

In so many areas of our regular life the climates are changing from what was usual in the past. In the museum world, sustainability and shifts in climates are happening too, and encompass a broad range of topics and impacts.

Of course, museums think about sustainability regarding their environmental impact, but also in terms of financial sustainability, the changing climate of visitor and donor behavior, sustaining and supporting the workforce, the future of grant and foundation support, shifting volunteer demographics, changing trends in tourism, and more – all while sustaining and staying true to their mission.

Museums across Ohio are tackling the many facets of sustainability so they can remain strong, vibrant, and essential community cornerstones no matter what future climates bring.

Join us in Sandusky, April 13-15 as we explore these topics and more at the [2024 Ohio Museums Association's Annual Conference: Sustaining Museums for Future Climates](#).

SATURDAY CONFERENCE TOURS—APRIL 13, 2024

(Ticket Required)

Coming to Sandusky a little early for OMA 2024? Or, not able to make it to the full OMA conference but still want a great OMA 2024 experience? See more of the region and join us Saturday, April 13 for two great options for Saturday tours!

NEW FOR 2024! In honor of our location in Sandusky on the beautiful Lake Erie coast, we are offering two Saturday tour opportunities:

Our "Shore" tour is a drive-and-explore-on-your-own opportunity for attendees to make their own schedule and map their own trip as they explore seven museums around the shoreline.

Our "Island" tour is an organized field trip to Lake Erie's beautiful South Bass Island. Attendees will take the Miller Ferry from Port Clinton and enjoy a full day of exploration and fun at six museums in Put-In-Bay.

For complete details, see page 4.

SUNDAY, APRIL 14, 2024

11:00am-4:00pm Conference Registration at Sawmill Creek

Welcome to Sandusky, and the [Sawmill Creek Resort](#)!

11:00 am–12:30 pm 2024 Opening Reception

Sponsored by Ohio's EMP Chapters

Join fellow conference attendees at this OMA 2024 opening reception! Ohio's EMP Chapters welcome all museum pros and Emerging Museum Professionals to enjoy networking & fun at this annual conference kickoff.

Sunday Workshops

(Ticket Required—Can be included as add-on to conference registration)

12:00-3:00pm Volunteer Engagement Fundamentals: How Your Organization Can Adapt to the Changing Volunteer Landscape

COVID shifted the landscape of volunteer engagement. Many older adult volunteers never came back to their volunteer positions, younger volunteers are more inclined to volunteer virtually or in one-time opportunities, & recruitment can seem tougher than ever. Join ServeOhio to discuss current trends in volunteer engagement & discuss best practices for recruitment, retention, & strategic volunteer engagement to strengthen and *sustain your volunteer program and your mission*.

Speakers: *Rebecca Verhoff-Kiss, Director of Strategic Engagement, ServeOhio; Sarah Short, Volunteer Engagement Program Officer, ServeOhio*

APRIL 13-15, 2024
Sawmill Creek Resort



Sustaining Museums for Future Climates

Sunday Workshops, continued

1:00-3:00pm Audio and Deaf Cafes: Disability Centered Programs for All

Art Possible Ohio and artists Elizabeth Sammons and Mania' Pothorski share this lively workshop on the benefits of disability centered programs. The group will overview 2 successful examples: Audio Café and Deaf Café, held at Wexner Center for the Arts last year. Writing and drawing prompts will be incorporated into the workshop.

Speakers: *Megan Fitze, Executive Director, Art Possible; Elizabeth Sammons, Independent Writer; Mania' Pathorski, Independent Artist*

4:00 pm Buses Leave Sawmill Creek Resort for Evening Event

4:15 pm –7:15 pm Downtown Sandusky Museum Tour

Enjoy an evening exploring four Sandusky museums! Buses will leave Sawmill Creek for downtown Sandusky, where attendees can use the OMA shuttle to hop between four amazing museums: [Cooke-Dorn House](#), [Follett House Museum](#), [Maritime Museum of Sandusky](#), and [Merry-Go-Round Museum](#). Spend as much time as you like at each location before jumping aboard the OMA shuttle, which will be running a continuous loop to all four museums.

Be sure to meet back at the Maritime Museum's parking lot by 7:10pm to board the buses back to Sawmill Creek!

