A Partnership for Cultural Tourism

Hawai‘i Museums Association Annual Conference
Friday, May 30, 1997
by Heather C. Horn

Dialogue on Cultural Tourism: A Meeting of Leaders from Cultural Organizations, the Visitor Industry & Government was the topic for the first day of the annual Hawai‘i Museums Association Conference held on May 30. Simply defined, cultural tourism is travel taken to explore the traditions, natural environment, art, history, even cuisine of a new place. But Robert Barrett, the day’s key speaker, described cultural tourism as “the fusion for culture in the next century.” As the Director of Cultural Tourism for the Los Angeles Convention and Visitors Bureau, Barrett presented a successful model—the California Cultural Tourism Coalition & Initiative—where cultural institutions, the visitor industry, and government agencies have joined together to develop and market travel packages for potential visitors. The coalition’s nine partners include: the arts commissions and CVB’s (convention and visitor bureaus) of San Diego, Los Angeles County, and San Francisco; Hyatt Hotels and Resorts; and two underlying state agencies, the California Arts Council and the California Endowment.

The Future is Now—Planning for the New Millenium

New Issues and Initiatives for Museums
Hawai‘i Museums Association Annual Conference
Saturday, May 31, 1997
by Heather Lake, The Contemporary Museum

As the 20th century draws to a close, museums are faced with new challenges. The institutions of the 21st century will, no doubt, encounter obstacles never dreamed of today. Planning for the future perpetuates our vision, safeguards our community treasures, and ensures our continuing cultural legacy. The second day of the Hawai‘i Museum’s Association conference dealt with new issues facing museums both in Hawai‘i and nationwide, and also focused on initiatives that will enable museums to prepare for the new millennium. A report on each of the three sessions appears below and on pages 6 and 7.

MAPPING THE FUTURE

Rebecca Danvers, program director for the Institute of Museum & Library Services, delivered the opening address: New Initiatives for Museums & Libraries. She began by recounting the recent union of the Institute of Museum Studies with the nation’s libraries to form the Institute of Museum & Library Services or IMLS. On the face of it, the two seem like strange bedfellows but upon further examination, Danvers explained, both museums and libraries provide a community anchor for lifelong learning and act as centers of discovery. The recent addition of libraries coincides with the 20th anniversary of the Institute. In order to respond to the changes in the IMLS and to plan for the next twenty years and beyond, museum associations convened at regional meetings and also at the 1996 AAM annual meeting in Minneapolis to discuss the future of the agency. The results of this dialogue were presented at the 1997 AAM conference in Atlanta and will be (continued on page 6)
News from the HMA Board

HMA Membership Meeting
The annual meeting of the HMA membership took place at the Annual Conference on Saturday, May 31, 1997 at the Honolulu Academy of Arts. Welcome to the following newly elected Directors:

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

Hawai'i Director
Marilyn Nicholson, Executive Director, Volcano Arts Center

At-Large Directors
Bruce Carlson, Director, Waikiki Aquarium
Stuart Ching, Archivist, Bishop Museum
Aldona Sendzikas, Curator, U.S.S. Bowfin Submarine Museum

HMA Representative to the Western Museums Association
Cathy Riley, Executive Director, Maui Historical Society

Continuing Directors with one year remaining in their terms include Keola Cabacungan, Charles Lamoureux, Carol Lovell and Cathy Riley.

Following the membership meeting, the following officers were appointed: Keola Cabacungan as Vice-President; Marilyn Nicholson as Treasurer; and Stuart Ching as Secretary.

Preparing Historic Properties for Hurricanes

Today's technology usually gives ample warning about approaching hurricanes. Protecting historic sites, however, often presents a problem. What is the best way to shutter a 19th-century commercial building without damaging historic woodwork and masonry? Would a permanent shuttering system change the historic appearance of the building?

A new publication in the National Trust's Information series, Hurricane Readiness Guide for Owners and Managers of Historic Resources, assists in preparing historic sites for hurricanes. Funded by the Elizabeth Ordway Dunn Foundation, this booklet explains the different types of shuttering systems and their application to historic buildings. Line drawings and photographs help readers select the best type of shuttering for their particular building. This 20-page booklet also covers the need for a basic inventory and assessment before a storm hits. Checklists outlining steps to take before and after a hurricane will help building owners minimize damage from storms.

The National Trust publishes the Information series to provide concise information on basic and frequently used preservation techniques. The cost per booklet is $6, including postage and handling. For orders of 10 or more copies, the cost is $3 per booklet plus postage and handling. Orders shipped prepaid only. To order contact: Information Series, National Trust for Historic Preservation, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036. (202)588-6286. FAX (202)588-6223.
The National Conference of State Museum Associations

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

This year the Institute of Museum and Library Services awarded The Florida Association of Museums/Foundation and the Florida Art Museum Directors Association $50,000 to jointly organize and host a national conference of state museum associations. Matching funds for the project were provided by FAM/F, FAMDA, the state associations and other public and private funding sources.

