Museums Cautioned About Election Year Activities
by Deborah Pope

Edward Able, President of the American Association of Museums, recently circulated a memo to the AAM Council and to state museum organizations, including HMA, cautioning museums about their activities in the upcoming elections. Highlights of the memo follow:

As the election season heats up, I would like to remind everyone that 501 (c) (3) organizations may not engage in “electioneering” activities without risking penalties that range from excise taxes to loss of tax-exempt status. While 501 (c) (3) may communicate about issues with candidates and citizens, the tax code’s ban on electioneering is absolute. They may not intervene in an election even in a non-partisan fashion.

These reminders are necessary because election activities are tempting, especially at a time when non-profits are facing increased scrutiny not only from the IRS but from Congress as well, which is expected to initiate hearings on the issue (or non-issue) of use of federal grants. I realize some people are saying we have to fight back, and I agree with them—but we also have to obey the law.

A paper published by the umbrella non-profit association Independent Sector describes permissible and impermissible activities in greater detail. Titled Permissible Activities of 501 (c) (3) Organizations During a Political Campaign, it may be ordered from: Independent Sector, 1828 L Street N.W., Washington, D.C. 20046.

Excerpts follow:

Some groups confuse “lobbying” with “political activity.” Lobbying—influencing the outcome of legislation by a 501 (c) (3)—is lawful, even encouraged by the legislation Congress enacted in 1976. Political activity—influencing the outcome of an election by a 501 (c) (3)—is not permitted.

In 1987 Congress enacted additional provisions relating to political activity by 501 (c) (3).

1. Section 501 (c) (3) of the Internal Revenue Code was amended to make it plain that... political activity against a candidate, as well as on behalf of a candidate, is prohibited.

2. In addition to or in lieu of revoking the 501 (c) (3) status of an...

(Continued on page 4)
News from the HMA Board

• HMA Membership Meeting.
The annual meeting of HMA membership took place at the HMA Annual Conference on Friday, May 17 at Treetops at Paradise Park. Welcome and congratulations to the following newly-elected HMA Officers and Directors:

HMA President
George Ellis, President & Director, Honolulu Academy of Arts

Maui Director
Cathy Riley, Executive Director, Maui Historical Society

Kaua‘i Director
Carol Lovell, Director, Kaua‘i Museum

Directors at Large
Darryl Keola Cabacungan, Education Coordinator, Friends of ‘Iolani Palace
Dr. Charles Lamoureux, Director, Harold L. Lyon Arboretum

Increasing Directors with one year remaining in their term include Stuart Ching, Candace Matelic, Marilyn Nicholson and Jennifer Saville. Carol Lovell will serve the second year of a term as HMA’s elected representative to the Western Museums Association.

The Board has elected the following officers: Vice-President Keola Cabacungan; Secretary Stuart Ching; and Treasurer Marilyn Nicholson.

Mahalo nui loa to the following outgoing Board members: Carol Lovell, who steps down from a one-year term as HMA President but continues as Kaua‘i Director; Tom Fairfull, Treasurer; Lani Ma’a Lapilio and Jim Luckey. We appreciate their leadership, hard work and generous service to the museum field. Aloha!

Thanks from HMA is also deserved by Deborah Pope for putting together an outstanding conference. Mahalo!

• Board Planning Retreat
The HMA Board will hold a half-day planning retreat on Wednesday, July 10 at the Honolulu Academy of Arts. The purpose of the retreat is to develop and adopt operational goals and objectives for fiscal year 1996-1997; and adopt a budget. In the process, the Board will review the needs identified at the Annual Conference by the professional networking groups; and seek ways to incorporate those needs into program plans for the year.

• Program Proposals
HMA currently has two major funding proposals out for review. In April, HMA submitted a proposal to the federal Institute of Museum Services to fund a study of “The Economic Impact of Hawai‘i Museums and Their Role in Tourism.” If funded, HMA will contract with Dr. Juanita Liu and Dr. George Ikeda of the Center for Tourism Policy Studies at the University of Hawai‘i’s School of Travel Industry Management to conduct the study; and with Deborah Pope, independent contractor to manage the project. The goals of the study are to demonstrate the economic impact of museums by measuring employment, earnings and tax revenue generated; to explore museums’ sources of income, visitation and volunteer support; and to demonstrate the worth and value of museums to the cultural, educational and economic well-being of the state.

