MUSEUMS Blooming Over Time

OKLAHOMA MUSEUM CONFERENCE
SEPTEMBER 13-15, 2023
BROKEN ARROW, OKLAHOMA
General Information

Why should I attend?
The conference is a great place to learn and gain knowledge that is beneficial to you, your work, and your museum. With a wide range of topics from advocacy to workforce development, marketing to education programs, and grant writing to collections care, there truly is something for everyone. The conference is also a fantastic time to network with others who completely understand the unique experience of working in the museum field. You are not alone! Finally, you can visit with exhibitors to learn about exciting products and helpful programs to make your work-life a bit easier.

Who will be there?
Hopefully, you along with museum professionals of all levels: directors; site managers; development officers; exhibit and program developers; educators; curators; collections managers; registrars; archivists; museum store managers; visitor services managers; board members; volunteers; and students interested in museum careers. And don’t forget about the exhibitors with products and services for museums.

Is there a host hotel?
Yes, our host hotel is Stoney Creek Hotel and Conference Center, 200 W Albany Street, Broken Arrow, Oklahoma 74012. The group rate for a hotel room is $119 + tax per night. The cutoff date for the OMA group block is August 14, 2023. You must make your group reservation directly on the hotel webpage at www.stoneycreekhotels.com and use the group code 2309OKLAHO.

Rooms are non-smoking and include complimentary hot breakfast and internet access. Check-in: 3:00pm CST Check-out: 11:00am CST.

What are the registration policies?
OMA individual members and designated staff/board/volunteers of institutional members may register at the member rate. Find your individual or designated member number on any OMA E-List message or by calling the OMA office at 405.424.7757.

Registration cannot be shared. Guest tickets are available for events requiring additional fees and may be purchased online through August 29 using the registration link. Guests wanting to attend sessions or workshops must register and pay the appropriate fee. No one under the age of 16 is permitted. All museum professionals presenting at the conference must register and pay the appropriate fee.

Early Bird registration is available for payments received by July 31. Standard registration is August 1-August 29. Last Chance registration is August 30-September 15. See page 12 for complete registration information, including rates.

How do I register?
Register online at OKMuseums.org. Telephone registrations are not accepted. OMA’s FEI # is 73-1004791.

When registering online, you can opt to pay immediately with credit card, remit payment by mail with check, indicate payment by purchase order/invoice request, or let us know you applied for scholarship. Early Bird registrations must submit payment by July 31 even if utilizing a purchase order/invoice or mailing a check. See page 12 for complete registration information, including rates.

Registration questions may be directed to Stacy O’Daniel at sodaniel@okmuseums.org or 405.424.7757.

Are there additional costs?
Workshops and events requiring an additional fee are noted in the program and registration form. Workshop and event registration is available on a first-come, first-served basis through August 29. OMA reserves the right to cancel any event.

Are scholarships available?
There are two types of scholarships available for the 2023 Oklahoma Museum Conference:

Conference Registration Scholarships
Conference Speaker Scholarships

For full information see page 12 or click here to apply. Deadline is Friday, July 21, 2023.

Help a colleague by donating to the OMA Scholarship Fund.

What if I need to cancel my registration?
Participant substitutions are accepted at any time. Please notify the OMA office. Cancellations must be made in writing to info@okmuseums.org. Cancellations received in the OMA office by August 29 are eligible for a full refund. Cancellations received after August 29 are nonrefundable. OMA is not responsible for cancellations sent but never received. OMA will respond to received cancellations within 3 business days; if you do not receive a response, contact OMA to verify receipt.

What else might I need to know?
The majority of the conference will be held at Stoney Creek Hotel and Conference Center. Off site locations for Wednesday workshops and events are listed in the descriptions.

Conference dress is business casual. Session rooms may be cool to some so a sweater or jacket is a good idea.

OMA makes every effort to adhere to the conference content outlined in this program. However, conference sessions and presenters are subject to change.

Evaluations will be conducted online following the conference. If you require special assistance while at the conference, please contact OMA by August 29.

