and participate in the for profit world. However, as stewards of cultural

heritage, museums have the responsibility to hold in public trust objects and knowledge for future generations. With decreasing government funding will it be possible for museums to maintain their not-for-profit status? This session will address these complex issues in the form of a lively debate.

Moderator: Deborah Tuytens, Director/Curator, West Vancouver Museum & Archives

Presenters: Tracy Calogheros, Executive Director, The Exploration Place (Argue For-Profit Side); Jill Baird, Renewal Project Lead, Museum of Anthropology (Argue Not-for-Profit Side)

C2 The Director in the Classroom

The Director in the Classroom program is the leading resource for filmmaking in the classroom. Using the same principles of examining, identifying, exploring, investigating and empowering, this session will offer a suggested template for an innovative and rich learning environment for students in the museum.

Moderator: Geraldine Parent, Curatorial Director, Vernon Public Art Gallery

Presenter: Leanne Baugh-Peterson, The Director in the Classroom Team

C3 Rain, Sleet, Snow, Artifacts

Sites and museums with large outdoor heritage objects, whether they are buildings, ships, or machinery, have curatorial issues that are often more complex and more expensive than those of other collections of artifacts. This panel/group discussion session is designed to help heritage sites and museums to engage in a dialogue about solutions to the unique problems of maintenance and restoration of these artifacts as well as other related issues.

Moderator: George Field, Conservator, Royal BC Museum

Presenters: Mark MacKenzie, Operations Manager, Samson V Maritime Museum; Fred Penland, Maintenance Officer, Gulf of Georgia Cannery National Historic Site; Ken Butler, S.S. Moyie National Historic Site

C4 Networking With Aboriginal Tourism

Tom Sewid will speak on behalf of the Aboriginal Tourism Association to discuss how the organization promotes First Nation and non-First Nation tourism businesses that offer a cultural and heritage product; how they build these tourism businesses. He will explore with the audience how museums and galleries can benefit by networking with First Nations businesses and how they can work with these businesses to realize their potential while ensuring the authenticity and integrity of the product. This workshop will be relevant to all participants.

Presenter: Tom Sewid, Executive Director of the Vancouver Island North Region, Aboriginal Tourism Association

Feature Lunch

12:30 to 1:30 PM

John Furlong, CEO, Vancouver 2010 Winter Olympics, has been invited to speak on "How Museums and Galleries can Benefit from the 2010 Olympics."

Concurrent Sessions D

1:30 to 3:00 PM

D1 Connecting with Tourism BC

This session explores the next steps in connecting the cultural sector with Tourism BC and how these connections can be a "win-win" situation for both. Mr. Foxgord has information from the Okanagan Cultural Corridor project, Rails to Trails initiatives and the Aboriginal Tourism Strategy to share as well. This session is the next step following the sessions presented at Conference 2002 (Vancouver) and will hopefully lead to practical ongoing connections.

Moderator: Sue Morhun, Manager of Community and Heritage Services, Township of Langley

D1 Presenters : Don Foxgord, Vice President, Business Development; Laura Plant, Coordinator of Industry, Development Department for Tourism, British Columbia

D2 The Bay of Funders

With ever increasing demands and changing priorities of funding organizations, it is important to keep current. Join a panel of funders that have relevancy for many BCMA members. Funding programs, priorities, reviews and future issues will be highlighted by the Department of Canadian Heritage, the Canada Council, BC Arts Council, BC Gaming and the Vancouver Foundation.

Moderator: Lesia Davis, Executive Director, Museum at Campbell River

Presenters : Chantal Fortier, Director of Programs, Department of Canadian Heritage; Francois Lachapelle, Visual Arts Section, Canada Council for the Arts; Richard Brownsey, Executive Director, BC Arts Council; Richard Mulcaster, President and CEO, Vancouver Foundation; Derek Sturko, General Manager, BC Gaming Policy and Enforcement

D3 Are you on the Google radar? Web marketing strategies that work.

This session has two experts in web marketing. Paul Barron is a graphic designer and website developer that specializes in comprehensive marketing packages including branding. Ross Dunn is an expert on web optimization, making sure that your site is getting the attention it deserves.

