



ASSOCIATION OF MANITOBA MUSEUMS NEWSLETTER

Summer/Fall 2015

AMM Annual Conference 2015

Delta Winnipeg Hotel, October 1 - 3

Museums: Value beyond dollars and cents

The value of Museums is much more than artifacts or monies collected. They contribute to the quality of life in their communities, to society, in many ways. Museums are part of education, learning and sharing. They are places to meet, to stop and reflect or to get up and participate. There are ways your museum contributes to the value of your community that you may not even be aware of.

[Register online](#) or call the AMM office.

Opening Reception

The City of Winnipeg Museums' Board will host the Opening Reception on Thursday, October 1st at Dalnavert Museum and Visitors' Centre (61 Carlton Street).

Sessions

Sessions will be held at the Delta Winnipeg hotel: Friday and Saturday (October 2 & 3). Our line-up of Presenters includes:

- **Alan Freeman**, Keynote Speaker: Principal economist with the Greater London Authority (2000 to 2011). Now retired he lives in Winnipeg and is co-director with Radhika Desai of the Geopolitical Economy Research Group (www.geopoliticaleconomy.ca).
- **Maralyn MacKay-Hussain**, Costume Museum of Canada: Overview of their recovery from the financial crises of February 2010, presentation of their business plan and the model of a museum without a permanent gallery.
- **Jimm Simon**, Upper Fort Garry Provincial Heritage Park: Learn more about the story of Upper Fort Garry Park and what the future holds for this unique interpretive project.
- **Gord Hill**, Manitoba Archaeological Society: Pre-contact artifact identification project.
- **Dr. Chris Malcolm** and **Dr. Doug Ramsey**, University of Brandon:

Community Museums Visitors Research project - a study of visitors to community museums. Who, why, what they expect to experience, and how they feel about their visits. [The tourism study they conducted last year at the Canadian Fossil Discovery Centre won an award.](#)

- **Andy Blicq** and **Huw Eirug**, [Merit Motion Pictures](#): *The End of Our Memories*, a Documentary showcasing the plight, struggles and successes of Manitoba's museums and to share their stories with a broader audience.
- **Jane Dalley**, AMM Cultural Stewardship Program (CSP): A retrospective on how the CSP helps community museums.
- **Pam McKenzie**, Royal Aviation Museum of Western Canada: This light-hearted, yet thought provoking presentation will look at the things an archival summer student learned during the 11 weeks she worked at the Museum. These work related skills are disguised as "Life Lessons" learned around the lunch table.
- **Andrea Reichert**, Manitoba Crafts Museum & Library and Manitoba Sports Hall of Fame: *Take care of the pennies and the pounds will take care of themselves*. Two different examples of how an artifact can be powerful and relevant to your community.
- **Scott Young**, The Manitoba Museum: Community consultation and what that actually means. Accommodating and reconciling political and social and scientific viewpoints, and finding the "fun" in all that.
- **Monique Brandt**, AMM Executive Director: 150 for 150 Project.

Awards Banquet

Join us as we recognize this year's award winners and the graduates of our Certificate Program in Museum Practice, before enjoying a sumptuous banquet and talking with friends and colleagues.

Fundraiser

The live auction, following the Awards Banquet, is hilarious fun as well as an important fundraiser for the AMM. We've had people bid furiously for cheap jewelry and others only when prodded by the tip of a Viking's sword. We've had people bid on items from their own office while others have won a puzzle only to be asked to bid again for its solution.

Something unexpected often happens during the auction and this year should be no exception to the rule. We are also happy to announce that **THE FRENCH CONNECTION**, Pierrette Boily and Jacques Bourgeois, have agreed to be our auctioneers again this year.

Donations

Every good auction and raffle needs donations to be successful so if you, or someone you know, has something to donate please let us know. We'd really appreciate it.

Annual General Meeting

The AGM will be held from 9 to 10 a.m. on Saturday, October 3rd, at the Delta Winnipeg Hotel. There are executive and councilor positions board positions up for re-election.

This is an opportunity for you to nominate someone, or stand for nomination yourself, to serve the Association and its members. The Board meets four times a year.

Please remember to renew your membership! Most memberships expired on March 31st, 2015. If your membership isn't up to date you will not be able to vote at the AGM.

Your museum will also be removed from the AMM website and you will not receive any more newsletters or broadcasts.

If you want to check on your membership status, please contact the [AMM office](#).