Please review the OMA Conference Attendee Waiver and Release of Liability for Covid, Photographs, and Harassment Prevention information.

Visit OKMuseums.org for conference updates.

OKMuseums.org
OMA 2023 Board of Directors
Ken Busby, President • Route 66 Alliance, Tulsa
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James Pepper Henry • First Americans Museum, OKC
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Jennifer Holt • Will Rogers Memorial Museum, Claremore
Jacob Krumwiede • Cherokee Strip Regional Heritage Center, Enid
Sherry Marshall • Science Museum Oklahoma, OKC
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Conference Committees
Conference Local Arrangements
Lori Hill, Visit Broken Arrow
Dr. Betty Gerber, The Museum Broken Arrow
Teresa Tucker, The Museum Broken Arrow

Conference Program
Susan Buchanan, Gilcrease Museum
Ken Busby, Route 66 Alliance
Melessa Gregg, Harn Homestead Museum
Dustin Potter, Oklahoma City National Memorial & Museum
Anna Studstill, Oklahoma Hall of Fame | Gaylord-Pickens Museum
Gena Timberman, Esq., The Luksi Group

Conference Hosts
The Museum Broken Arrow
Arts @ 302
Military History Center
Visit Broken Arrow
City of Broken Arrow
Stoney Creek Hotel and Conference Center

Conference Sponsors
Displays Fine Art Services (Wednesday Evening Event Sponsor)
Exhibit Concepts (Wi-Fi Sponsor)
MMD Services
National Historical Publications and Records Commission
Oklahoma Arts Council
Oklahoma Department of Libraries
Oklahoma Historical Records Advisory Board
Oklahoma Humanities
Oklahoma Today
RESCUE Preservation
The Guild (Wi-Fi Sponsor)
The Springer Company
TSET
University of Oklahoma Press
Visit Broken Arrow

Sponsorship opportunities and exhibit space is still available. Find the details here.
Wednesday, September 13

**10:00am-12:00pm**  
**OMA Board Meeting**  
Stoney Creek Hotel and Conference Center

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**Wednesday Workshops**

Workshops require preregistration and some have a fee separate from conference registration; see details below. Workshops and tour run concurrently.

**Nourishing Your Museum Collection with Bouquets of Oral Histories**

1:00pm-4:00pm • Stoney Creek Hotel and Conference Center, 200 W Albany Street, Broken Arrow, OK 74012  
Cost: $25 OMA Member Discount Rate; $45 Basic Rate  

Oral histories are a distinctive way to enhance museum collections. With oral history, museums can forge or strengthen community partnerships, particularly with underrepresented people and stories. Whether museums want to cultivate new oral histories or consider existing oral histories in their collections, this workshop will provide helpful information on project planning, conducting interviews, and showcasing oral histories.  

_Speakers: Dr. Karen Neurohr, Research and Outreach; Dr. Tanya Finchum, Oral History Librarian; Patrick Daglaris, Oral History Archivist; and Dr. Autumn Brown, Research Professional, all with Oklahoma Oral History Research Program, OSU Library_

**Enclosures 2.0**

1:00pm-4:00pm • Stoney Creek Hotel and Conference Center, 200 W Albany Street, Broken Arrow, OK 74012  
Workshop space is limited to 10 participants.  
Cost: $45 OMA Member Discount Rate; $65 Basic Rate  

_Enclusions 2.0 registration fee is waived with scholarships made possible by Oklahoma Department of Libraries and Oklahoma Historical Records Advisory Board, with the funding support of the National Historical Publications and Records Commission._

You can buy boxes from preservation suppliers, but sometimes it’s easier and quicker to make your own. Join us for an afternoon where we learn to make three easy enclosures: a four-flap enclosure for small books, a Mylar encapsulation for flat paper objects, and an artifact box with dividers. Armed with these three techniques, you’ll be able to make custom housings for your most precious artifacts. Participants will receive a small collection of supplies to take home with them.  

