

The
Nelson-Atkins
Museum
of Art



20th Triennial Conference
Oct. 8-10, 2009 Kansas City, Missouri



VCAM 20th Triennial Conference

Oct. 8-10, 2009 Kansas City, Missouri



VOLUNTEER *NOW!* Nurture Outreach Welcome

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OLUNTEER NOW!

You are invited to join us for the 20th Triennial VCAM Conference in Kansas City, Missouri, October 8-10, 2009. The Volunteer Council of The Nelson-Atkins Museum of Art is proud to host this special event.

The Nelson-Atkins contains a nationally recognized encyclopedic collection and has long been known for its outstanding Chinese collection. There have been some exciting changes in recent years, the primary one being a fabulous new addition. The Bloch Building, which opened in June 2007, was voted the #1 Architectural Marvel of 2007 by *Time Magazine*. It contains, among other treasures, the extensive Hallmark Photography Collection. Also recently opened are the completely renovated and expanded American galleries. The Kansas City Sculpture Park, on the grounds of the Museum, is a delightful place to enjoy the fall weather and colors of October in Kansas City.

The conference will offer a wide array of breakout sessions and guest speakers that will explore our “VOLUNTEER NOW” theme. We will discover new ways to *Nurture*—sustain and honor our existing volunteers, *Outreach*—bring communities together, and *Welcome*—support new volunteers.

With typical Midwestern warmth and friendliness, our “City of Fountains” will welcome you to interesting architecture, sprawling landscapes and fabulous museums. We look forward to meeting you in October.

Sharon Milens and Pam Woodard
Co-chairs, VCAM Conference 2009



Conference Highlights

- Lodging at the newly renovated Kansas City Marriott Country Club Plaza hotel within walking distance to the Nelson-Atkins, the Kemper Museum of Contemporary Art and the Country Club Plaza
- Pre-conference tours of the Harry S. Truman Presidential Library, Kansas City Union Station and the National World War I Museum or a walking tour of the Country Club Plaza
- Welcome reception featuring special guest “Harry S. Truman”
- Tours of the original building and the new Bloch Building at The Nelson-Atkins Museum of Art
- Numerous breakout sessions addressing issues and ideas important to VCAM members
- Dinner parties in private homes on Friday evening
- Elegant dinner in Rozzelle Court at the Nelson-Atkins

Conference Speakers

- **Marc Wilson**, Menefee D. & Mary Louise Blackwell Director/CEO, The Nelson-Atkins Museum of Art, will give a welcoming address
- **Robert Cohon**, Ph.D., Curator, Art of the Ancient World, The Nelson-Atkins Museum of Art, will enlighten and entertain us with “OOOOOps! All Errors Large and Small”
- **Tom Bloch**, former CEO of H&R Block; author of *Stand for the Best*, a memoir of his journey from CEO to inner city teacher and school founder, will speak about his experiences in volunteerism and education
- **Gin Wachter**, President of the American Association for Museum Volunteers, will address the conference on ways museums can work together to help each other nationally and locally.

Pre-Conference Tours

Thursday, October 8, 2009

**Tour #1 Harry S. Truman Presidential Library and
Museum, Independence, Missouri
1:00-4:00 pm**

Tour the presidential library of our 33rd President. We will be accompanied by Raymond Starzman, Harry Truman re-enactor and historian. Raymond has portrayed Harry S. Truman for many years and is highly regarded as an expert on Truman's life. He will guide us through two permanent exhibits: *Harry S. Truman: The Presidential Years* and *Harry S. Truman: His Life and Times*. Come join us for a trip to Independence, Missouri, home of the President known for his motto, "The buck stops here."

Cost: \$35 US per person includes transportation, admission and guided tour. Reservations: minimum 13 & maximum 23

**Tour #2 Plaza Architectural Walking Tour
2 offerings: 10:30 am-12:00 noon
 1:00 pm-2:30 pm**

Walk the Country Club Plaza, designed in 1922 as the nation's first suburban shopping district. Explore with a guide this wonderful open-air public art museum filled with European sculptures and murals, beautiful fountains and romantic Spanish architecture.

Cost: \$15 US per person.