The Association of Manitoba Museums (1972) Inc, as the voice of our museum community, is dedicated to promoting excellence in preserving and presenting Manitoba's heritage.

Training Report

The *Museum Facility* was held at the Charleswood Historical Museum on June 12th and 13th. It was well attended and received by the participants. The facility was also excellent.

A course from the Certificate Program in Museum Practice, *Exhibit Design*, will be held on September 2nd at Stonewall Quarry Park.

Exhibit Design – to boldly plan..., a brand new Specialized Course, will be held the day after *Exhibit Design*. It's designed to expand upon things learned in *Exhibit Design* and offer participants some hands-on activities as they work on an actual temporary exhibit for their museum. The course will be restricted to 10 groups to allow the instructors time to properly help each group with their exhibit planning and design.

The instructors for both courses will be Sherry Dangerfield (S.Dangerfield Interpretive Services) and David McInnes (Typha Communications).

We have five people graduating from the Certificate Program in Museum Practice this year. They will receive their certificates at the Awards Banquet at this year's conference at the Delta Winnipeg Hotel on Friday, October 2.

The next big course coming up will be [Construction of Mannequins for Historic Costumes](#), which is a [Canadian Conservation Institute](#) (CCI) course. It will be held in Winnipeg on March 9 and 10. Here is a description of the course from CCI's website:

"This workshop discusses the factors that determine the best way to display historic costumes, including the condition of the artifact, safety, and accurate representation of the period. Fabrication methods for four different types of mannequin are outlined, issues surrounding preventive conservation are covered, and a variety of options for the construction of finishing touches (e.g. arms, legs, stands, bases, heads, and hair) are presented. The hands-on component of the workshop includes the construction of a mannequin torso as well as experimentation with materials and methods for finishing touches."

For more information visit CCI's website at <https://www.cci-icc.gc.ca/training-formation/list-liste/manneq-eng.aspx>

Feed Me!

Please send the AMM your pamphlets! Our display stand is starving!

A hungry stand is a sad stand.

Bursaries for Conferences

Did you know that the [Canadian Museums Association](#) (CMA) has a bursary for conferences? Bursaries can cover up to \$600 of your travel and accommodations to a conference.

If you're attending our conference visit the CMA's [website](#) to see if you qualify for a bursary.

Visit http://www.museums.ca/site/bursaries_conferences

150 for 150

The AMM is embarking on what will arguably be its biggest project and we're hoping you'll be involved.

The idea is to tell the story of Manitoba during 150 years of confederation with 150 artifacts from Manitoba museums. Artifacts will be grouped together to tell a particular story and then developed into a traveling exhibit to travel around the province. The exhibit should be able to travel all together or as several smaller exhibits, each telling a different story of Manitoba.

Is there an artifact in your museum that tells a compelling/interesting story about our province? How would YOU tell Manitoba's story?

Monique Brandt will be presenting this project at the conference. This project is a big undertaking involving professionals, students, and volunteers as well as YOU – our member museums.

The 150 for 150 Advisory Group are:

- James Dykstra, teacher at Linden Christian School, Red River Heritage Fairs
- Pat Bovey, teacher at U of W, Buhler Gallery
- David McInnes, Typha Communications
- Andy Blicq, Merit Productions
- Hanna Peters, The Manitoba Museum

Identification Project

The Manitoba Archaeological Society, Brandon University and the AMM were involved in a project this summer to identify and catalogue pre-contact artifacts in rural museums. The AMM was asked to help identify and contact museums for potential visits from students who would examine and catalogue their artifacts.

The students went to several museums and found many interesting pieces which they dutifully identified and catalogued.

Some choice pieces will be shown off at this year's conference.

Awards

Several award nominations have been received for consideration this year.

Thank you to everyone who saw the value in what a group, individual or museum had accomplished and took the time to nominate them for an award and some well deserved recognition.

We look forward to presenting their achievements at this year's Awards Banquet during the conference on Friday, October 2nd at the Delta Winnipeg Hotel.

Documentary of Museums

Several months ago the AMM was contacted by Andy Blicq, a local filmmaker, who wanted to make a short documentary about museums in Manitoba.

He requested our assistance in identifying museums in a few categories who might be interested in telling their stories.

Filming began this summer and the willingness of museums to participate was strong. Andy will be at this year's conference to talk about the project.

The Survey Says...