_Speaker: Rebecca Elder, Owner, Rebecca Elder Cultural Heritage Preservation_

**Murals Tell Stories, Pull People In, and Can Embellish Your Branding**

1:00pm-4:00pm • The Museum Broken Arrow, 400 S Main Street, Broken Arrow, OK 74012  
Participants are responsible for transportation to/from this workshop.  
Cost: $25 OMA Member Discount Rate; $45 Basic Rate  

Many small towns have murals in their downtowns, but The Museum Broken Arrow’s mural on the south façade of the building is truly a grandiose illustration of our city’s history, plus it beautifully illustrates what can be seen inside the museum. The community has embraced it as a wonderful embellishment to our “Farmer’s Market Plaza” next door to the museum on Main Street. The mural has intrigued the public and significantly increased the number of visitors to the museum and the Rose District of downtown Broken Arrow. Julie Antoshkiw Brown, former Executive Director of the museum and currently serving as Vice President of the museum board, will explain how she conceived the idea, how the mural design was selected, how to find funding for such a project (grants and donations), how to write a RFP (request for proposals), how to select the right artist, how to coordinate a timeline for execution of the final design, and how to find community partners. The mural is now a valuable part of the museum branding and has been added to our social media and website, [brokenarrowmuseum.org](http://brokenarrowmuseum.org). The presentation will begin indoors, with slides to tell the story of production, and then will continue outside, in front of the mural. Come hear what was learned along the way and what, in hindsight, might have been done differently.  

_Speaker: Julie Antoshkiw Brown, Board Member, The Museum Broken Arrow_

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**2:00pm-4:00pm**  
**Exhibitor Set-Up**  
Stoney Creek Hotel and Conference Center
Wednesday, September 13

5:00pm-8:00pm  Opening Event

This event requires preregistration and has a separate fee from conference registration; see details below.

A City in Bloom: Culture Tours in the Rose District
Sponsored by Displays Fine Art Services

5:00pm-8:00pm  • Held at The Museum Broken Arrow, 400 S Main Street; Arts@302, 302 S Main Street; Military History Center & Museum, 112 S Main Street, Broken Arrow 74012

Participants are responsible for transportation to/from this event. Within the Rose District, it is an easy walk between the three sites. Registered participants are free to spend as much time as they like at any of these sites listed below to enjoy a variety of history and art offerings.

Cost: $35

The Museum Broken Arrow, 400 S. Main
A spectacular mural on the south side of the building piques the interest of many passers-by and the building pays homage to the historical Kentucky Colonel Hotel which once stood on the site. History exhibits feature the Childers family log cabin that is an artifact from the Indian Territory era; the history of the Muscogee-Creek Tribal Town of Broken Arrow, dating back to 1828; a large military exhibit; the history of Rooster Days which began in 1931; the story of being a Katy Railroad townsite; the eras of growing cotton and mining coal; and much more. Docents will be on hand to give mini-tours and answer questions. Refreshments and “light bites” will be served on the third floor where participants can enjoy evening views of the length of Main Street.

Arts@302, 302 S. Main
The Brown-Kimbrough Center for Arts, Innovation & Creativity, affectionately known as Arts@302 is your destination for all things creative! With a belief that art if for EVERONE, the center’s first priority is art education, with 5 large studios and programs including painting, drawing, ceramics, fiber arts, jewelry making, and more. In a beautiful 2000 square-foot space encased in glass and filled it with natural light is a gallery featuring local Oklahoma artists through solo shows, group shows, and the occasional call-to-artist show.s Arts@302 also runs Kristin’s Artists of Promise, a free after school program for students with opportunity gaps. Nearly 30 students from Broken Arrow Public Schools are bused to the center 3 days a week to work with professional artists and staff to enrich their world through the arts! Registered participants are invited for a bit of creativity, to enjoy the community show “The Garden of Whimsy,” and have a few treats!