Moderator: Yvonne Sharpe, Operations Manager, Craigdarroch Castle

Presenters : Paul Barron, Hot House Marketing & Design, Victoria; Ross Dunn, StepForth Placement, Victoria

D4 Risk Management in the age of 9/11

Risk is a factor in every facet of operating a museum from collection management, visitor liabilities, to human resources. How can institutions undertake a quick but effective assessment program? What resources are available? How have changes in the insurance industry since 9/11 impacted museums? What are the implications as insurance premiums rise and institutions are tempted to underinsure? What are the risks when we use volunteers in our institutions? How have recent court cases increased risk when liquor is served at an event or at a staff function? Will the new privacy legislation create risks to an institution if they do not follow the legislation?

Presenters to be confirmed.

Refreshment Break

3:00 to 3:30 PM

Concurrent Sessions E

3:30 to 5:00 PM

E1 Art Galleries and Audiences

Both art galleries and museums program with their community in mind. It appears, however, that galleries take the notion of engagement a little further, seeing themselves as a kind of professional development resource for visual arts. The session will explore the audiences served by art galleries and how they differ (or do they differ?) from those of other museums.

Moderator: George Harris, Curator, Two Rivers Art Galley, Prince George

Presenter: Ellen Corea, Curator, Dawson Creek Art Gallery; Museum Presenter to be confirmed

E2 Special Interest Meetings

If your group wants to hold a meeting within the Conference, please contact the BCMA.

E3 BC Arts Council Appointments

Clients are asked to pre-book by contacting Sue Donaldson at BCMA: 250-356-9398.

Awards Banquet

5:30 to 6:30 PM

Cocktails

6:30 to 8:30 PM

Awards, Banquet & Auction

Help celebrate the achievements of your colleagues in the past year. A live auction will feature Fred Peters' painting, which is on the front cover.

8:30 to 9:30 PM

Enjoy a musical variety show featuring Rick Scott, based on the story of the "Oscar," a freight ship with 50 tonnes of explosives which in January 1913 ran aground and exploded on Protection Island. Presented by the Protection Island Museum.

A No-Host bar will be open until 11 pm while you enjoy entertainment and fellowship with friends.



Visitors to the Harbour City enjoy our Traditional Noon Cannon Firing Ceremony during the summer at the Bastion.

BCMA Annual General Meeting 8:30 to 10:30 AM

The AGM is an opportunity for you to participate in the planning of our organization's future. If you'd like to take part and enjoy some coffee and refreshments, please join us at the AGM. Please indicate your attendance on the registration form.

Saturday in Port Alberni

A Working Model of Community Connectivity: The Alberni Valley Heritage Network

Sessions F5, A, B, & C will take place in Port Alberni. Lunch will be included.

Bus with Tour Guide will leave Coast Bastion Hotel at 10:30 AM and return by 5:30 PM

Pre-registration is required for this session and spaces are limited. Please book your seat on the Registration Form.

F5 A Working Model of Community Connectivity: The Alberni Valley Heritage Network

Travel with us through the Alberni Valley Heritage Network, meet the people who collaborated to preserve local heritage and make it accessible, and join critical discussions on how this community has worked together to create a cluster of tourism attractions in the Alberni Valley. Topics will be discussed at each of the different heritage attractions: Alberni Valley Museum, Port Alberni Maritime Heritage Society and McLean Mill National Historic Site & Historic Railway Station.

Session A An Overview of the Alberni Valley Heritage Network

How it came to be; how we connect—the goals, the structure and review of Alberni Valley Museum Visible Storage and Alberni District Historical Society.

Session B Connecting with Community Players: Port Alberni Maritime Heritage Society and Industrial Heritage Society

At the Maritime Discovery Centre at Harbour Quay we will meet the PAMHS President, learn about the role of the Maritime Heritage Society, its projects, and how they developed a new facility to interpret a specific aspect of our history as part of the heritage network. Review the partnership with the Museum that resulted in a corps of volunteer associate curators. Next is a short walk to the Alberni Pacific Railway Train Station to look at the restored station & introduction to Industrial Heritage Society President and past President. Hear about what they do: the volunteer upkeep and running of steam trains, logging trucks and historic machinery, as well as the mediation of professional and community values.