Dr. Chris Malcolm and Dr. Doug Ramsey, both of Brandon University, have embarked on a new project, which is a natural extension of their previous, award-winning tourism study.

This new survey will delve into the who, what, whys and hows of visitors to rural museums. They want to find out who the visitors are, what they're looking for, why they chose to visit a museum and how they would rate the experience.

Chris and Doug will be at the conference (October 1 – 3 at the Delta Winnipeg Hotel) to discuss some of their findings.

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Minnedosa District Museum and Heritage Village

Minnedosa Honours Lifetime Museum Members.

During the Annual General Meeting of the Minnedosa District Museum and Heritage Village Corp, Honourary Lifetime Membership Certificates were presented to five long-time museum volunteers and former board members: Earl Thompson, Keith Robertson, Charlie Kingdon, Jim Kingdon and Vern Phillips.



Lifetime Members honoured: Back Row (L-R): Vern Phillips, Keith Robertson, Jim Kingdon. Front Row: Earl Thompson and Charlie Kingdon

Earl Thompson has been involved with the museum since 1994. In addition to being a dedicated volunteer at the museum, Earl also spent seven years on the executive as President and Vice President. He continues to help out at the Heritage Village whenever he can, quietly taking on small but important projects here and there.

Keith Robertson began volunteering with the museum in 1995. During his many years of service with the museum, Keith served two and a half years on the board as Treasurer. Keith was a familiar face down at the Heritage Village lending his knowledge and labour to numerous projects over the years.

Brothers Charlie and Jim Kingdon became involved with the museum in 1998. In addition to the many hours of volunteer labour the two have put in at the Heritage Village, both have served on the executive in the capacities of President and Vice President. Charlie served as President for seven consecutive years starting in 2003. Jim continues to lend a helping hand at the museum whenever possible and, as the organization's historian, is often called upon to share his vast knowledge of all things from the past.

Also coming on board with the museum in 1998 was Vern Phillips. At times it seemed Vern was a permanent resident of the Heritage Village as he started projects

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early in the morning and worked on them late into the evening. He continues to give a great deal of his time to the museum as one of the organization's handymen. Vern served on the board as Treasurer for six years and as Project Manager for the Octagon Display Building relocation and restoration project.

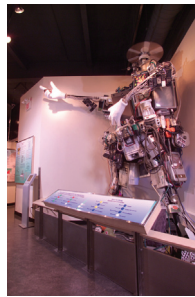
Without the hard work and dedication of these life members, along with numerous other museum volunteers who have helped out over the years, the Minnedosa District Museum and Heritage Village would not be the amazing treasure it is today!

Manitoba Day 2015

This Manitoba Day was very different from previous years. This year we heard people talking about Manitoba Day on the radio, in the newspapers and on television. In previous years we felt like nobody was talking about our province's special day, but this year it seemed like everyone was talking about it.

This year the AMM concentrated its efforts on Social Media to get the word out about Manitoba Day. We posted on Facebook, we Tweeted and we posted things on our website. The result was a new Manitoba Facebook page (which garnered over 50 followers in less than a month), and tweets that joined over 21,000 impressions!

Our annual Manitoba Day draw for a free FULL conference registration was won by the Manitoba Crafts Museum and Library. Remember, if you let us know about your Manitoba Day activities we'll post them on Facebook, we'll Tweet about them through Twitter, and we'll list them on our website. We'll also enter you into the draw for a FULL conference registration.



Robot at Manitoba Electrical Museum

Updating Info

Have you visited your museum's page on our website? Is the contact information and your museum's description accurate? Up-to-date? If not you can change that! Log in under Member Sign In and use your AMM Member number as your user name and password. You can also change your password once logged in.

In this way you can post events, photos, add exhibits and highlight special artifacts. Be aware that when you post a photo you won't see it until you log out and go back to look at your page.

Give us a shout if you encounter any difficulties.

Culture Days

September 24 - 26, 2015.

Are you participating in Culture Days? Have you seen the events that are being held?

For more information on [Culture Days](http://mb.culturedays.ca/en) visit their website at <http://mb.culturedays.ca/en>

View activities: <http://mb.culturedays.ca/en/activities/results/grid?location=province&province=mb>

C'mon, show us your culture!

Mannequin Loan

The Manitoba Opera Association's (MOA) upcoming opera is *The Marriage of Figaro*, running on November 21, 24, 27 at the Centennial Concert Hall. They would like to ask patrons to loan photos and wedding dresses for a display during the run of the show, about a week. They would like to have some 25 dress styles representing the last 100 years or so. They think that this will be exciting for patrons and help to build an even stronger audience community.