**Tour #3 Union Station, Lunch and Tour of the National
World War I Museum
11:30-3:00 pm**

Start your afternoon with lunch at the elegant Pierpont's Restaurant located in historic Union Station. This extraordinary beaux-arts building opened in 1914 as the second largest train station in the country. Completely restored in the late 90's, Union Station now houses Science City, a theater district, restaurants, shops, a rail exhibit and yes, an Amtrak station. Following lunch we will visit the National World War I Museum, the only American museum dedicated to WW I. Take a guided tour using the latest in interactive technology to experience the history and the stories of the war.

Cost: \$48 US per person includes transportation, lunch, admission

Reservations: minimum 14 & maximum 24

Pre-Conference Schedule

Wednesday, October 7, 2009

2:00-5:00pm	VCAM Board of Directors Meeting	Hotel
5:00-7:00pm	Conference Registration	Hotel
5:00-6:00pm	Exhibition Set-up	Hotel

Thursday, October 8, 2009

10:30am-4:00pm	Optional Tours	
4:00-8:00pm	Conference Registration	Hotel
4:00-6:00pm	Exhibition Set-up	Hotel

Conference Schedule

Thursday, October 8, 2009

5:30-7:30pm	Welcome Reception with special guest "Harry S. Truman" Exhibits on display	Hotel
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Friday, October 9, 2009

8:00-9:00am	Conference Registration	Hotel
8:00-9:00am	Continental Breakfast	Hotel
8:45-9:15am	Depart for the Nelson-Atkins Museum of Art	
9:30-10:45am	VCAM President's Welcome Welcome Address, Marc Wilson, Director Opening Speaker, Dr. Robert Cohon, Curator, Art of the Ancient World	
10:45-11:00am	Break	
11:00-11:55am	Docent Tours at the Nelson-Atkins and Bloch buildings	
12:00	Depart for Hotel	

(Friday schedule continued on page 6)

Friday, October 9, 2009 (continued)

12:30-1:30pm	Lunch Speaker: Gin Wachter, President of the Association of Art Museum Volunteers	Hotel
1:45-3:00pm	Breakout Sessions	Hotel
3:00-3:30pm	Break	
3:30-4:45pm	Breakout Sessions	Hotel
6:30pm	Depart for Private Dinners	

Saturday, October 10, 2009

8:00-9:00am	Continental Breakfast	Hotel
8:45-9:15am	Depart for Museum	
9:30-10:30am	Speaker, Tom Bloch, Author, <i>Stand for the Best</i>	Nelson- Atkins
10:30-10:45	Break	
10:45-11:45am	Docent Tours	
12:00-1:15pm	Lunch	Nelson- Atkins
	Regional meetings	Rockhill Room
1:15pm	Depart for hotel	
1:45-3:00pm	Breakout Sessions	Hotel
3:00-3:30pm	Break	
3:30-4:45pm	Breakout Sessions	Hotel
6:00pm	Buses depart for Museum	
6:30pm	Reception and Dinner	Nelson- Atkins
9:00pm	Buses depart for hotel	

Sunday, October 11, 2009

Morning	Board Meeting	Hotel
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General Information

Hotel

The Kansas City Marriott Country Club Plaza is located a few short blocks from The Nelson-Atkins Museum of Art and next door to the Kemper Museum of Contemporary Art. Nearby is the Country Club Plaza, Kansas City's premier outdoor shopping and dining destination, and the historic Westport area. The recently renovated hotel provides all the expected amenities and will be the location for many of the conference activities. Check out the hotel's website for further information and photos.

Conference rate for the hotel is \$134/night plus taxes. This rate is available the nights of October 7th through October 10th. To guarantee this rate, reservations must be made on or before September 15th.

Hotel Reservations

Phone: 1-800-810-3708.

Mention the VCAM conference when making your reservation.

Air Travel

Most major airlines fly to Kansas City (MCI). Midwest Airlines offers a Nelson-Atkins 10% discount for flights to Kansas City after October 1. Use discount code CMZ8005A.

Ground Transportation

SuperShuttle Service (shared ride)

Reservations: 1-800-BLUE VAN (1-800-258-3826) or www.supershuttle.com. Tickets are available for purchase at ticket counters and ticketing kiosks located next to each baggage claim area. Approximate cost is \$18.00 each way.