Session C Panel Discussion at McLean's Mill

Community Connections—Making it Work. Does the Port Alberni network really work? What parts of the model can be applied elsewhere? Discussion of topics such as: Tourism and the Network and Sharing Resources by The Network Players, BC Heritage Rep, AVM Director, Heritage Commission Chair, Parks Canada

Presenters : Jean McIntosh, Director, Alberni Valley Museum; Jamie Morton, Chair, Alberni Valley Heritage Commission; Ken Hutcheson, President, Port Alberni Maritime Heritage Society; Kevin Hunter, President, Industrial Heritage Society; Neil Malbon, Manager, McLean Mill National Historic Site; Dr. James Taylor, Parks Canada, Calgary; Rick Goodacre, Heritage Society of BC

Concurrent Sessions F 10:30 AM to 12:00 PM

F1 Human Resources Planning and Accountability: The Future is Now

In 2004, the recommendations of two major reports on Human Resources in the cultural sector will be "implemented." Is your organization ready for the future? Are you? What will be the impact on arts and culture organizations? How can you prepare for what may be required, given the many challenges the sector already faces—including the human resource issues that have you over worked, underpaid and without a succession plan? In this interactive, informative, 90-minute session, find out about what resources and programs are being developed to help, and to add your voice to the development dialogue.

Presenters : Judi Piggott, Director of Training & Human Resources Development, The Alliance for Arts and Culture, Vancouver

F2 Community Memories: Local Stories for a Global Audience—Part I

Come to this workshop and learn how the Virtual Museum of Canada (VMC) Community Memories program can help you create online exhibits that tell the treasured stories of your community and that collectively form the unique portrait of Canadian history. Come hear your colleagues from museums in BC relate their Community Memories experiences and see their completed exhibits, now online in the VMC. This workshop will also provide an overview of the Community Memories program and a demonstration of the program's user-friendly software. In addition, participants will learn how to become eligible to participate in the program and pick up tips for writing their proposal.

Presenters : Bonnie Szirtes, Heritage Information Analyst, CHIN, Gatineau, Quebec

F3 Instant Access: BCMA Online Resources & Services at Your Fingertips

Looking for curatorial or exhibit assistance? Advisory services? Consultants? Mentors? Access to best practices reference material? Need suppliers and service-provider contacts? The latest professional development and distance learning opportunities? Need to promote your exhibit openings and special events? Job postings? Want to research collections in BC museums? These resources are now as close as your keyboard!

Whether you or your institution are high-tech and high-speed, or low-tech and even "no-tech", this session will offer participants practical and valuable "how to" demonstrations of BCMA's new, user-friendly online resources and services.

Learn how to use or register your expertise in the searchable Learning Resource Database; how to promote your institution through the new online Directory of BC Museums and Galleries; where to find guidance on museums practices and standard job descriptions; the secure, convenient use of online applications, registrations and award nominations; online meetings and presentations for special interest groups and more, including future development of online services. Participants will learn how to access and employ these online resources and services to benefit their institutions or their own professional development. Bring your curiosity and imagination!

Presenters : Roger Swetnam, M.PI, CEO, Nortia Technologies; Online speaker: Jim Harding, Executive Director, BCMA



F4 Collection and Consent Workshop Part I

Connect with BC's new privacy legislation, which came into effect January 2004. This will be of invaluable assistance to those professionals who develop marketing plans, mailing lists and memberships. This workshop will help you understand the definition of personal information, implications of BC's Personal Information Protection Act and the collection, use and disclosure of personal information in your organization. Improper use of personal information could lead to serious problems so all organizations need the tools to make informed plans.

Moderator: Lesia Davis, Executive Director, Museum of Campbell River

Presenter: Chris Wilson, Bull, Housser & Tupper

**12:00 to 1:30 PM
Lunch On Your Own**



As you can see, Nanaimo District Museum boasts some of the best views of the Harbour.