Military History Center & Museum, 112 N. Main
Travel back in time and experience the fight for your freedom through the eyes of American heroes. Walk through our nation’s military history, from our War for Independence through current day war and discover unique artifacts from each of America’s major wars while learning about the role they played in achieving freedom through military victory. Originally, the artifacts contained in the Military History Center were the personal collection of Col. Robert Powell. Today, the collection is under the care of Brigadier General Tom Mancino, U.S. Army (retired) who serves as president of the museum and provides a wealth of military knowledge and rank to the board. The Military History Center & Museum is a permanent reminder of his mission of “Promoting Patriotism Through The Preservation of Military History”.

8:30pm-10:00pm  Network at Night

This event does not require preregistration and is not an official conference event. Food and beverage are on your own.

Network at Night
8:30pm-10:00pm

OMA encourages colleagues to enjoy this time to network and bond. Conference participants are welcome to visit any establishment. There is a bar in the host hotel and OMA board members will be there for networking.
Thursday, September 14

8:30am-4:30pm  Registration

Registration Desk Open
Stoney Creek Hotel and Conference Center

8:30am-9:15am  Exhibit Hall Opening

Exhibit Hall Opening • Exhibit Hall will be open until 5:00pm
Stoney Creek Hotel and Conference Center

8:30am-9:15am  Networking Beverage Break

Networking Beverage Break
Stoney Creek Hotel and Conference Center

9:15am-10:30am  Welcome and Conference Kick Off Session

The Ultimate Land Acknowledgement Project: Hastain’s Map Under Your Feet
Stoney Creek Hotel and Conference Center

Dr. Betty Gerber will provide a brief history of the allotment process, the local Muscogee Creek experience and aftermath, and the process of telling a story using maps and technology. No matter where you are standing in Broken Arrow, you can now know the name of the first deeded owner of the property beneath your feet, a Muscogee Creek allottee. You may also be able to see a photo of the allottee. The Museum Broken Arrow wanted to answer the question “On whose allotment do I live?” for patrons who ask this question. The idea was conceived to create a paper map as well as an interactive online map, both of which show the modern City of Broken Arrow streets as well as the names of allottees on the 1910 Hastain’s Plats of the Creek Nation.

James Pepper Henry will discuss the possible pitfalls in crafting and delivering land acknowledgements, which are intended to recognize and respect Indigenous peoples as original stewards of a particular location and to honor their relationship with the land. The process and struggle First Americans Museum administrators faced in putting together a thoughtful statement, including identifying whom to acknowledge and how to characterize their history in that location will be addressed.

The session will conclude with Ken Busby moderating a short Q&A with the speakers.

Speakers: Betty Martin Gerber, Ed.D., Board Member, The Museum Broken Arrow; James Pepper Henry, Vice-Chairman, Kaw Nation and Executive Director, First Americans Museum

10:30am-10:45am  Networking Beverage Break

Networking Beverage Break
Stoney Creek Hotel and Conference Center

10:45am-11:45am  Concurrent Sessions

Together, We Are Stronger: Community Partnerships in Your Museum
Stoney Creek Hotel and Conference Center

Community outreach and partnerships in museums help innovate and inspire museum programs. In this session, museum professionals share lessons learned and best practices in utilizing community groups, artists, and others in their museum programming. Learn how working with others can help increase your audience, foster goodwill in your community, and help you develop more mission-driven programming.

Speakers: Anna Studstill, Director of Museum Experience and Jorge Chavez, Outreach Program Coordinator, Oklahoma Hall of Fame | Gaylord-Pickens Museum; Carrie Fox, Educator, Oklahoma History Center
Thursday, September 14

10:45am-11:45am  Concurrent Sessions - Continued

Board Member Basics: Financial Statements to Tax Returns
Stoney Creek Hotel and Conference Center

“I joined my local museum board of directors. I was handed a ‘financial statement.’ Now what?” In this session, we will look at the basic parts of a financial statement, discuss the different levels of attest functions (think audits, but not that scary), how to watch for misstatements on a report, and what this all means for the Form 990.