In May, HMA made a proposal to the Cultural Tourism Program of the State Department of Business, Economic Development & Tourism to fund the development of a plan for marketing Hawai‘i’s museums. The goals of the proposed project are to foster dialogue and collaboration amongst museums, government and the visitor industry in promoting Hawai‘i; to improve museum marketing skills and expertise; and to increase collaboration among museums in planning and marketing their programs.

Watch for news of these proposed projects in future issues of Nuhou.

ATTENTION!
HMA P.O. Box Vandalized

HMA’s post office box was vandalized sometime between June 1 and June 11. We have no way of knowing what was taken from the post office box. If you sent important information and/or checks to HMA during this period, you may want to send a duplicate copy and consider cancelling payment on any checks.

Please call Deborah Pope at (808) 254-4153 with any questions.

George Ellis accepts the presidency of the Hawai‘i Museums Association and the “President’s Wand” from former HMA president Carol Lovell.
Unclaimed Loans and Museums in the State of Hawai‘i

by Elizabeth Bauwens, Department of Anthropology, Bishop Museum

When I was hired as the Archaeology Collections Manager for the Bishop Museum, one of my tasks was to update the collections' tracking system in a manageable computer database. Anthropology staff with experience in archaeology and museum collections, began meeting to discuss the collections and various cataloguing systems in early 1996.

We soon discovered the difficulties unclaimed loans pose for any type of collections management program. All tracking and preservation efforts would be at the museum's expense for material that potentially could be reclaimed by the legal owner. In addition, we are not able to deaccession unclaimed loan material that has no monetary or research value, because the museum is not the legal owner. We also learned that a large portion of unclaimed loans in the Archaeology Collections could be classified as indefinite loans. (Malaro, 1985:183-184)

In an effort to resolve some of our unclaimed loans, we began to research legal options only to find that there are few avenues available to a museum holding material classified as abandoned property. It is, of course, possible to seek a solution by contacting the legal owners of the material in question, but in many cases it is not possible to locate the lawful proprietor. (Malaro, 1985:184-189)

Marie Malaro discusses laches, adverse possession, discovery rule, statutes of limitations and their application to unclaimed loans in her book A Legal Primer on Managing Museum Collections. Statutes of limitation require that the museum give the claimant(s) effective notice that the museum will be “asserting title to the property in question unless the property is retrieved” by a specified date. (Malaro, 1985:184-189) What can a museum do to provide effective notice? Extensive searches are time consuming and costly, two resources few museums can spare. Notices in the newspaper are not certain and can be called into question if scrutinized later in a court of law. (Malaro, 1985:184-185)

The law of laches can be applied if it can be proven that the legal owner was negligent or deliberately delayed claiming material on loan to a museum. Statutes of limitations and laches require a loan termination date. Adverse possession, which is usually referring to real property, “is a method of acquiring title by possessing something for a statutory period of time under...conditions...that the possession must be hostile (adverse to the owner), actual, visible, exclusive and continuous.” (Malaro, 1985:190) The discovery rule could be applied to cases where a claimant has come forward after an extended period of no correspondence. Adverse possession and discovery rules are applicable to cases that involve an actual claimant. (Malaro, 1985:189-194)

The above solutions are possible if there is a signed loan agreement form, or if someone comes forward to claim loaned material years after the fact. These laws do not specifically address the circumstances many museums find themselves in when they are holding material indefinitely for owners they cannot find.

Unclaimed loans can be the bane of every collections manager or museum registrar, particularly in cases where no formal loan agreement was signed. There is no inexpensive solution that can be reached in-house and independently by any museum. It is for this reason that many states across the continental United States have begun passing state legislation that specifically addresses the issue of unclaimed loans/property and museums. (Registrar's Quarterly, Spring 1996: 1-12).

These laws have been passed in Indiana, Washington and Arizona, to name but a few. In each case there has been positive feedback directly resulting from the installation of this system in a manageable computer database. Anthropology staff with experience in archaeology and museum collections, began meeting to discuss the collections and various cataloguing systems in early 1996.

