

ALHFAM



The Association for Living History, Farm and Agricultural Museums

2010 Southeast Regional Conference

February 4-6, 2010

Telling a Better Story

Practical Measures to Reach a Larger Audience More Effectively

Hosted by



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The Association for Living History, Farm and Agricultural Museums

Southeast Regional Meeting

Historic Westville

February 4-6, 2010

Telling a Better Story:

Practical Measures to Reach a Larger Audience More Effectively

This has been a very challenging year for most sites with the poor economy, high unemployment, and budget cutbacks by states and local municipalities. The only way many of us have been able to navigate through these troubled waters was to ensure we tell the best story possible. Many of the sessions will offer insights on how to tell better stories by using new, improved, or repackaged tools. This conference demonstrates how our colleagues have managed to maintain and expand an audience through creativity, partnerships and other innovative efforts. I thank all the presenters for offering their perspectives to this conference.

I would like to express my thanks to our partners who helped make this conference so great: Americus-Sumter County Tourism Council, Jimmy Carter National Historic Site, Andersonville National Historic Site, Habitat for Humanity Global Village, Windsor Hotel, and Historic Westville and its staff and volunteers.

We hope you enjoy your visit to Southwest Georgia!

Leo J. Goodsell
Executive Director
Historic Westville

HOTEL INFORMATION

The Windsor Hotel, 125 West Lamar Street, Americus, GA 31709. Tele: (888) 297-9567. This 1892 Victorian-Era hotel is the host hotel for this event. ALHFAM rate is \$79.99. There is plenty of parking around the hotel. Website is www.windsor-amicus.com.

Quality Inn, 1205 S. Martin Luther King Jr. Blvd., Americus, GA 31709. Tele: (229) 924-4431. ALHFAM rate is \$69.99. There is plenty of parking around the hotel.

Other lodging is listed on the Americus-Sumter County website www.TheRealGeorgia.com.

DIRECTIONS

To Plains/Jimmy Carter Boyhood Home. From the Windsor Hotel start east on W Lamar Street toward Windsor Avenue. Turn Left on Lee Street (GA 377). Turn left onto W. Forsyth Street (one way). Continue to follow US 280W/GA-27W for 1.5 miles. Turn right onto US 280W/GA 27 W) and follow GA 27 W for 10 miles to Plains. Jimmy Carter Boyhood home in Archery is just west of Plains on your left.

To Andersonville. From the front of the Windsor Hotel, start east on W. Lamar Street (US-280 E/GA-27 E/GA-30 E/GA-49 N) for 0.9 mi, Turn left onto GA-49/Tripp Street. Continue to follow GA-49 for 10.6 mi. Arrive at Andersonville National Historic Site.

To Lumpkin/Historic Westville. From the front of the Windsor Hotel, start east on W. Lamar Street (US-280 E/GA-27 E/GA-30 E/GA-49 N) toward Windsor Avenue. Turn left on Lee Street (GA 377). Turn left onto W. Forsyth Street (US 280W/GA-27W). Continue to follow US 280W/GA-27W for 1.5 miles. Turn right onto US 280W/GA 27 W and continue to follow GA 27 W for 35.5 miles. Turn left onto Martin Luther King Jr. Drive (Courthouse Square) and continue south for 0.5 mile. Entrance is on the left.

THURSDAY
February 4, 2010
PRE-CONFERENCE WORKSHOPS

Registration in the Windsor Hotel Lobby from 5:00-7:30 p.m.

Participants will be expected to arrange their own transportation to the workshops. All workshops will occur at Historic Westville, Lumpkin, Georgia except Conserving Your Metal Artifacts which will be held at the Jimmy Carter Boyhood Home in Archery, Georgia.

9:00 am-12:00 pm Open Hearth Cooking for Beginners. Try your hand at the basics as you make 1850's Georgia recipes over the hearth of Westville's 1850s log farmhouse kitchen. Led by Westville's open hearth cook, Erica Granbury.

9:00 am-12:00 pm Beginning Blacksmithing. Learn the fundamentals of blacksmithing in Westville's famed forge worked by master blacksmith Alex Bealer, and the site of the founding of the Artist-Blacksmith Association of North America (ABANA). Taught by Westville's Craftsman Fred Rembert.

1:00-4:00 pm Intermediate Open Hearth Cooking: Deeper into the Pudding. This is a great opportunity to expand hearth cooking skills and to experiment with documented recipes from the 18th and 19th centuries. Taught by Veronica Weise, Culinary Historian, Box Springs, Georgia.