7:45 pm –9:30 pm OMA Annual Awards Program Dinner

Dinner will be held at OMA2024 HQ, the Sawmill Creek Resort.

Enjoy networking with museum professionals from across the state as the Ohio Museums Association recognizes our [2023 Visual Communication and Award of Achievement](#) winners.

MONDAY, APRIL 15, 2024

SAWMILL CREEK RESORT

8:00am-3:05pm Registration Desk and Exhibit Hall Open

8:20am-9:10am Welcome Breakfast & OMA Annual Meeting

The 2024 Conference begins with the Annual Meeting of the Membership. Meet the OMA Board of Trustees, vote on officers, and learn what OMA has in store for 2024!

8:00am-3:05pm OMA 50/50 Raffle in Exhibit Hall

Get your raffle tickets for OMA's 50/50 raffle! Support Ohio's museums and the work OMA does on behalf of Ohio's museum community, and enter to win a cash prize in the process! Tickets are available at the registration desk and with Raffle team members throughout the day.

Winner will be announced during the afternoon break.



**OHIO MUSEUMS
ASSOCIATION**

MONDAY, APRIL 15, 2024
SAWMILL CREEK RESORT



9:15am-10:15am CONCURRENT SESSIONS MORNING I:

Energy Efficiency Planning for the Future

Energy Efficiency means doing more with less all while controlling building systems, updating procedures, and becoming more efficient. We'll discuss how to control energy use, costs, and equipment; operate buildings efficiently and comfortably; organize projects to reduce carbon footprint and expenses; and locate incentives to lower costs on sustainability projects.

Speaker: *Justin Kale, Director of Opportunity Development, Energility*

Sustaining Museums for Future Climates

Sustaining, Retaining, and Engaging Front Line Staff for Exceptional Guest Experience

Far from frontline staff members discussing best practices for engaging, retaining, and sustaining frontline staff and fostering superior visitor engagement. From training to team building, we will explore creative ways to foster development and sustainability for future frontline teams.

Speakers: *Theresa Sanderell, Guest Experience Supervisor, National Veterans Memorial and Museum (NVMM); Jaylen McBee, Guest Experience Associate, NVMM; Daniel Hunegs, Guest Experience Manager, NVMM; Ashley Legg Guest Experience Manager, NVMM*

Connecting Stories and People: Using the America 250 Anniversary as a Sustainability Strategy

Museum sustainability includes being stewards of relevant and timely content that tell the stories that illuminate important truths, elevate ideas, inspire conversations, and ultimately connect communities. America 250-Ohio will provide a once-in-a-generation platform for museums to elevate content, connect with communities, and sustain relevance. Learn concrete and actionable programs that museums can align with to create turn-key opportunities to celebrate and commemorate the anniversary.

Speakers: *Chris Hurtubise, Communications Director, America 250-Ohio; Taylor Tomu, Outreach and Engagement Specialist, America 250-Ohio*

Inclusive Connections: Accessible Social Media Best Practices for All

In this session, we will delve into the world of accessible social media and explore best practices to ensure that everyone can fully participate and benefit from online engagement. The session will mix core principles and real-world examples with a generous Q&A session. Additionally, resources and handouts will be provided to help participants implement accessible social media practices in their own contexts.

Speaker: *Ceci Dadisman, President, Cardinal + Company*

10:15am-11:00 am MORNING BREAK AND ROUNDTABLE SESSION

Take a break to explore the OMA exhibit hall, and network with your colleagues in the ballroom during our morning roundtable sessions. Choose one of many discussion tables with topics important to Ohio museum professionals.

APRIL 13-15, 2024
Sawmill Creek Resort

11:05am-12:05pm CONCURRENT SESSIONS MORNING II:

Who Wants to Live Forever

We want our museums to live forever. To help make that happen, this session will focus on the economic side of sustainability: how do we find the funding needed to maintain our current level of operations? Where do we find additional dollars to make it grow? How do we position our museums to be financially sound & a legacy for our communities? Learn how to create multiple streams of income, explore naming opportunities with sponsorships, tax levies, grants, capital campaigns & planned gifts.