The Kaua‘i Alliance

by A. Kimberlin Blackburn

In late 1994, with growing alarm, Kaua‘i non-profit groups watched budget cuts being demanded for the National Endowment for the Arts (NEA), National Endowment for Humanities (NEH), Institute for Museum Studies (IMS), and our own Hawai‘i State Foundation on Culture and the Arts (SPCA). Generally perceived as life threatening, the proposed cuts drew a similar battle cry from numerous groups. During a luncheon for NEA director Jane Alexander, Kaua‘i had the opportunity to see the key players from all the groups in one room. The effect was powerful. We realized there was common ground in communicating collectively to the public what these proposed cuts would mean. In April 1995, The Kaua‘i Alliance was created to address needs shared by all. Member organizations are:

- Kaua‘i Academy of Creative Arts
- Kaua‘i Children’s Discovery Museum
- Kaua‘i Chorale
- Kaua‘i Community College
- Kaua‘i Community Players
- Kaua‘i Concert Association
- Kaua‘i Historical Society
- Kaua‘i International Theater
- Kaua‘i Museum
- Kaua‘i Society of Artists
- Koke‘e Natural History Museum
- Storybook Theatre of Hawai‘i
- The Garden Island Arts Council

In celebration of its second birthday, The Kaua‘i Alliance will present an Alliance Expo in October, 1996 as a gathering of the nonprofits, putting an identity to each group and programs in culture, humanities and the arts. The Alliance Expo will include creating new paths for the Artist in the Schools program for educators and administrators to meet individual performers. Organizations are invited to display their abilities and talents for all to see. Contact A. Kimberlin Blackburn at 822-9304 on Kaua‘i for further information.
Museums Warned
(Continued from page 1)

organization determined to have violated the “no political activity” proviso, IRS may levy heavy fines, in the nature of excise taxes, against such organization. Fines may also be assessed against staff and/or volunteer leaders who knowingly made or agreed to political expenditures.

For a number of years there has been considerable uncertainty as to just what a 501 (c) (3) organization could or could not do during a campaign. Rulings by the IRS, four of them in direct response to questions asked by Independent Sector, have greatly clarified the situation.

• It is perfectly legitimate and highly appropriate for a 501 (c) (3) organization to work for the passage of legislation that would further its cause, whether during a campaign or not, assuming of course the organization complies with other applicable statutes....

• Working for the election of a political candidate—federal, state, or local—is strictly prohibited and may cause the organization to lose both its tax-exempt status and its ability to assure donors that their contributions are tax-deductible.

• You cannot as a 501 (c) (3) organization endorse, contribute to, work for, or otherwise support a candidate for public office. Conversely, it follows that neither can you oppose.

• It is entirely proper for your 501 (c) (3) group to inform candidates of your position on issues of the day, to urge candidates to support your position if elected, and to ask them to go on record as pledging their support. In fact, getting the issues into the campaign, getting them discussed by both candidates and media before the election often proves to be a highly effective device for subsequently obtaining the legislation you favor.

For further information, contact the AAM Government and Public Affairs Department.

LOCAL NEWS

The Ellison S. Onizuka Space Center
by Nancy C. Tashima, Hawai'i Resource Teacher, Ellison S. Onizuka Space Center

The Astronaut Ellison S. Onizuka Space Center located at the Keahole-Kona International Airport is a not-for-profit educational facility which opened in 1991. Since it began, the primary goal of its education program has been to perpetuate Ellison's inspirational legacy of education for Hawai'i's children. The Department of Education has assigned one resource teacher position to conduct the hands-on science education program at the Center which serves youngsters from the entire state of Hawai'i as well as groups from the U.S. mainland, Japan, Australia and Canada.

The design and scope of the education program presented quite a challenge since students from preschool through college-age visit the Center on daily excursions. Although a modest sized facility at just 4,000 square feet, the center uses every opportunity to encourage interactive learning of aerospace concepts. Many hands-on displays supplement the Center’s main, static aerospace exhibits.

Dozens of user-friendly tabletop displays allow even the youngest visitors to learn science while having fun with aerospace related games, puzzles and other unique manipulatives which challenge them to hypothesize and predict science results. Although the younger visitors find them especially appealing, most adults enjoy them too.