Speaker: Jeremy Springer, Accountant, The Springer Company

Artifact Mounts: Hidden Masterpieces
Stoney Creek Hotel and Conference Center

Hmmm...how do we display this? Creating mounts for uniquely-shaped items takes great creativity and craftsmanship. An effective mount should disappear behind the artifact, but curious museum professionals want to know, “What’s behind there?” Mount-making experts disclose their discoveries about making cradles, props and backings that are usually one-of-a-kind, rarely ever seen, and often genius! Attendees are invited to ooh and ahh over their clever tinkering—and hopefully feel inspired to create their own mount masterpieces.

Speakers: Derek Lee, Curator, Edmond History Museum; Heidi Vaughn, Director, Laboratory of History Museum at University of Central Oklahoma; Amy Stephens, Director, Edmond History Museum

11:45am-12:15pm  Visit with Exhibitors

Visit with Exhibitors
Stoney Creek Hotel and Conference Center

Exhibitors To Date:
Displays Fine Art Services
Exhibit Concepts
MBA Design & Display Products
MMD Services
Museum of the Red River
Museum Studies at University of Oklahoma
Northeast Document Conservation Center NEDCC
Oklahoma Arts Council
Oklahoma Department of Libraries
Oklahoma Historical Society Research Center
Oklahoma Humanities
Oklahoma Today
Old Home Rescue
Rebecca Elder Cultural Heritage Preservation
Southwest Solutions Group
Square Holes Neurodiversity and Accessibility Consulting
The Guild
The Springer Company
University of Oklahoma Press
Western Center for the Conservation of Fine Arts

12:15pm-1:45pm  Lunch, Annual Meeting, and Keynote

This event requires preregistration and has a separate fee from conference registration; see details below.

Lunch, Annual Meeting, and Keynote
Stoney Creek Hotel and Conference Center
Cost: $35

Please Walk on the Grass - Preserving and Enhancing the Philbrook Gardens
Philbrook Museum of Art’s gardens are among the most iconic and visited locations in Oklahoma. The beautiful 23 acres of informal and formal gardens are a living gallery and space for a diverse array of activities. Philbrook CEO and President Scott Stulen will share recent successes in opening the gardens to a wider array of programs, audiences, and daily activities, and he will reveal some new investments. He will also share his vision to preserve Philbrook’s legacy while planning for the needs of the next generation of visitors.

About Scott Stulen
Scott Stulen is the CEO and President of Philbrook Museum of Art. Stulen has a MFA in Painting and Drawing from the University of Minnesota and a BFA in Sculpture from the University of Wisconsin-Eau Claire. He is the former Curator of Audience Experiences and Performance at the Indianapolis Museum of Art, Project Director of mnmartists.org at the Walker Art Center, and Associate Curator at the Rochester Art Center. At Philbrook, Stulen is guiding the museum to become a recognized national model of sustainability, relevance, and community impact. He serves on several national, state, and local boards including the Association of Art Museum Directors (AAMD), Tulsa Arts Management Consortium, Tulsa Regional Tourism, and heads the Tulsa Area Attractions group. Scott lives in Tulsa with his wife Rachel and their two sons, Erlend and Oliver. He is also a practicing visual artist, curator, DJ, and sandlot baseball player.

Speaker: Scott Stulen

OKMuseums.org
Thursday, September 14

2:00pm-3:15pm  Concurrent Sessions

**Blossoming in Your Career**
Stoney Creek Hotel and Conference Center

Panel discussion with well-respected and seasoned museum professionals on their early career path, what they wish they would have known and what they wish they would have done differently. They will share good advice for emerging museum professionals working in or wanting to work in a museum or cultural center. The panel will specifically address the shifting climate of Native American emerging museum professionals and any opportunities and challenges they believe are on the horizon for all emerging museum professionals (EMP). They will touch on how supervisors can support EMPs in their careers and workplace. The session will conclude with time for questions and answers, where emerging museum professionals can ask candid questions to seasoned museum experts. Emerging museum professionals as well as those who supervise EMPs are encouraged to attend this session.