Speakers: *Wendy Zucal, Executive Director, Dennison Railroad Depot Museum; Alexandra Nicholis Coon, Executive Director, Massillon Museum; Jacob Masters, Director of Development, Stan Hywet Hall & Gardens*

Developing a Stronger, More Creative Team Through Play

What is the impact of play time on a person's ability and capacity to make decisions, take risks, and be creative? Learn how incorporating play into the workplace can support the next generation of museum workers and collaborate with your peers as you brainstorm ideas to implement today.

Speakers: *Charity Counts, Executive Director, Association of Midwest Museums; Tricia O'Connor, Exhibit Developer/Consultant, Water's Edge Consulting*

The JOY of Art and Aging

What if instead of embarking on a battle AGAINST aging, you went on a PRO-aging adventure full of discovery and delight? So often, society views aging as a problem rather than a privilege. Learn how the Akron Art Museum turned its focus to the joys and possibilities of older adulthood through the Creative Aging Institute.

Speakers: *Gina Thomas McGee, Director of Learning and Engagement, Akron Art Museum; Merry Petroski, Creative Aging Institute Project Manager, Akron Art Museum*

Ensuring Epic Experiences for All

Individuals with autism and their families want to travel and make memories; they also represent a large, growing segment of the travel market, spending more than \$29 billion on travel each year. Destination Toledo is helping pave the way for Toledo to become a Certified Autism Destination. Learn how your organization & community can earn this distinction and ensure that your museum offers epic experiences for all.

Speakers: *Christie Weininger, Executive Director, Rutherford B. Hayes Presidential Library & Museums; Jayme Mazur, Relationship Manager, Destination Toledo; Katie Shelley, Manager of Access Initiatives, Toledo Museum of Art; Meredith Tekin, President, International Board of Credentialing and Continuing Education Standards*

12:10pm-1:30pm LUNCHEON & PLENARY ADDRESS

OMA Welcomes Steve Zimmerman, bestselling author and Principal of Spectrum Nonprofit Services

Honest Conversations: The Hard Work Toward Sustainability

It is hard to imagine an era of more turmoil in our sector and trends indicate the winds of change aren't dying down. While the pace of change may be paralyzing the values and impact of our work are more necessary than ever. How does an organization align board and staff to balance short-term survival needs with the vision and decision-making necessary to build toward longer-term sustainability? Steve Zimmerman, co-author of the best-selling books, *Nonprofit Sustainability* and *The Sustainability Mindset*, lays out the core competencies and approach necessary for board and leadership today to ensure the values and the mission of your organization endures long into the future.



OHIO MUSEUMS ASSOCIATION

MONDAY, APRIL 15, 2024
SAWMILL CREEK RESORT



Sustaining Museums for Future Climates

**1:30pm-2:30pm CONCURRENT
SESSIONS AFTERNOON I:**

Keynote Workshop - Pursuing Sustainability: Using the Matrix Map to Make Strategic Decisions

Nonprofit sustainability lies in committed, passionate leaders coming together with a shared understanding of the organization's business model to make strategic decisions to adjust to the dynamic environment and constituent needs. Steve will dive deeper into the matrix map, a visual tool to engage nonprofit leaders in difficult discussions to drive exceptional impact in a financially viable manner. The matrix map allows board and staff to understand their organization by integrating mission impact and financial viability in a way that allows them to frame choices and make the adjustments and investments necessary to strengthen the business model. Participants will gain experience with a tool they can immediately use to engage staff & board in the pursuit of nonprofit sustainability. Speaker: *Steve Zimmerman, Principal, Spectrum Nonprofit Services*

Automate to Communicate

In today's fast-paced communications landscape, museums face unique challenges in reaching their goals and making a meaningful impact. Marketing automation offers a powerful solution to address these challenges by streamlining processes, optimizing engagement, and fostering stronger connections with donors and patrons. Join us in this enlightening session as we explore the compelling reasons why museums of all sizes should embrace marketing automation to increase the number of visitors, enhance their outreach efforts, boost fundraising initiatives, and maximize success. Speaker: *Ceci Dadisman, President, Cardinal + Company*

Building a Hub for Education: The Redevelopment of Ford Nature Center

In 2017, Mill Creek MetroParks began redeveloping a century-old mansion as a nature education hub to upgrade, consolidate, and strengthen their education initiatives. This session explores creating long-term sustainable visitor learning integrating building, exhibits, sitework and programs. Attendees will leave with practical ideas to use in their own organizations.