Another challenging aspect of the educational program is the fact that school groups often number more than a hundred students. To accommodate such large numbers, a rotation plan allows smaller groups of students to tour the facility and interact with its displays and exhibits. Students rotate between three “learning stations” and the video theater where educational space videos are shown and science demonstrations are presented. Science worksheets given to students help to keep them on task.

A mini-library of space books and magazines offer students, teachers and other adults a quiet research center. Many students from local schools use the books on site or borrow them for later research for science projects. The Konawaena High School Future Teachers of America Club has also been a part of the Center’s education program. The FTA students read space books to elementary students as well as act as docents during the many school tours to the Center.

Although a decade has passed since Onizuka’s death, we are evermindful of his legacy of education for our youngsters. The education program at the Astronaut Ellison S. Onizuka Space Center will strive to expand and improve in the spirit of our Hawai'i “star voyager.”

AZA National Conference in Hawaii

The American Zoo and Aquarium Association (AZA) will hold its annual national conference in Honolulu September 15-23, 1996. Host institutions for the conference are the Waikiki Aquarium (University of Hawai'i), the Honolulu Zoo (city/county parks department) and Sea Life Park (privately owned business).

The theme of the meeting in “Oceans, Islands, and Continents: A Global Perspective on Wildlife Conservation.” Thirty-six meetings and conference sessions will cover every aspect of care and husbandry of zoo/aquarium species; sessions will be devoted to education and public relations, species survival plans, taxon advisory groups and other specialized concerns. The keynote speaker at the opening session on September 18 will be Dr. Stephen Gould of Harvard University, acclaimed author and regular columnist in the New Yorker Magazine.

Non-member individuals may attend the conference by registering for a day ($125) or for the entire conference ($375). For conference registration forms, send a stamped, self-addressed envelope to Joe Kimmins, c/o Honolulu Zoo, 151 Kapahulu Ave., Honolulu, Hawai'i 96815. Most of the conference activities will take place at the Sheraton Waikiki Hotel. The next issue of Niihou will include further details on programming and registration.
An Interview with Leon Bruno

Dr. Leon Bruno, director of the Lyman House Memorial Museum in Hilo, is retiring on July 1, 1996 after 14 years with the museum. He was asked to reflect on his museum career in Hawai‘i and offer words of wisdom to those working in the museum field here. He was interviewed May 26, 1996 over dinner at the Hilo Yacht Club by Barbara E. Dunn, Administrative Director of the Hawaiian Historical Society.

BED: What changes have you seen over the years at the Lyman House Memorial Museum, and in Hawai‘i in the museum field?

Leon: At Lyman Museum we have put more emphasis on education. It has become a community based museum, a resource for researchers. We have more concern for, and pay more attention to, conservation and long range preservation. We have better qualified staffing. In Hawai‘i I have seen an improvement in service for professionals—more professionalism and better preparation among staff. I have seen stronger leadership at individual museums. In these museums more attention is paid to present and future financial needs in order to provide more and better programs for the community as well as for the visitor.

BED: What are your greatest achievements, what are you most proud of in your museum career?

Leon: The Museum has accomplished many projects and programs that I am proud of. We instituted special exhibts of regional and ethnic themes, including outreach exhibits in the community. We developed outreach education programs for presentation by staff in island classrooms. We held lecture series and summer sessions for elementary children grades 3 to 6. And I am most proud of initiating the Elderhostel program, now in its eighth year at the Museum. We have 800 people a year, each spending 13 nights in Hawai‘i.

Behind the scenes, we gained inventory control of material resources including print material and photographs and we developed a research library and archives. In the exhibit halls we constructed several new permanent exhibits and refocused the world class mineral collection. Most recently we have been planning the development and implementation of an upcoming addition and redesign of the island and heritage galleries. I enjoyed reintroducing the sampan bus in Hilo. It is part of the history of Hilo. There are now three sampans, leased to the transport company in Hilo, providing bus and tour service. And finally, I am proud of the past six years of operating in the black.

BED: Did you have any disappointments?

Leon: I am disappointed in the failure to develop a statewide cultural-resource support mechanism in the Hawai‘i Visitors Bureau, the Chambers of Commerce, and Legislative circles. The cultural and historical resource efforts continue to be fragmented throughout the state. On the local level, I am disappointed in the inability to motivate appropriate sources to significantly increase Museum membership roles.

BED: What is the neighbor island perspective on the museum scene?