At the airport, taxis do not wait at the curb. Courtesy phones are available in the baggage claim areas, directly outside the terminal or on the hotel board. Give the dispatcher your exact location; your taxi will arrive shortly. There is no city regulated airport fixed fee; you are required to pay the metered fair. Approximate cost to the Marriott Plaza is \$55-\$60.

Useful Websites

www.vcam.org

www.marriott.com

www.nelson-atkins.org

www.kemperart.org

www.countryclubplaza.com

www.visitkc.com

www.hellokansascity.com

www.unionstation.org

www.nwwone.org

www.trumanlibrary.org

VCAM Triennial Conference Contact Information

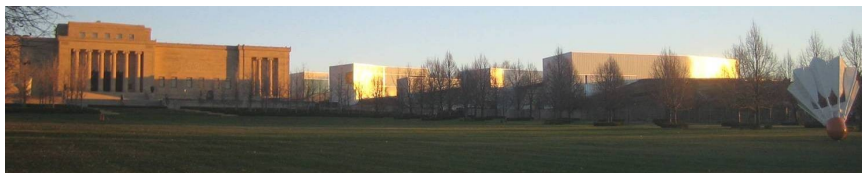
Conference Co-Chairs

Sharon Milens
smilens@kc.rr.com
913-381-3095

Pam Woodard
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816-444-6358

The Nelson-Atkins Museum of Art

Mary Beth Sloan
Manager, Volunteer Services
vcam@nelson-atkins.org
816-751-1307



VCAM Triennial Conference Breakout Sessions 2009

Friday 1:45 – 3:00

Artfully Done: A Pallet for Friend-raising and Fundraising through an Art/ Cookbook

Learn how to create and market an extraordinary art/cookbook. Imagine selling 6,000 copies in just five months and already being in your second printing. These volunteers will share their labor of love in doing just that.

Speakers: Dr. RoxAnn Dicker, Director, Friends of the Wichita Art Museum, Inc.; Editor and Production Chair, *Artfully Done: Across Generations*
SaraBeth Dicker, Volunteer, Friends of the Wichita Art Museum; Book Designer, *Artfully Done*, Designer for Hallmark Cards

Outreach Innovations

Volunteers and staff from three museums will share their innovative and creative ideas for community outreach. “Art on the Go” helps meet the continuing educational needs of the community through interactive classroom lessons. “Art Cart” offers a free outdoor program for young children in a relaxed park atmosphere. An “Africa Art Connection Kit” helps students learn in a multisensory manner.

Speakers: Judy Bloeser, Field Docent Chair, the Society of the Arts (SOTA), Allentown Art Museum
Marian Bolz, Volunteer, Madison Museum of Contemporary Art
Joie Goetz and Debbie Neustadt, Staff Managers, Educator Resource Center, The Nelson-Atkins Museum of Art

Friday 1:45 – 3:00, continued

The Three R's: Recruitment, Retention, and Retirement

Forget reading, writing and arithmetic! The Three R's of volunteer management are Recruitment, Retention and Retirement. Join this open roundtable session as we discuss and share the many ways we approach the Three R's. Bring your questions, challenges and great ideas to share.

Discussion Leaders: Tabitha Schmidt, Associate Educator, Tours and Adult Learning, The Nelson-Atkins Museum of Art
Mary Beth Sloan, Manager, Volunteer Services, The Nelson-Atkins Museum of Art

Fresh Ideas for Touring: Museum Guides: Evening and Weekend Touring Volunteer Ambassador Program for Museums

Learn how a museum guide program was conceived and developed to serve the evening and weekend needs of adult visitors. Examine how another program enhances the experience of museum guests and maximizes the satisfaction of their ambassadors.

Speakers: Susan Spencer, Specialist, School Tours,
The Nelson-Atkins Museum of Art
Representative, Seattle Art Museum

Friday 3:30 – 4:45

Taking Art in Bloom on the Road, “A New Idea for Fundraising”

A Power Point presentation will offer a behind-the-scenes view of the preparation for Art in Bloom and will explore the Museum galleries to see arrangements in juxtaposition to art works. Watch as a floral arranger creates a floral interpretation of a work of art and learn how this program goes on the road to reach community members.