Speakers: *Justin Rogers, Director of Planning and Operations, Mill Creek MetroParks; Cindy Fernback, Education Manager, Mill Creek MetroParks; Paul Haynes, President, InterActive Group; Kyle Zook, Architect, DLR Group, Todd Mayher, Project Manager, DLR Group*

Accessible Exhibitions: Collaborative Design for Blind/Low Vision Museum Goers

This case study follows the creation of an exhibition centering 3D prints of original artwork that expands accessibility for individuals who are blind/low vision. We will share the stages of this process, including the technology used, convening a focus group, and exhibition design.

Speakers: *Ellis Lane Curatorial Assistant in Education, Allen Memorial Art Museum; Tom Babinski, Accessibility Consultant, Evan Grounds*

APRIL 13 - 15, 2024
Sawmill Creek Resort

2:35pm-3:05pm AFTERNOON BREAK

Take a break to explore the OMA exhibit hall, network with your colleagues, and get those final 50/50 raffle tickets! Raffle winner will be announced prior to the Afternoon II sessions.

3:10pm-4:10pm CONCURRENT SESSIONS AFTERNOON II: Public-Private Partnerships to Build Financial Sustainability

This panel explores how public-private partnerships can bolster financial sustainability and increase education outreach for museums. We will discuss strategies for effective outreach, how to secure funding opportunities, and how to leverage government engagement to amplify community outreach. Discover how these partnerships specifically enhance a museum's resilience – ultimately fostering a more substantial community impact. Speakers: *Erica Olivares-Vincent, Director of External Affairs, COSI; Jake Vasilj, Senior Manager of State External Affairs and Public Policy, COSI; Katherine Liming, Manager of Local External Affairs and Public Policy, COSI; Heidi McAllister, Education Program Specialist, United States Forest Service*

Making the Most of the Moore House: Deaccession and New Uses

After 10 years displayed as a historic home, the Moore House is getting an update! LHS is undertaking a massive deaccession of artifacts that do not support LHS's mission and transitioning the Moore House into a space better suited for public programs, storage of objects, and behind the scenes tours. Speakers: *Kaitlyn Donaldson, Curator/Senior Collections Manager, Lorain Historical Society; Jen Neuhaus, Collections Manager, Lorain Historical Society*

History Where it Happened: Crafting Engaging Walking Tours

Walking tours offer a unique opportunity to share stories typically untold within the walls of a museum. Participants will learn how to research and write tour outlines, plan logistics and marketing, cultivate new audiences through community partnerships, and showcase locations whose significance may have been lost in the past. Speaker: *Traci Manning, Curator of Education, Mahoning Valley Historical Society*

Creating a Climate of Inclusion through Accessible Ohio

This session will describe how to enhance your accessibility journey and make Ohio's venues accessible and inclusive for all. Presenters will share how to prioritize accessibility, assess and identify goals, implement accessibility enhancements, and partner with Accessible Ohio as a resource. Discussion will include practical examples and an interactive exercise. Speakers: *Julie Wood, Accessible Ohio Manager, Opportunities for Ohioans with Disabilities (OOD); Shelly Burkhart, Accessible Ohio Specialist, OOD; Brianna Potter, Accessible Ohio Specialist, OOD; Tanya Vela, Accessible Ohio Specialist, OOD; Julia Wagner, Accessible Ohio Specialist, OOD*

**4:10pm CONFERENCE
CONCLUDES**



**OHIO MUSEUMS
ASSOCIATION**

ADDITIONAL INFORMATION

SATURDAY TOURS

SATURDAY, APRIL 13, 2024

Coming to Sandusky a little early for OMA 2024? Or, not able to make it to the full OMA conference but still want a great OMA 2024 experience? See more of the region and join us Saturday, April 13 for two great options for Saturday tours!

ISLAND TOURS

9:30 a.m.-5:30 p.m.

(Ticket Required—Includes transportation)

Cost: \$60

Our "Island" tour is an organized field trip to Lake Erie's beautiful South Bass Island. Attendees will take the Miller Ferry from Port Clinton and enjoy a full day of exploration and fun at six museums in Put-In-Bay.