1:00-4:00 pm Paper Marbling: A Hands-on Heritage Art. This hands-on workshop introduces participants to the art of paper marbling, as well as learn where to inexpensively buy or how to make the equipment needed. Session will be held at Westville. Taught by Dean Hardman and Jeff Wyne, West Virginia University Jackson's Mill Farmstead, Weston, West Virginia.

ALL DAY - 10:00 am-4:00 pm Conserving Your Metal Artifacts. This free workshop by a professional metals conservator will teach participants how to manage and conserve historic metal farm equipment. Workshop will be held at the Jimmy Carter Boyhood Home. Lunch will be on your own. Taught by Clara Deck, metals conservator, The Henry Ford, Dearborn, Michigan.

Dinner on your own.

**FRIDAY
February 5, 2010**

Registration in the Windsor Hotel Lobby from 8:00 a.m.-4:00 p.m.

Tours depart from the Windsor Hotel at 9:00 am and return to the hotel by 3:00 pm. Your conference nametag will be your ticket to the tours. Lunch will be held at local restaurants and you pay on your own.

Tour 1 - Andersonville, Americus, and Habitat for Humanity. Guests will tour will the Andersonville Civil War prison grounds, the visitor center and the National Prisoner of War Museum, as well as a stop to the city of Andersonville. Bus will return to tour Americus and visit Habitat for Humanity’s Global Village. If weather permits, The Global Village will give a brick-making demonstration. Lunch on your own in downtown Andersonville.

Tour 2 - All Things Jimmy Carter. This tour provides an in depth look at the life of our 39th president of the United States. Guests will visit the Jimmy Carter Museum – the old Plains High School which he attended, the train depot in downtown that served as his campaign headquarters, and a visit to his boyhood home and farm in Archery, just outside of Plains. Lunch on your own in downtown Plains.

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Bus loads at the Windsor Hotel to depart for Historic Westville at 4:00 pm. Bus will depart Westville at 8:00 pm for return to the Windsor Hotel.

An Evening at Westville. Enjoy a rare opportunity to see Westville at night. Staff and volunteers will be on hand to assist guests as they tour the village on their own. The buffet dinner will be held in Westville's Kiser House Restaurant.

SATURDAY
February 6, 2010
Windsor Hotel, Americus, GA

Registration in the Windsor Hotel Lobby from 8:00-9:00 a.m.

9:00 am Welcome to the 2010 Southeast Regional Conference and introductory comments by Leo Goodsell, Executive Director, Historic Westville.

9:10 am Keynote Address by Bill Hardman, Director, Southeast Tourism Society, Atlanta, Georgia.

9:45 am Sessions Begin. *See page 11 for Room Assignments.*

Reaching A Larger Audience Through Outreach Programming

This session will provide insight into the development, enhancement and implementation of outreach programming. Will demonstrate that the benefits of this type of programs not only provide additional revenues for your site, but it will also provide an opportunity to promote your site for additional visitation. Through this type of hands on educational programs, you can reach a wider audience at a variety of venues. Let us share our seven year roller coaster ride to a successful multi-state program we call "History Hitting the Road." **Presenter:** Dean Hardman, Site Director and Program Specialist, West Virginia University Jackson's Mill Farmstead, Weston, West Virginia.

Chattahoochee Trace National Heritage Corridor

This presentation will focus on plans for the designation of the Chattahoochee Trace region of Alabama and Georgia (18 counties along the lower Chattahoochee River) as a National Heritage Corridor by the National Park Service (NPS). A feasibility study will be conducted by the

NPS during 2010-2011 and is expected to be completed by mid-2011. The designation should be made shortly thereafter. The speaker will share information about how all counties and attractions in the region will benefit from this designation. Historic Westville will be among the area attractions that should receive some significant support as a result of this designation. **Presenter:** Name: Douglas C. Purcell, Executive Director, Historic Chattahoochee Commission, Eufaula, Alabama.

Living History and Restoring History

A session on the history of Fort Yargo and how the Fort Yargo Living History Society came to be and its usefulness for community education. How important it is to work with the local community and having the community involved in the site's restoration. The session will cover how a historic site can form and support a living history group and what are those benefits. **Presenter:** Omer Alexander, Fort Yargo Living History Society, Bethlehem, Georgia.

Geocaching 101 – Marketing the Experience & Build Traffic

An overview on how to use Geocaching – an high tech scavenger hunt to build attendance, promote your destination, attraction, even event with little or no financial investment. The Columbus CVB along with other destination marketing organizations are doing this to promote a variety of experiences. The GA Department of Economic Development has featured this program several times at its annual Techno Tourism Conference. **Presenter:** Peter Bowden, President & CEO, Columbus Convention & Visitors Bureau, Columbus, Georgia.