Speakers: Terry Aufranc and Meade Fasciano, Volunteers,
Museum of Fine Arts, Boston

Friday 3:30 – 4:45, continued

Idea Potpourri:

Make a Lasting Impression! The Society of the Arts (SOTA) Print Collection and Fund

Restructuring the Art Rental & Sales Gallery

Jewelry Fair: A Gem of a Fundraiser

Learn how an independent women's organization works closely with museum staff in purchasing prints and managing the fund for this endeavor. Volunteers at another museum restructured an art rental and sales gallery with a mission to expose the community to emerging artists and expanded revenue. In addition, discover how to host a jewelry fair as a fundraiser.

Speakers: Molly Faust, Volunteer, Allentown Art Museum
Carol Fainer, Volunteer, Los Angeles County Museum of Art
Pamela Palmore, Volunteer, Virginia Museum of Fine Arts
Constance Fitzpatrick, Volunteer, Walters Art Museum

Technology and Volunteer Scheduling

The Nelson-Atkins Museum of Art recently developed an online scheduling system to enable docents and museum guides to schedule their tours through the internet. This system offers a unique solution to the time-consuming and sometimes arduous task of scheduling volunteers. The presenters will discuss how to collaborate with other departments in a museum to create a system that benefits everyone.

Speakers: Helen Meyer, Coordinator, Volunteers, The Nelson-Atkins Museum of Art
Tabitha Schmidt, Associate Educator, Tours and Adult Learning, The Nelson-Atkins Museum of Art
Tim Terfler, Administrator, Applications & Web Systems, The Nelson-Atkins Museum of Art

Friday 3:30 – 4:45, continued

Generation Y: Preparing for the Next Generation of Museum Volunteers

Generation Y, children born between 1977 and 1994, is the largest generation since the Baby Boomers. They are entering our workforce, make up over 20% of our total population, and are the next wave of prospective museum volunteers. Learn more about this unique group, their attitudes and expectations and how to recruit and manage them as museum volunteers.

Panel: Jon Hile, Program Director, Big Brothers Big Sisters
of Greater Kansas City
Tammy Nigus, Vice-President Creative Services, Summit Marketing
Mary Beth Sloan, Manager, Volunteer Services, The Nelson-Atkins Museum of Art

Saturday 1:45 – 3:00

SOTA Innovations:

Textiles, Toiles and Treasures! Curatorial Volunteers Care for a Textile Collection

The Society of the Arts (SOTA): A Different Model for Museum Volunteering

Discover the unique, “behind-the-scenes” involvement of museum volunteers who work directly with the curatorial staff and museum registrar in the care of the textile collection. With another innovative program, volunteers share a different model for creating a financially independent organization that fosters excellent communication and relationships between the two entities.

Speakers: Janet Parsley, Volunteer, Past President, The Society of the Arts (SOTA)
Lorrie Harper, President, The Society of the Arts (SOTA)

Saturday 1:45 – 3:00, continued

Engaging Teens:

Lunch and Learn with Teens

Sculpture in Summer: Teen Guide Tours

The Cleveland Museum of Art encourages teens from diverse backgrounds to become Museum Ambassadors for the institution and the arts as a whole. Teen Guides at The Nelson-Atkins Museum of Art give the “Sculpture in Summer” tour to summer program groups engaging children ages six to twelve with questioning strategies and activities.

Speakers: Linda McGinty, Volunteer, Cleveland Museum of Art
Susan Spencer, Specialist, School Tours, The Nelson-Atkins Museum of Art

Contemporary Fundraising

These panelists will share their experiences as both members and past presidents of the Seattle Art Museum Supporters (SAMS), a dedicated group of nearly two hundred women committed to fundraising for the Seattle Art Museum. Their presentation will include information about the characteristics of a successful volunteer fundraising organization, data cultivation and management through use of a custom-designed website and database, and the topic of event management.

Panel: Kim Richter, Former SAMS President, currently a consultant for Cultivation and Special Events at EMP
Gaylene Vaden, Former SAMS President, currently Operations Chair
Gerlinde Whetzell, Former SAMS President, currently Database Chair

Saturday 3:30 – 4:45

“New?” Strategies for Working with Evolving Volunteer Populations

Successful volunteer recruitment has many contributing factors. This session will relay strategies used by the Detroit Institute of Arts supported by Volunteer Committees of Art Museums (VCAM) for the recruitment, retention, sustainability, and eventually, the dignified retirement of volunteer populations.