The day will start at the Miller Ferry Port Clinton Dock as we board the 9:30a.m. ferry to Put-In-Bay. After a short, 18 minute trip across Lake Erie to South Bass Island, we'll hop aboard our own private Island Bus for a day of exploration. Tour stops will include:

South Bass Lighthouse: 10:00am - 10:30am

OSU Stone Lab Wet Lab Research Facility: 10:40am - 11:10am

Perry's Victory & International Peace Memorial: 11:15am - 12:15pm

Duff Homestead and Bayfront Preserve: 1:30pm - 2:25pm

Lake Erie Historical Society: 2:30pm - 3:25pm

Lake Erie Island Nature & Wildlife Center: 3:30pm - 4:30pm

Miller Ferry back to Port Clinton: 5:00pm

Visit ohiomuseums.org/2024conference for a full description of what attendees can experience during the 2024 Island Tour.

SHORE TOURS

9:00 a.m.-5:00 p.m.

(Ticket Required—Transportation NOT Included)

Cost: \$10

Our "Shore" tour is a drive-and-explore-on-your-own opportunity for attendees to make their own schedule and map their own trip as they explore seven museums around the shoreline.

Attendees can show their registration confirmation at any of the museums below during their operating hours on Saturday, April 13 for free admission!

Shore West

Liberty Aviation Museum—open 10am-5pm

Catawba Island Historical Society—open 10am-4pm

Rutherford B. Hayes Presidential Library & Museum—open 9am-5pm

Shore East

Vermilion History Museum—open 10am-2pm

Lorain Historical Society—open 10am-3pm

Oberlin Heritage Center—open 10am-3pm

Lorain County Historical Society—open 10am-4pm

Lorain Lighthouse—not open for tours, but can be viewed from shore

Visit ohiomuseums.org/2024conference for a full description of what attendees can experience during Shore Tour museum visits.



Sustaining Museums for Future Climates

Ohio Museums Association's Student Scholarship

Through generous donations, OMA is very proud to once again offer students seeking careers in the museum field **Full Conference Student Scholarships** for OMA 2024 in Sandusky.

Scholarships include all Sunday and Monday conference activities and registration, a one night (Sunday, April 14) stay at Sawmill Creek Resort, and a 2024 OMA Student Membership.

As part of the OMA Scholarship, each recipient is also responsible for writing one article for the OMA blog.

[Click here to submit your scholarship packet online](#), or get complete student scholarship information on the [Scholarship Page](#).

Deadline to apply: February 12, 2024.

Those selected for 2024 Scholarships will be notified no later than March 15, 2024.

Scholarships are non-refundable, and not exchangeable for cash.

Travel is not included in this scholarship, and is the responsibility of the attendee.

OMA Conference Fellowships

OMA is excited to offer conference fellowships to museum professionals at OMA2024. These fellowships are available to non-students, currently working or volunteering at an Ohio museum, or for professionals currently seeking a career in museums.

Fellowships include all Sunday and Monday conference activities and registration, along with a 2024 OMA Individual Membership.

As part of the OMA Fellowship, each recipient is also responsible for writing one article for the OMA blog. Each fellowship recipient must also serve on an OMA standing committee for one year. These committees meet virtually throughout the year, typically once every 2-3 months, at the discretion of the committee chair.

[Click here to submit your fellowship application online](#), or get complete information on the [Fellowship Page](#).

Deadline to apply: February 12, 2024.

Those selected for 2024 Fellowships will be notified no later than March 15, 2024.

Fellowships are non-refundable, and not exchangeable for cash. Travel is not included in this fellowship, and is the responsibility of the attendee.

OMA Conference Social Media Ambassadors

Back for 2024, OMA is excited to continue our Social Media Ambassador program. These Ambassadors will help create a robust online presence during OMA2024 - both for folks joining us in-person in Sandusky, and for those not able to attend the conference.

Social Media Ambassador benefits include all Saturday, Sunday, and Monday conference activities and registration, along with a 2024 OMA Individual Membership.

A complete list of Social Media Ambassador responsibilities is available on the [Social Media Ambassadors Page](#).