Leon: In the 1980s there was a greater awareness of neighbor island cultural organization needs and efforts to work together. The 90s show less of that. It’s still mostly O‘ahu dominated. Here is an example of the need to correct that—O‘ahu, with the most participating sites, previously dominated Elderhostel in Hawai‘i. The reverse is now true, and the neighbor islands are drawing the majority of those participants. Lyman Museum had 25% of Elderhostel enrollment this past year, out of 12 sites statewide.

BED: Do you have any comments on historic preservation in Hawai‘i?

Leon: I am very concerned about the reduction of financial support and a perception, from my view, of a lack of a real statewide drive. Neighbor island residents just don’t get actively involved in state organizations such as Historic Hawai‘i Foundation and Hawaiian Historical Society. And on the local scene, East and West Hawai‘i do not work well together, nor do East Hawai‘i residents get behind significant preservation projects on any major scale.

BED: What do you think the Hawai‘i Museums Association should be doing, how should it be developing to better address Hawai‘i’s museum needs?

Leon: I would like to see more inter-museum visits by professionals, to develop an awareness of common areas for mutual cooperative efforts. Perhaps institute professional exchanges of one month or more for those in similar positions to gain a more in-depth appreciation of each other’s roles, problems, successes, etc. Also, if HMA is to continue to have a paid position, that person should visit all the institutions.

BED: Do you have words of wisdom on facing the challenges ahead?

I would advise that we become more aware of trends in public views and use of museums. Seek alternate fundraising sources—they are out there. Make our museums more interactive, less passive, but not by putting on gimmicky exhibits or programs. Stay true to the museum’s historic or cultural mission. Set up an HMA internet system.

BED: What advice would you give to aspiring museum directors?

(Continued on page 6)
**SPECIAL INTERVIEW**

Dr. Leon Bruno
(Continued from page 5)

Leon: Get involved in the community to create an ongoing awareness of the museum’s existence. This is particularly important in small communities, especially a small town. In my time in Hilo I have served on many boards including Main Street Hilo, the Historic Palace Theater board, and Destination Hilo. I have been active in the Church of the Holy Cross and the Hilo Yacht Club, and I have served as president of the Hilo Rotary Club, the second oldest in the state. I taught a course on museology at the University of Hawai'i at Hilo and am on the Chancellor’s Advisory Committee. Museum directors need to serve on community organizations to enhance their standing and their museum’s standing in the community.

BED: What are you doing next?

Leon: Ellen and I are going to travel on the mainland and in Europe; spend time with our grandchildren on the east coast; get reaquainted, in warm weather, with our Vermont home and friends; do some consulting with museums, historical organizations, Elderhostel; continue our hobby of refinishing and restoring antiques; improve my golf game—a major undertaking; and continue to manage the family rental properties.

BED: What is your personal history? Why did you come to Hawai'i?

Leon: I was born and raised in Vermont and worked as a history teacher and school administrator at a high school, then the state department of education and college level for 28 years. I have been active in community and professional organizations throughout my career. I have three children—two physicians and an attorney. My wife, Ellen, is from Hilo and wanted to return to take care of her parents at the same time the Lyman Museum was looking for a new director. I had been coming to Hilo since 1957 so was somewhat acquainted with Hilo—it’s very different from any other town in Hawai'i. We both will continue to enjoy the Hilo rains and the other many benefits of life here.

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**NEWS FROM MAUI**

Lyman House/Maui Historical Society

Exchange
by Paul Dahlquist, Curator, Lyman House Memorial Museum

The Lyman House Memorial Museum and the Maui Historical Society recently effected an exchange of paintings (eight in all) not as loans for special exhibits, but as permanent additions to the collections. Coming out of casual conversations between Linda Decker of MHS and Paul Dahlquist of LHMM at one or more FMA functions, the exchange took nearly two years of friendly negotiation, formal appraisals of the art work, approvals by Boards of Trustees, and a airline flight more akin to Columbian drug lords than a museum. (A Lyman Museum trustee loaned his plane for the physical transfer of the paintings, so a small plane took off from Hilo, packages were exchanged on Maui, and the plane returned to Hilo.)