**Concurrent Sessions G
1:30 to 3:00 PM**

G1 Getting By With a Little Help From My Friends

Competencies for museums, archives and galleries. Come and discuss when it may make sense to combine archival, art gallery and museum functions, either as co-located or co-managed organizations. When does it make sense to get together—proximity, mandates, overlapping funding agencies? How do you optimize efficiency or competencies? The speakers will approach these questions with a discussion to follow.

Moderator: Kathleen Trayner, MA, Canadian Century Infrastructure Research Project, UVIC, Assistant Reseracher

Presenters : Ron Denman, Director, Chilliwack Museum and Archives; Gary Mitchell and Grant Hughes, Royal BC Museum, Canadian Conservation Institute Representatives

G2 With Apologies to Our Visitors, This Gallery is Closed Due to a Special Event.....

With increased pressure to create revenue streams many institutions are looking at increased or expanded facility use. What are the implications for the institution and the collection? What is the impact on staff? How are the needs of the visitor balanced against the needs of other users? Members of this panel will include outside event managers that utilize historic sites as well as representatives from institutions who have experienced both the positive and negative of facility use.

Moderator: Yvonne Sharpe, Operations Manager, Craigdarroch Castle

Presenters to be confirmed.

G3 From Campus to Communities

In a 5-year pilot project, the University of Victoria CURA Program and its partners, BCMA, the Royal BC Museum, the Heritage Society of BC and the Art Gallery of Greater Victoria, developed research alliances with heritage organizations across BC. CURA participants present the results of their collections-based research projects. What was discovered is that collaborative research mobilizes community involvement and diverse networks of expertise, while celebrating the province's rich heritage.

Presenters : Helen Edwards, Hallmark Society, Victoria; Judith Patt, Dept. of History in Art, University of Victoria; Jennifer Iredale, BC Heritage Branch; Bev Kennedy, Fraser Society; Bill Gregg, Volunteer, Sunshine Coast Museum; Andrea Walsh, Department of Anthropology, University of Victoria (with Leslie Plasket, Director, Osoyoos Museum and Brenda Baptiste, Director, Nk'mip Desert & Heritage Centre); Ron Candy, Director, and Barbara Bell, Caetani Exhibition Coordinator, Greater Vernon Museum.

G4 Community Memories-Local Stories for a Global Audience—Part II

G5 Collections and Consent—Part II

G6 Alberni Valley Network Continues

3:00 PM

Your conference day will end at 3:00 to allow for a short trip or overnight to some other wonderful Vancouver Island destinations:

- Nanaimo → Tofino/Ucluelet—3 hrs.
- Nanaimo → Cathedral Grove—1 hr.
- Nanaimo → Victoria—1.5 hrs.
- Nanaimo → Chemainus—45 min.

Post-Conference Tours

H1 Coal Mine Sites Bus Tour

Take a peek into the past with local author Lynne Bowen as she guides you on a bus tour of famous coal mine sites around the city.

Cost: \$35

H2 Gabriola Island Escorted Tours; Historical Tour

This tour offers a glimpse into the amazing history of Gabriola Island. Enjoy the all natural experience of "The Galleries" spectacular rock formations. Visit the world's only recycled shopping centre. See how many carvings in stone you can discover as we search for 4,000 year old petroglyphs. Learn the history of a famous cult leader and his relationship to Gabriola Island .

Cost: \$35

These post-conference tours will only go if there is sufficient interest and numbers. Please indicate your interest on the registration form. Fees will be collected at the Conference Registration Desk.



Harbour seals are plentiful in our waters and they're often the highlight of a trip to beautiful Vancouver Island.

Registration Form, Page One

Please complete a separate form for each registrant

To register for the Conference, please complete both sides of this form and mail it to: Nanaimo District Museum, 100 Cameron Road, Nanaimo, BC V9R 2X1 or fax it to 250-518-0125. You may also register online at www.museumsassn.bc.ca.

To qualify for the *Early Bird rate*, your registration must be postmarked, faxed or received online by Aug. 3, 2004.