11:15 – 11:30 am Break

Historical Programs in Disguise! Using Math, Language Arts, and Science to Teach History at Indiana State Historic Sites.

See how several of Indiana's Historic Sites are featuring non-traditional programs while sneaking in the history requirements on the side. Two major programs created by the Lanier Mansion State Historic Site features 3rd through 8th grade math and everyday applications in historic preservation: "Lanier's Money: Dollars and Sense in the 1840s,"

and “Lanier's Right Angle: Math at the Mansion.” **Presenter:** Anne Fairchild, Eastern Region Program Manager, Indiana State Museum and Historic Sites, Madison, Indiana.

Our Town Does Not Have a Museum: Promoting Your Museum in the Local Community

In a world of shrinking budgets museums look for new, cheaper, and better ways to reach a larger audience more effectively. Sometimes we forget that the larger audience may come from our own community. We may spend hundreds of dollars to advertise at the state welcome center on the main highway and forget to tell the town visitor center where we are located. This session will look at ways to bring our museums to the attention of the local community in which we live and work. Networking and partnering with local groups and other museums will be discussed. The benefits gained from these partnerships and networks in the Central Florida area will be examined. The Central Florida History Consortium and Museums of Brevard (MOB) project will be discussed as examples. **Presenters:** Joseph Adams, Recreation Specialist, Fort Christmas Historical Park, Christmas, Florida, and Michelle Alexander, Director of Interpretation, Historic Westville, Lumpkin, Georgia.

Soldiers, Sailors, Slaves, and Civilians: Commemorating the Sesquicentennial of the Civil War in the Chattahoochee Valley

The Chattahoochee Valley Sesquicentennial Planning Committee, a collaboration of organizations from Georgia and Alabama, created a coordinated schedule of diverse programs for 2011 addressing the various ways the Civil War impacted all aspects of the Chattahoochee Valley's population. The programs are designed to speak to both the effects of the conflict on the area at the time, and the ways it continues to be relevant to the community today. Scheduled events include exhibitions, lectures, tours, performances, discussions, and other commemorative ceremonies. The series of programs promises to be a marketable attraction for Columbus and the Chattahoochee Valley area that both interests the local community and encourages tourism from the broader Southeast region. **Presenter:** Mike Bunn, Assistant Curator, The Columbus Museum, Columbus, Georgia.

12:30-1:30 Buffet lunch and business meeting – Americus Sumter Room

Telling a Better Story: Responding to Criticisms of Slave Reenactments

Many plantations in the South reenact the lives of slaves to give visitors a more authentic experience. But there have been strong disagreements over reenactments of slavery. This interactive session examines sensitive issues related to reenactments and discusses how interpreters and other staff members can create sensitive, balanced responses to audience reactions and public criticisms. Seminar participants will be invited to share their experiences with handling slave reenactment issues. **Presenter:** Clive Muir, Ph.D., Founder, MUIRCOMM/Experience By Design, Clemmons, North Carolina.

Methods of Acquiring Membership

This session focuses on ways to present your organization to the public. How to tell a good story and get people interested in joining your organization. Providing hands-on experiences for non members. And the follow through, getting the application form completed and submitted. **Presenter:** Thomas “Tom” Cissell, Coalition of Historical Trekkers (CoHT) State Representative for Georgia and Treasurer of Fort Yargo Living History Society(FYLHS), Ball Ground, Georgia.

Off the Battlefield and Into the Talva.

This presentation will discuss methods the Southern Indian Department uses to improve and diversity its programs to encourage historical interpretation beyond the typical battle reenactment. The organization is broadening the topics traditionally covered by “reenacting groups” by teaching its members to understand and interpret the broader cultural contexts, lifeways and material culture, allowing a more inclusive set of topics they can present to the public. The session will cover methods used to educate interpreters, increase the repertoire of topics, and expand potential audiences/venues for presentation. **Presenter:** Wynne Eden, President, Southern Indian Department, Americus, Georgia.

2:45-3:00 pm Break

Implementing Living History in a High School Classroom: Advantages and Challenges

This presentation will feature a demonstration of five living history techniques that have been successfully used with a High School history class. The presentation will feature video footage of living history done by students in high school, testimonials from the student participants, and a careful consideration of the educational value of these techniques. Specific focus will be upon the challenges and difficulties an educator faces when attempting these techniques. **Presenter:** Richard Gardiner, Ph.D., Assistant Professor of History Education, Columbus State University, Columbus, Georgia.