*Speakers: Diana Folsom, Director of Digital Collections, Gilcrease Museum; James Pepper Henry, Executive Director, First Americans Museum; Gena Timberman, Principal, Luksi Group; Valorie Walters, Under Secretary of Culture and Humanities, The Chickasaw Nation*

**The Blossoming of AI**
Stoney Creek Hotel and Conference Center

After decades of development and research, Artificial Intelligence (AI) tools are blossoming for all to use. These tools can assist in performing everyday tasks in museums such as writing wall labels or creating interactive games. However, there are potential risks associated with the use of AI, such as plagiarism and the gathering of incorrect information without proper human intervention. The purpose of this panel is to discuss the benefits and potential challenges of using AI in museums. The panelists will share their experiments and experiences with the audience to encourage discussions on the impact of AI on the museum industry.

*Speakers: Joseph Carriger, Imaging Manager & DBA, Gilcrease Museum; Naomi Franklin, Manager of Collections data and TMS DBA, Gilcrease Museum; Cady Shaw, Director, Woody Guthrie Center; Heidi Vaughn, Director, Laboratory of History Museum, University of Central Oklahoma; Patrick Daglaris, Oral History Archivist, Oklahoma Oral History Research Program, OSU Library*

**Communications Roundtable**
Stoney Creek Hotel and Conference Center

OMA conference attendees will have the opportunity to have their exact marketing, advertising, public relations, and all communications-related questions answered from a panel of professionals. Attendees should prepare questions in advance so that we will be able to provide exact scenarios or thoughts to brainstorm with the group.

*Speakers: Lauren Daughety, Principal/Owner, The Guild; Shauna Kimbell, Owner, Designed by Shauna; Casey Ihde, Marketing & Communications Coordinator, Oklahoma State University Museum of Art*

3:15pm-3:30pm  Networking Beverage Break

**Networking Beverage Break**
Stoney Creek Hotel and Conference Center
Thursday, September 14

3:30pm-4:30pm  Concurrent Sessions

I’m Nobody! Subverting Your Mission in Order to Fulfill It
Stoney Creek Hotel and Conference Center

This session will focus on how museums can find success through humility to connect with their community and develop strategies that address whole person wellness. “I’m nobody! Who are you?” Emily Dickinson famously wrote. This simple line contains the key to a museum’s successful place within a community: begin with nothing, a blank slate, and assess the needs of the people you will be serving by asking, “Who are you?” A poetic look at one’s institution begins with what poetry begins with—the image that will evoke a response in the reader. What picture of the community do you get when you look at it with the intent to observe and understand it outside of the vision of your own institution? How can you create an honest picture of your community? Using both firsthand experience and documented research, participants will gain the tools and resources needed to assess a community’s needs face-to-face and how to be present to those needs in relation to the museum’s mission. The challenge is to be “nobody.” The challenge is to subvert one’s admiration of self to truly bolster that self’s vision.

Speaker: Shaun Perkins, Director, Rural Oklahoma Museum of Poetry

Tips and Tools for Working with Independent Contractors and Consultants
Stoney Creek Hotel and Conference Center

Do you need to hire an architect? Are you thinking of contracting with a conservator, exhibit designer, exhibit fabricator, or project archivist? Do you want to be an independent contractor who works with archives, libraries, and museums? This session will address being, finding, and working with contractors and consultants to make your projects successful. This session will provide sample documents and address contractual agreements basics, important things to include in a contract, when to contact an attorney, how to identify a contractor to fit your needs and budget, the consultant’s roles and expectations, and the contracting entity’s roles and expectations.

Speakers: Veronica Pipestem, Consultant, ItsimiVee Museum and Cultural Program Services; Nancy Lowe-Clark, Consultant, ITIN Museum Services

Museum Accessioning and Registration of Collections (MARC) Online Course - The Basics
Stoney Creek Hotel and Conference Center

Come learn about this newly revamped online course that teaches a solid foundation of basic museum collections knowledge and is great for staff, board members, or volunteers working with museum collections, artifact donations, exhibit loans, and much more. There are 33 on-demand videos with handouts available at https://www.okmuseums.org/museum-accessioning-and-registration-of-collections-online-course/. OMA thanks the National Endowment for the Humanities for funding this project with ARPA funds.