[Click here to submit your ambassador application online](#).

Deadline to apply: February 12, 2024.

Those selected as 2024 Ambassadors will be notified no later than March 15, 2024.

Ambassadorships are non-refundable, and not exchangeable for cash. Travel is not included in this ambassadorship, and is the responsibility of the attendee.



**OHIO MUSEUMS
ASSOCIATION**

APRIL 13 - 15, 2024
Sawmill Creek Resort



Sustaining Museums
for Future Climates

OHIO MUSEUMS ASSOCIATION

2024 CONFERENCE REGISTRATION FORM

Name: _____ Title: _____

Organization: _____

Address: _____ City/State/Zip: _____

Telephone: _____ Fax: _____ Email: _____

Emergency Contact Telephone or Cell Phone Number: _____

Please list any access, communication, or dietary needs: _____

Sunday/Monday Registration—Early Bird Rate

Early Bird Rates good through March 1, 2024.

\$195 Members

\$220 Non-Members

Sun/Mon registration includes the following meals and conference activities. Please indicate ALL events you plan to attend listed below:

(Saturday tours & Sunday workshops are NOT included in this registration, but can be purchased separately)

Sunday Tours & Evening Event

Sunday EMP Gathering

Monday Breakfast

Monday Luncheon

Will you be riding the bus during the Sunday evening tour, or driving on your own?

Bus Driving on own

Hotel Reservations:

Sawmill Creek Resort

400 Sawmill Creek Drive, Huron, OH 44839

Book by phone: 419.627.2106 or visit

reservations.sawmillcreekresort.com/sawmillcreek

Discounted room rates:

All rooms April 12 & 13: \$139.00 per night, + tax.

All rooms April 14 & 15: \$119.00 per night, + tax.

Use code **OMA2024** at the time reservation is made. Reservation cut-off date: **March 15, 2024**. Rates will be honored pending hotel availability.

Registration Policy:

Early Bird Rates good through **March 1, 2024**. After March 1, Full and Single-Day registration increase \$20. Onsite registrations are welcome at a \$20 increase, but meals are not guaranteed.

APRIL 13 - 15, 2024
Sawmill Creek Resort

Single Day Registration—Early Bird Rate

Early Bird Rates good through March 1, 2024.

Monday Day: \$155 Members

Monday Day: \$180 Non-Members

Monday registration includes breakfast, lunch, and daytime conference events.

Monday Student Registration: \$35
Student ID required. Student registration does not include meals or Sunday conference events.

Single Event Registration:

Saturday Island Tours: \$60

Saturday Shore Tours: \$10

Sunday Workshop Member: \$15

Sunday Workshop (non-mem.): \$25

Sunday Tour & Awards Dinner: \$50

Sunday EMP Reception: (Free)

Monday Breakfast: \$20

Monday Keynote Luncheon: \$30

Individual Membership:

Send in your individual membership to receive great rates at this year's conference!

Membership valid through January 15, 2025.

[\(For institutional membership renewal, click here.\)](#)

Individual Membership: \$40

Student/Retiree Membership: \$25

Cancellation Policy:

80% refund for cancellations before March 1, 2024. No refunds after March 1, 2024.

Code of Conduct, Health, and Photo Policy:

By submitting this registration form, you are agreeing to OMA's Code of Conduct, Health, and Photo Policy for this event. Policies are available to review on the [OMA Conference Registration Page](#).

Conference Fee Totals:

Registration Fee \$ _____

Single Event Ticket \$ _____

Membership Renewal \$ _____

Tax-Deductible Donation \$ _____

TOTAL ENCLOSED \$ _____

Payment Method (check one):

Check*

Credit Card (On-line registrations)

Purchase Order (attach copy)

*Checks payable to Ohio Museums Association

Please check if you **DO NOT** want your contact information listed in the conference attendee list.

Mail or e-mail registration form and payment to:

Ohio Museums Association

800 E. 17th Ave.

Columbus, OH 43211

oma@ohiohistory.org

Phone 614.297.2375

For TTY/TDD use Ohio Relay Service:

1.800.750.0750.

Online registration available at:
www.ohiomuseums.org



OHIO MUSEUMS
ASSOCIATION