Returning to Maui to be viewed in the historic home of their creator (the Bailey House of MHS were four paintings by Edward Bailey—three scenes of Maui and one of Micronesia. Traveling to Hawai'i were two paintings by Bailey—one a scene of Kilauea caldera in 1900, the other, possibly done on Hawai'i, of a man next to a giant tree fern—one by Charles Furneaux (long-time resident of Hilo and Ola'a) of Kilauea in 1890, and one by Hilo native D. Howard Hitchcock of Punalu'u beach. In effect, it can be said that all eight paintings are now in their proper homes.

The process of “repatriation” took time, trust, paperwork, and consultation between many parties. It can only be hoped that repatriations done for NAGPRA will be done as easily, with such friendly manner and intentions, and with such happy results.

The paintings are on display at the Bailey House, and the Lyman Museum’s new treasures have been seen since April 12th in their Kaha Ki'i o Hawai'i Gallery. Since the Lyman Museum is closed for construction, the new acquisitions will not be available for viewing until after its reopening later this year.

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The Maui Historical Society

by Cathy F. Riley, Executive Director, Maui Historical Society

Bea Savage, our founding president, passed away in February. Sorting through documents in the archives with the intention of finding out more about her resulted in a walk through history and a rediscovery of what the Maui Historical Society is. The history committee of the Maui Woman’s Club (founded in 1919) wanted to restore Pihanakalani Heiau and make the “Old Bailey House in 'Iao Valley” into a museum for Hawaiian artifacts and Missionary memorabilia. The year was 1956.

It is forty years later. Pihanakalani Heiau is once again being restored, and the Maui Historical Society has a terrific little museum in 'Iao Valley called “The Bailey House Museum.” The mission is stronger than ever—for the “preservation of materials pertaining to the history and ancient culture of Hawai’i; compilation of catalogs and indexes; preservation of genealogies and biographies; investigation and recommendation for permanent marking and preservation of historic sites…”

We continue to ask the same questions. Who was Mr. Bailey? Who was this incredibly versatile educator, landscape painter, Renaissance man who wrote poetry, surveyed bridges and vaccinated hundreds of Hawaiians? How do we interpret a 163 year old Missionary home at the mouth of 'Iao Valley filled with Hawaiian artifacts and Missionary memorabilia?

And I continue to marvel at all of the individuals who have invested their lives for a time here for the sake of preservation. We just sponsored our Sixth Annual Preservation Conference and Awards. Our gardens have become an outdoor museum offering the visitor an opportunity to explore not only the gardens of Bailey’s era, his use of the water from the ‘auwai kama, and the koa wood canoe, but also the Native Hawaiian plants and their uses as food, medicine, cordage, light. There is far more to see and more questions.

(Continued on next page)
Unclaimed Loans
(Continued from page 3)

These laws target real estate, bank accounts, and safe deposit boxes. They were not designed to deal with the complex issues faced by museums holding abandoned property. (Teichman, 1992:6)

Collections can be the biggest single drain on a museum’s fiscal resources. Passing legislation, with specific regard to museums and unclaimed property, could empower collection managers and registrars with a solution when dealing with questionable loans that have sat in storage for extended periods of time. This would not only allow the accessioning of valuable additions to a collection, but the deaccessioning of material that has no value monetarily or for future research.

Unclaimed Loans
(Continued from page 3)

The state of California passed a legislative solution for unclaimed property in museums in 1984. It was the first of its kind and has served as the model for similar laws passed in other states. (Lipp, 1996:4) This legislation helps museums with cases that involve abandoned property and the legal owner cannot be found and questions of ownership when a legal owner appears decades after making the original loan. (Teichman, 1992:6-7)

The state of Hawai‘i does have laws dealing with abandoned property, but under these laws the material in question can only be claimed by the state government of Hawai‘i. (Registrar’s Quarterly, Spring 1996:1).

Historic D. Uchida Coffee Farm Tour

The Kona Historical Society has begun regularly scheduled “Preservation in Progress” walking tours of the Uchida Coffee Farm in the ahupua‘a of Kealakekua. The farm, listed on both the National and State Historic Registers, will eventually become the first “Living History Farm” in the State of Hawai‘i, interpreting the everyday life of a typical Japanese Kona coffee farm of the 1930s.