Speaker: Karen Whitecotton, Deputy Director, Oklahoma Historical Society; Jeremy Springer, President & CEO, The Springer Company

6:00pm-9:00pm  Live Auction, Dinner, and Awards Celebration

This event requires preregistration and has a separate fee from conference registration; see details below.

Live Auction, Dinner, and Awards Celebration
6:00pm-9:00pm  Stoney Creek Hotel and Conference Center
Cost: $55

Begin the night with a cash bar and enjoy a short live auction to support OMA programs with our fantastic masters of ceremonies Ken Busby and Jacob Krumweide! Then, enjoy dinner and a celebration recognizing excellence with this year’s award winners. OMA takes great pride in honoring the outstanding projects and dedicated individuals that make Oklahoma museums—large or small, rural or urban—shine!

Have a fabulous item you want to donate for the auction? Contact the OMA office at 405.424.7757 or info@okmuseums.org to let us know.
**Friday, September 15**

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**Registration Desk Open**
Stoney Creek Hotel and Conference Center

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**Fundraising for Tomorrow: Strategies for the Long-Term Health of Your Museum**
Stoney Creek Hotel and Conference Center
In this session, Ken Busby, experienced fundraiser and all-around good guy, will share strategies for grant writing, planned giving, special events, and advocacy that will support the long-term success of your museum.

*Speaker: Ken Busby, Executive Director & CEO, Route 66 Alliance*

**Using Technology to Share Our Stories**
Stoney Creek Hotel and Conference Center
How do we capture the attention of an increasingly distracted population long enough to tell our stories or reach those from demographics that traditionally lack exposure and access to museum experiences? Hear from a panel of museum professionals using technology to address these challenges and learn what they’ve discovered on their quest to bring the lessons of their respective institutions to the people.

*Speakers: Stephen Evans, Director of Education and Public Programming, Oklahoma City National Memorial & Museum; Zac Fowler, Marketing & Creative Strategist, Woody Guthrie Center | Bob Dylan Center; Tori Waldron, Manager of Teacher & School Programs, Oklahoma City Museum of Art*

**The Power of Local Celebrities**
Stoney Creek Hotel and Conference Center
Feature local celebrities as part of your exhibits, programs, and performances to give your museum branding power. This session is a case study of successful (and surprising!) collaborations with people such as musicians Darci Lynne and Kyle Dillingham, various artists, professional athletes, and even an interesting story about a mayor making a cameo performance in Spandex. You will learn tips for navigating complicated schedules, how to increase revenue by tapping into fan bases, and ways to think differently about modern pop culture in a history museum.

*Speaker: Amy Stephens, Director, Edmond History Museum*

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Friday, September 15

10:45am-12:00pm Concurrent Sessions

Planned Giving 101 for Museums
Stoney Creek Hotel and Conference Center

Not enough time to launch a planned giving program? Congratulations?! You have an unplanned giving program! NOW is the time to change your organization’s unplanned giving program to an environment of giving in this interactive workshop. Commit to six thoughtful steps for organizational sustainability; neither extra personnel nor attorneys are required.

Speaker: Julie Dais, Director of Advisor Partnerships and Planned Giving, Oklahoma City Community Foundation

Putting the FUN in Fund Accounting
Stoney Creek Hotel and Conference Center

Session participants will be able to learn how to track restricted funds in software like QuickBooks, Sage, Xero, and other non-fund accounting software packages. Focusing on how the asset section of the chart of accounts is used in conjunction with the bank to track restricted donor or grant funds while only having one or two bank accounts.

Speakers: Jeremy Springer, Accountant, The Springer Company

Advocacy 2.0 - The Good, The Bad, and The Beautiful
Stoney Creek Hotel and Conference Center

Tick tock, tick tock, timing is everything. Especially when it comes to advocacy! Join two seasoned advocates and former Representative Carol Bush as we dive deep into the legislative cycle. Panelists will break down the timeline for action, define the lingo, share resources for tracking bills and measures, and explain how effective engagement with our elected officials is a year-round process.