REGISTRATION & INFORMATION

Name: _____ Name preference for badge: _____

Institution/Affiliation: _____ Position: _____

Mailing Address: _____
City/Province/Postal Code

Telephone: _____ Fax: _____ Email: _____

For vegetarian or other specialty meals, please describe: _____

AUCTION DONATION FORM

THANK YOU FOR SUPPORTING THE BCMA PROFESSIONAL DEVELOPMENT FUND!

Please donate items to the Silent Auction and/or Live Auction. Proceeds from the Silent Auction and Live Auction will go to the BCMA Travel Bursary Fund for delegates who might not otherwise be able to attend.

Donor Name _____ Web Site: _____

Institution/Affiliation _____

Item (s) _____

Additional Description _____

Estimated Value \$ _____ Suggested Opening Bid \$ _____

I will bring my item to conference (must be delivered by Wednesday, October 13 before 5 PM for the Silent Auction and by Friday, October 15 before 5 PM for the Live Auction.

I will send my item to the conference to arrive prior to October 10, 2004.

I will provide a photo of the item and ship to the high bidder after the conference at my own expense.

I cannot donate an auction item this year, but I would like to contribute \$ _____ to the fund.

Cheque Enclosed, or Charge my Credit Card # _____ Exp. _____

NAME ON CARD _____ SIGNATURE _____

Registration Form, Page Two

EARLY BIRD REGISTRATION

Postmarked on or before Aug. 3, 2004

	Basic	Complete	
BCMA Member	? \$250	? \$315	\$ _____
Senior/Student Member	? \$200	? \$265	\$ _____
Non-Member*	? \$290	? \$345	\$ _____
Less \$25 Presenter Discount			-\$ _____
	Sub-Total		\$ _____

REGULAR REGISTRATION

Postmarked after Aug. 3, 2004

	Basic	Complete	
BCMA Member	? \$285	? \$350	\$ _____
Senior/Student Member	? \$225	? \$275	\$ _____
Non-Member*	? \$325	? \$390	\$ _____
Less \$25 Presenter Discount			-\$ _____
	Sub-Total		\$ _____

SINGLE DAY REGISTRATION

(Basic level registration- no evening events)

Thursday ? Friday ? Saturday ?			
BCMA Member	? \$125		\$ _____
Senior/Student Member	? \$ 95		\$ _____
Non-Member	? \$130		\$ _____

PRE-CONFERENCE WORKSHOPS

PC1 Ten Deadly Sins	? \$100		\$ _____
PC2 Is Your Store Making Money??	\$100		\$ _____

DAY TRIP TO PORT ALBERNI (SATURDAY)

For guide, travel & lunch	? \$30		\$ _____
(limited to 45 participants)			

MEALS AND EVENING EVENTS

(One ticket for all events will be included in the Complete Package. For Basic Registration or for additional tickets, please check off below)

		# of Tix:	
Wednesday Reception	? \$15	_____	\$ _____
Thursday Lunch	? \$10	_____	\$ _____
Thursday Progressive Reception	? \$15	_____	\$ _____
Thursday Evening Cultural Crawl	? Free	_____	\$ _____
Friday Olympic 2010 Lunch	? \$15	_____	\$ _____
Friday Awards Dinner	? \$45	_____	\$ _____

Registration, Pre-Conference & Event Total: \$ _____

Basic Registration includes all general and concurrent sessions, exhibit hall breaks and the Annual General Meeting, but does not include evening events, lunches, banquet nor pre- or post-conference workshops or activities.

Complete Registration includes the basic registration as well as all events listed in Meals and Evening Events. Extra tickets can be purchased by checking off the box beside the event and adding the cost to the complete registration total.

(*Non-member registration includes a 12-month BCMA membership and all associated benefits.)

So we can plan suitable session space, please circle which sessions you would like to attend.

A1 A2 A3 A4

B1 B2 B3 B4

C1 C2 C3 C4

D1 D2 D3 D4

E1 E2 E3

F1 F2 F3 F4 F5

G1 G2 G3 G4 G5 G6

H1 H2

AGM BC Reports Presentation

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? Cheque

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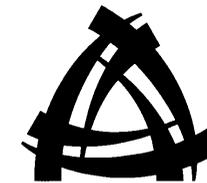
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