This preservation project is expected to take two to three years to complete but while it is in progress, the Society will be giving “preliminary” tours of the site. Those on tour will see the many artifacts presently in place in the house and on the mill site, while witnessing a working coffee farm in action. Second generation Japanese Nisei will be involved in the tours, giving them a personal touch.

A visit to the farm is a step back in time, a simpler time when the Kona Nightingale (donkey) was the main mode of transportation. Folks met at community stores to exchange news and “talk story,” and the seasonal coffee cycle blended with the cycle of life. This unique tour is an opportunity to experience a bit of Kona’s diverse multi-cultural heritage and agricultural history. The “Preservation in Progress” tours will be approximately 90 minutes long at a cost of $15 per person. The tours will be conducted on Tuesday and Thursday mornings at 9:00 a.m. and are by reservation only. For reservations and information call (808) 323-2005.

New Forms Book From Regional Council of Historical Agencies

The Regional Council of Historical Agencies, a service organization for upstate New York history museums, Archives, historians and conservators has developed a new book of forms and documents for use in history museums and archives. Because personnel in history museums and archives are often overworked, and because forms are necessary to administer such agencies, the Regional Council last year issued a call for sample forms from its area members and interested organizations. So many useful and representative documents were submitted that editors Bertha Rogers and Linda Norris were able to compile a book of 229 pages of forms relating to such topics as collections management; education; maintenance and security; rights and reproductions; and volunteers.

To order Forms for History Museums and Archives, send $21.95 plus $2.50 for handling to RCHA, POB 28, Cooperstown, NY 13846; for more information, call 1-800-895-1648.
**Summer Calendar**

**JULY**

- July 4-10 American Library Association Annual Conference, New York
- July 8 HMA Collections Committee meeting, 9:30 am Bishop Museum Archives (Call Stuart Ching for more information at 848-4182)

**AUGUST**

- 1 Submission Deadline, Nūhou, Fall 1996

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The Hawai‘i Museums Association is a non-profit corporation dedicated to communication and cooperation among the staffs and supporters of Hawai‘i’s museums.

Membership, subject to approval by the HMA Board, is open to all individuals, educational institutions, historical organizations and museums interested in the growth and development of the museum profession and its activities in the State of Hawai‘i.

To apply for individual membership, send a check for $25 with your name, address/zip code, home and business phone numbers, organization and your position title to: Hawai‘i Museums Association, P.O. Box 4125, Honolulu, Hawai‘i 96812-4125. Institutional applicants should call Deborah Pope on O‘ahu at 808/254-4153 as rates vary.

**HMA BOARD OF DIRECTORS**

- President: George Ellis
- Vice President: Keola Cabacungan
- Secretary: Stuart Ching
- Treasurer and Hawai‘i Director: Marilyn Nicholson
- Kaua‘i Director: Carol Lovell
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- WMA Representative: Carol Lovell

**NŌHOU**

- Editor: W. Donald Brown
- Board Advisor: Jennifer Saville
- Design, Production & Distribution: W. Donald Brown
- Hawaiian Language Advisor: Keola Cabacungan

Nūhou is the quarterly newsletter of the Hawai‘i Museums Association which carries articles of professional interest to HMA members. Submissions to Nūhou are welcome, subject to editing, and should be received (c/o HMA at the above address) by February 1, May 1, August 1 and November 1. Mailing is scheduled for the following month.

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**Hawai‘i Museums Association**

P.O. BOX 4125 HONOLULU, HAWAI‘I 96812-4125

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Serials Unit
Hawaii State Library
478 South King Street: Attn - Serials
Honolulu HI 96813
of demographics. This could be utilized for more effective marketing and would allow HMA to provide a collective marketing tool. Creation of an e-mail network within HMA, featuring information on all member institutions, would serve as an electronic forum for networking groups.

The Curators and Collections Managers group first pointed out the need for a collections staff network list to use as a resource and improve communication. The issue of museum advocacy was addressed by the suggestion to institute collections advocacy groups within the larger Hawai'i museums advocacy groups. This would ensure that the needs of all collections are met. Sharing of resources such as recommendations regarding new technology could be fostered by focusing on staff development and training.

Lisa Yoshihara, SFCA, surfs the 'net at HMA conference workshop.