Speakers: Jason Harris, Executive Director, The Chisholm; Ken Busby, Executive Director & CEO, Route 66 Alliance; Carol Bush, Former Representative, Oklahoma House of Representatives

12:00pm Conference Ends
Register to attend the Oklahoma Museum Conference today - click here!

### Registration Information

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<thead>
<tr>
<th>Registration Type</th>
<th>Fee Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EARLY BIRD REGISTRATION (ends July 31)</strong></td>
<td>Payment for Early Bird registration is due by July 31.</td>
</tr>
<tr>
<td>Early Bird Conference Registration</td>
<td>$260 OMA Member Discount; $335 Basic</td>
</tr>
<tr>
<td>Wednesday Workshop Registration</td>
<td>Workshops run concurrently on Wednesday 1pm-4pm</td>
</tr>
<tr>
<td><strong>STD Conference Scholarships</strong></td>
<td>$310 OMA Member Discount; $385 Basic</td>
</tr>
<tr>
<td>Wednesday Workshop Registration</td>
<td>Workshops run concurrently on Wednesday 1pm-4pm</td>
</tr>
<tr>
<td><strong>Oral Histories</strong> (limit of 10)</td>
<td>Fee waived with scholarship, first-come; first-served</td>
</tr>
<tr>
<td><strong>Enclosures 2.0</strong></td>
<td>Fee waived with scholarship, first-come; first-served</td>
</tr>
<tr>
<td><strong>Murals</strong></td>
<td>Fee waived with scholarship, first-come; first-served</td>
</tr>
<tr>
<td>Event Registration</td>
<td>$35 Wednesday Opening Event; $35 Thursday Lunch, Annual Meeting, Keynote; $55 Thursday Evening Live Auction, Dinner, and Awards</td>
</tr>
</tbody>
</table>

| **STANDARD REGISTRATION (August 1 - August 29)**       | Payment for Standard registration is due by August 29.                        |
| Standard Conference Registration                       | $310 OMA Member Discount; $385 Basic                                            |
| Wednesday Workshop Registration                        | Workshops run concurrently on Wednesday 1pm-4pm                                |
| **Oral Histories** (limit of 10)                       | Fee waived with scholarship, first-come; first-served                         |
| **Enclosures 2.0**                                    | Fee waived with scholarship, first-come; first-served                         |
| **Murals**                                             | Fee waived with scholarship, first-come; first-served                         |
| Event Registration                                     | $35 Wednesday Opening Event; $35 Thursday Lunch, Annual Meeting, Keynote; $55 Thursday Evening Live Auction, Dinner, and Awards |

**LAST CHANCE REGISTRATION (August 30 - September 15)**

Last Chance registration includes conference sessions only; Wednesday workshops and events are not available to add. Must be paid in full at time of registration. OMA Member Discount does not apply to Last Chance registration.

$435 Last Chance Conference Registration (conference sessions only)

### Conference Scholarships

There are two types of scholarships available for the 2023 Oklahoma Museum Conference:

**Conference Registration Scholarships** provide conference registration only. Workshops and events are not included. Scholarships provided by Oklahoma Humanities as well as the Oklahoma Department of Libraries and the Oklahoma Historical Records Advisory Board, with funding support from the National Historical Publications and Records Commission.

Priority will be given to applicants:
- whose organizations are in rural communities; or
- who are emerging professionals or have joined the profession (as a museum employee) within the last three years; or
- that are staff, volunteers, or board members who have not attended the Oklahoma Museum Conference within the last five years.

**Conference Speaker Scholarships** are for speakers who are only able to attend their session and not the conference. Events are not included.

Click specific scholarship link above to apply; deadline is July 21, 2023. Help a colleague by donating to the OMA Scholarship Fund.

### OMA Membership

Current OMA members receive great benefits like discounted registration rates. If you are not a current member, you can join or renew your membership today!

To receive the OMA Member Discount Rates listed above, you will need your membership number which may be found on any OMA ENews message or by contacting the OMA office at 405.424.7757 or info@okmuseums.org.
WE LOOK FORWARD TO SEEING YOU IN 2023!