Would AMM member museums be willing to loan the Manitoba Opera Association mannequins for the period of the show? If so, MOA will be very pleased to reciprocate with tickets to an upcoming show that could be used as a prize, for volunteer recognition, as a raffle item, or in another way the donor museum chooses.

If museums can assist, they should contact Darlene Ronald, Marketing Manager for the MOA. She can be reached at dronald84@shaw.ca.

New Iceland Heritage Museum Presents

Made possible in part with support from Viking Lodge #75, Prince of Wales #1 R.A.M. and individual Masons.
94-1st Avenue at the Waterfront Centre, Gimli MB
www.nihm.ca 1-204-642-4001

Museum Admission: Adults \$7.00, Seniors & Students \$6.00, Family rate \$15.00, Kids 6 and under - FREE

The Virtual Museum of Canada Helps You Connect with Canadians — and the World!

Showcase your best stories—virtually anywhere! The Virtual Museum of Canada (VMC) invites Canadian museums and heritage organizations to pitch inspiring and innovative ideas for online products and experiences. Through the Virtual Exhibits Investment Program, the VMC actively supports online content that connects Canadians to each other and to their shared heritage.

Why take your content online? Your museum has the stories — seize this opportunity to reach a wider audience.

Who can apply? Any Canadian museum or heritage organization (e.g. art gallery, botanical garden, zoological park, historical house, library, etc.) can propose a project.

What qualifies for funding? The VMC will consider proposals for online exhibitions, tours, games and resources.

When should you apply? Proposal deadline is September 25, 2015.

How can you get started? Get more details and download an application form here: <http://vmc.historymuseum.ca/investment-programs/>.

In our connected world, responsive design is essential. All virtual projects must be consumable over various devices and platforms.

You have questions? Join us on September 2nd at 1 p.m. (EDT) for a “How-To” webinar or contact us at infovmc@historymuseum.ca

Don't miss the next Calls for Proposals and other updates, subscribe to our mailing list.

Trade Show and Sponsors



Tradeshow 2013 in Gimli

We are looking for businesses and organizations to take part in the Trade Show at this year's conference or

sponsor some of the conference events or activities.

If you would like to take part, or know of someone who would, please contact the AMM office or visit our website at www.museumsmanitoba.com and follow the links.

Rapprochez-vous des Canadiens et le monde grâce au Musée virtuel du Canada

Racontez vos plus belles histoires dans l'univers virtuel! Le Musée virtuel du Canada (MVC) invite les musées et organismes patrimoniaux, partout au Canada, à lancer des idées inspirantes pour faire vivre des expériences et offrir de nouveaux produits en ligne. Grâce au Programme d'investissement pour des expositions virtuelles, le MVC héberge activement un contenu en ligne qui permet aux Canadiens et Canadiennes de tisser des liens entre eux et de mettre en valeur leur patrimoine commun.

Pourquoi afficher du contenu en ligne? Si votre musée a toute une série de récits à partager, saisissez l'occasion d'atteindre un public plus vaste.

Qui peut participer? Tout musée ou organisme patrimonial au Canada (p. ex. galerie d'art, jardin botanique, parc zoologique, maison historique, bibliothèque) peut proposer un projet.

Quels sont les critères de financement? Le MVC considérera toutes les propositions visant l'affichage d'expositions, de tournées, de jeux et de ressources en ligne.

Quand peut-on présenter une demande? La date limite du dépôt des propositions est le 25 septembre 2015.

Par **où** commencer? Obtenez de plus amples détails et téléchargez un formulaire de demande ici (<http://mvc.museedelhistoire.ca/programmes-dinvestissement/>).

Dans notre monde de plus en plus branché, une conception adaptée au contenu est essentielle. Tous les projets virtuels doivent pouvoir être lancés sur diverses plateformes au moyen de différents appareils.

Vous avez des questions? Communiquez avec nous à infomvc@museedelhistoire.ca

Ne manquez pas le prochain appel de propositions et recevez toutes les mises à jour entre-temps: inscrivez-vous à notre liste d'envoi dès maintenant.

The AMM gratefully acknowledges the financial support of Canadian Heritage and Manitoba Tourism, Culture, Heritage, Sport and Consumer Protection.

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