The collections group obtained names, addresses, FAX and e-mail information from the participants. To further communication, a formal collections committee with quarterly meetings was proposed. The chairperson of the committee would then meet with other network group chairs. Information on the collections committee as well as other networking groups could be published in Nāhau. To advocate the importance of museum holdings, the profile of the collections should be strengthened within the museum and to the public. Staff training was also advised. Workshop topics could be developed by conducting periodic polls to determine training needs and priorities. Collaborative grants may provide funding for these technical workshops. Lastly, a survey of museum databases would allow dialogue on topics ranging from software to technical support and could lead to the development of internet possibilities.

To promote Hawai'i's museums, marketing strategies included: designing a collective guide featuring information on all member institutions; developing a web site including links to HMA members; organizing a museum trade show for the travel industry and potentially working with the Hawai'i Visitors Bureau; emphasizing the role of museum education by sending monthly newsletters to schools listing exhibitions and activities; appealing to specific markets through identifying target groups such as the elderly and designing marketing strategies to increase museum attendance.

Participants resolved to organize informal gatherings to create cooperative plans and discuss ideas. Production of a collective public relations mailing list would improve communication with the media and the public. The group decided to pursue the possibility of promoting Hawai'i's museums to travel agents perhaps in the form of a trade show and workshops were advised to explore group links to a web site or internet orientation.

The professional networking groups workshop provided an invaluable opportunity to meet with our peers and address challenges facing Hawai'i's museums. By working together we found that obstacles facing each group were very much the same. Continued communication between networking groups will allow museums to work together more cooperatively and to embrace the changes presented by the future.
One of the biggest challenges facing museums today is reconciling and redefining our role in a changing social and political climate. As cultural institutions come under increasing scrutiny, museum professionals are questioning not only the role of museums in the larger picture but the part they themselves play within the museum. If museums are to continue to provide a valuable resource to the community, they must adapt to the public's changing needs. Responding to change is an inevitable process. The Professional Networking Groups workshop at the HMA conference enabled Hawai'i’s museum professionals to meet with each other and discuss effective ways to manage these changes and perhaps produce some order out of chaos.

Four networking groups were created: Directors and Administrators; Educators and Exhibition Planners; Curators and Collections Managers; and Marketing and Public Relations professionals. Each group spent about 25 minutes assessing their specific needs, prioritizing these needs, proposing plans for action, and identifying ways in which to follow up on the collective findings. Although the groups were vastly diverse, all came up with remarkably similar results. Each group recognized the importance of communication, both with each other and the public; advocacy, by justifying the value of museums to the community; and technology, through keeping abreast of the latest innovations.

The Directors group stressed the importance of communication between museum administrators and the need to meet at least once a year to compare information. By sharing resources and statistics, duplication of tasks can be avoided. Working more closely with the tourist industry was identified as crucial, as was keeping up with new technology.

The proposed plan of action began immediately by starting a list of the participants' names, phone and FAX numbers, and e-mail addresses. To foster communication, a directors' forum to be held at HMA meetings and an on-line discussion group were proposed. The significance of advocacy was emphasized by the suggestion to create an ad hoc committee on advocacy and a position within HMA to keep administrators abreast of legislative concerns and positions. Staff training was recommended to embrace changing technology.

To follow up on their findings, the directors requested that two meetings be held each year. They suggested that the HMA board of directors organize networking groups on each island and an ad hoc committee on advocacy to promote partnerships. Lastly, technology training programs for board members and staff were proposed, perhaps in the form of HMA workshops. This training should be available to the neighbor islands as well.

The Educators and Exhibition Planners underscored communication by calling for more coordination between educators and exhibit designers. They cited the need to foster communication with target audiences and to develop new partnerships. The necessity to educate teachers on how to better use museums as resources was discussed as was an effective way to publicize information. In order to better serve audiences and perhaps generate new audiences, knowledge of the latest technology was encouraged.

To advocate the important role Hawai'i's museums play in the educational process, the group suggested sponsoring a "Teacher Expo" to collectively promote museum resources and to reach new audiences. Finally, HMA sponsored training sessions and a "Tech Column" in Nalhou were recommended to provide material on new tools, technology, and sharing of information. The group also advised developing a "Teachers Reference Bureau" to list prime teacher contacts. By conducting research to learn what audiences find appealing, the network groups will be able to better serve them. The Educators and Exhibit Planners supported redistribution of the 1994 HMA survey.