Lessons of the Arkansas Living History Association: Reaching a Larger Audience of Living Historians.

Four years ago, living historians around Arkansas began a discussion on how to better connect everyone in the state that deals with living history. To overcome not just cooperation hurdles between private and public entities, but also different levels of government and different branches of the same agencies, the Arkansas Living History Association was born. Now we are preparing to host our 4th annual conference, have a website and list serve to benefit our members, and have developed a certification program for local living historians. Come find out what grassroots organizing can do for living history! **Presenters:** Ian Beard, Adult Education, Living History, and Volunteer Coordinator Old State House Museum and ALHA President; Kristyn Watts, Interpreter, Powhatan Historic State Park, Powhatan, Arkansas and ALHA Secretary.

Green Products for Your Museum.

Danamer Scientific designs and produces green products that could be useful at your site. **Presenter:** Dick Ivey, Meridian Inc./Danamer Scientific, Bainbridge, Georgia

Best Practices for Sites Working with Re-enactors: Round Table Discussion.

For many historic sites, re-enactors are essential for special events. However, the relationship is not always easy. How do you find good re-enactors. How can they help you fulfill your event mission? What do re-enactors expect from the site? These and other questions will be up for

discussion in this round table session. Both event coordinators and re-enactors will be present. **Facilitator:** Wynne Eden, President, Southern Indian Department, Americus, Georgia.

Key Ingredients in Georgia: Life Before, During and After Hosting a Smithsonian Traveling Exhibit

Museum on Main Street (MoMS) is a partnership project of the Smithsonian Institution, state humanities councils, and rural museums across America. Its mission is to combine cultural resources at the federal, state, and local level to spark lasting professional improvement for small town museums. The Georgia Humanities Council is currently hosting a popular exhibit from the Smithsonian Institution Traveling Exhibit Service (SITES) and Museum on Main Street (MOMS) — *Key Ingredients: America by Food*. This session will focus on some key elements: What were the challenges faced by the host site directors? How did the community plan for it? What community partnerships were formed? What resources were they provided? **Presenters:** Arden Williams, State Coordinator, "Key Ingredients", Georgia Humanities Council, Atlanta, Georgia; Dr. Ann McCleary, State scholar for exhibit, Professor of History, University of West Georgia and Director, Center for Public History, Carrollton, Georgia; John Johnson, Assistant Director, The Agrirama, Tifton, Georgia.

6:30-9:00 pm

Dinner, Silent Auction, Dancing.

Feel free to wear period clothing. The buffet dinner will be held in the Americus Sumter Room. Auction items will be on display for your bidding. Following the dinner and auction, period dance will be available and called by Veronica and David Wiese.

**SUNDAY
February 7, 2010**

Depart Americus or stay to visit attractions you were unable to see previously.

Saturday Schedule at a glance

9:00 Welcome and Keynote Address

Room One – Dayton Room

- 9:45 Reaching a Larger Audience Through Outreach Programming (60 min)
- 10:45 Living History and Restoring History (30 min)

11:15-11:30 am Break

- 11:30 Historical Programs in Disguise! Math, Language Arts and Science to Teach History at Indiana State Historic Sites (60 min)

12:30-1:30 Lunch and Business Meeting

- 1:30 Telling a Better Story: Responding to Criticisms of Slavery Reenactments (75 min)

2:45-3:00 pm Break

- 3:00 Implementing Living History in a High School Classroom: Advantages and Challenges (60 min)
- 4:00 Best Practices for Sites Working With Re-Enactors: Roundtable Discussion: Working (60 min)

5:30-6:30 pm Free Time

6:30 Dinner, Auction, Dance

Room Two – Rosalynn Carter Tea Room

- 9:45 Chattahoochee Trace National Heritage Corridor (30 min)
- 10:30 Geocaching 101: Marketing the Experience (45 min)

- 11:30 Our Town Does Not Have a Museum: Promoting Your Museum in the Local Community (30 min)

- 12:00 Soldiers, Sailors, Slaves and Citizens: Commemorating the Sesquicentennial of the Civil War in the Chattahoochee Valley (30 min)

- 1:30 Methods of Acquiring Membership (30 min)
- 2:00 Off the Battlefield and Into the Talva (30 min)

- 3:00 Lessons of the Arkansas Living History Association: Reaching a Larger Audience of Living Historians (60 min)

- 4:00 Green Products for your Museum (30 min)
- 4:30 Key Ingredients in Georgia: Life Before, During and After hosting a Smithsonian Traveling Exhibit (60 min)