Speaker: Peter Milne, Volunteer, The Detroit Institute of Arts; Director VCAM Region 5

Arts Ball/Art and Architecture

Volunteers raise funds through the Madison Arts Ball to benefit Madison’s two oldest cultural organizations, the Madison Museum of Contemporary Art and the Madison Symphony Orchestra. Learn how they also successfully continued to fundraise and “friend-raise” during an exciting and challenging period of growth and construction when the museum temporarily went without a physical space.

Speakers: Valerie Kazamias, Langer Chair, Madison Museum of Contemporary Art
Judy Gomoll, Volunteer, Madison Museum of Contemporary Art

Staff and Volunteer Integration: A Paradigm Shift in Staff/Volunteer Relations

Attendees will learn about the Art Gallery of Ontario’s successful integrated, interactive model of staff and volunteers working, visioning, learning and planning together. In this model, volunteers are welcomed into the whole of the institution in a supportive environment and sustained with resources and policies more usually applied to staff. And that changes everything!

Speakers: Frances Hogg, Member, Volunteer Executive, Community Relations Portfolio, Art Gallery of Ontario
Diana Goliss, Manager, Organizational Development and Client Services, Art Gallery of

VCAM CONFERENCE 2009 REGISTRATION

Each member organization in good standing may send 2 voting delegates and unlimited observers, space permitting. Voting delegates must be volunteers of member organizations.

Name _____ Delegate _____ Observer _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name of Museum _____

Museum

Address _____ City _____ State _____ Zip _____

Conference Fees (Make hotel reservations individually.)

Registration fee includes all activities and meals except pre-conference tours

Received by July 1 \$370 US

Received after July 1 \$420 US

Pre-Conference Tours

_____ Tour #1—Harry S. Truman Library and Museum \$35 US

_____ Tour #2A—Walking Tour of the Plaza at 10:30 a.m. \$15 US

_____ Tour #2B—Walking Tour of the Plaza at 1:00 p.m. \$15 US

_____ Tour #3—Union Station, Lunch and WW I Museum \$48 US

Total cost of the conference fee plus any optional tours \$_____

_____ I have enclosed a check payable to VCAM Conference in the amount of \$_____

_____ I prefer to pay by credit card in the amount of \$_____. Mastercard or VISA accepted.

Name on card _____ Amount to be charged to card \$_____

Signature _____

Card # _____ Exp. Date _____

Mail completed registration forms (2 pages) and payment to:

2009 VCAM Conference
The Nelson-Atkins Museum of Art
4525 Oak Street
Kansas City, MO 64111

VCAM CONFERENCE 2009 REGISTRATION
(continued)

Breakout Session Selection

Friday, October 8 1:45-3:00 p.m. (Indicate preferences 1 thru 4)

- Artfully Done: A Pallet for Friend-raising and Fundraising through an Art/Cookbook
- Outreach Innovations
- The Three R's: Recognition, Retention, and Retirement
- Fresh Ideas for Touring: Museum Guide and Volunteer Ambassador Programs

Friday, October 8 3:30-4:45 p.m. (Indicate preferences 1 thru 4)

- Taking Art in Bloom on the Road, "A New Idea for Fund Raising"
- Idea Potpourri: Make a Lasting Impression; Restructuring the Art Rental & Sales Gallery; Jewelry Fair
- Technology and Volunteer Scheduling
- Generation Y: Preparing for the Next Generation of Museum Volunteers

Saturday, October 9 1:45-3:00 p.m. (Indicate preferences 1 thru 3)

- SOTA Innovations: Textiles, Toiles and Treasures! Curatorial Volunteers Care for a Textile Collection; The Society of the Arts (SOTA): A Different Model for Museum Volunteering
- Engaging Teens: Lunch and Learn with Teens; Sculpture in Summer: Teen Guide Tours
- Contemporary Fundraising

Saturday, October 9 3:30-4:45 p.m. (Indicate preferences 1 thru 3)

- "New?" Strategies for Working with Evolving Volunteer Populations
- Arts Ball; Art and Architecture
- Staff and Volunteer Integration: A Paradigm Shift in Staff/Volunteer Relations

Other information

I plan to attend the following events:

- Welcome reception
- Friday evening private dinner
- Saturday night gala dinner at the Nelson-Atkins

Dietary restrictions _____

Other special needs _____

Name _____ Museum _____

Arrival date _____ Departure date _____