The conference was held in Miami in February and was attended by 70 delegates from state museum associations, and representatives from IMLS, the American Association for State and Local History, and the American Association of Museums. The National Museum Services Board, which is the Presidentially-appointed policy board for IMLS, held its February meeting in conjunction with the conference in order to inform itself about current and future needs in the field. Some states represented had no organized association. Others had a highly structured organization with full staff and offices.

The purpose of the national conference was to strengthen the ability of state associations to assist museums in providing services to the public. Two key goals of the conference were for the associations to share information about their most successful programs and to develop an effective mechanism to continue the information-sharing process.

The organizers were serious about the information-sharing process and “Roundtable Discussions.” Participants sat at round tables equipped with laptop computers. Rather than recording shared ideas on a flip chart, participants shared ideas in groups of 3 or 4 and entered their comments into the networked computer system. The comments appeared immediately on huge screens which encouraged further computer dialogue.

Through the dialogue process the group identified and prioritized the major issues facing museum associations today:

Leadership, especially in staff, trustees, and the nominating and recruiting process. It was noted that in many cases experienced trustees who have been long term supporters are retiring.

Member and Member Services. What do we offer member museums to help them achieve their goals and increase their stability?

Resources and Collections. Proper care and access to collections was identified as a fundamental concern of museums and museum associations.

Funding, acknowledged as a primary concern was prioritized last on the grounds that the first three must be in place for funding efforts to be successful. Competition and advocacy were identified as key concerns in funding, however advocacy issues were not discussed at the conference.

Education and Technology were identified as keys to long term solutions to the issues.

Education of staff, trustees, volunteers, and members through in-service training, sharing of ideas at conferences, computer technology and “good old-fashioned telephone calls.”

Education also occurs also through cultivation of trustees. Comments included the cultivation of more corporate people, and people with different roles in the community who share our common mission and can lead to partnering and community building.

Computer Technology was recognized as being a major tool for operation, communication, and education, however, it was found to be lacking in a large number of associations represented.

The conference ended with a recommendation that communication links be developed for state associations and that another national conference be held in two years. Participants agreed that a formal structure of national associations was not beneficial at this time.

I attended the conference as a relatively new member of the Hawai’i Museums Association and in place of Deborah Pope, who was the invited delegate, but was unable to attend. As the Hawai’i delegate, I was especially proud to be able to report that the HMA is successfully spearheading 1) a statewide Economic Impact Study, 2) a conference on Cultural Tourism, 3) a Marketing Cooperative, and 4) a Collections Loan Survey and Legislative Recommendations. Also the process that occurs at our annual meeting of collecting input from network groups for directors, collections management, public programs (education and exhibition staff) and marketing and public relations, and feeding that directly into the yearly planning meeting of the Board is an excellent way for the needs of the museums to be met by the museum association.

I felt also that HMA’s leadership conference with Jennifer Rutledge and the computer technology training session at last year’s annual meeting were right in line with the findings of the conference.

I think we all agree that in the future we need to be exploring creative ways to develop educational programs for our staff, trustees, members, and volunteers. Hopefully, we can do this through our individual institutions and collectively through the Hawai’i Museums Association.
nia Division of Tourism. They pooled their resources into exciting itineraries such as “African American Heritage,” “Theater and Dance,” and “California: Culture on the Edge,” itineraries that now raise an annual 1.5 million dollars. The allure of cultural tourism is evident from the “sold out” crowd that gathered at the Japanese Cultural Center of Hawai‘i for the conference. Three introductory speakers, one from each of the major types of organizations represented, offered their encouragement. Lieutenant Governor Mazie Hirono noted that it was the first time that representatives of Hawai‘i’s cultural institutions, tourist industry, and state government have “gathered under one roof” to discuss their common future. Sharing resources may be the key not only for success but for survival in a time of dwindling tourism and, for many cultural institutions, a lack of state and federal funding. As George Ellis, the director of the Honolulu Academy of Arts, pointed out: “Today, the competition from other tropical beach locations is intense . . . Hawai‘i’s potential as a world-class destination is in our hands.” The final introductory speaker, Murial Anderson, Manager of the Hawai‘i Tourism Office of the DBEDT, also spoke of the great responsibility that everyone present had to the state and its people, a responsibility that could only be fulfilled through partnership, or kā 'i ke pono, “the sum of all things good” for the good of the state. Today’s tourists want quality cultural exchanges and Hawai‘i’s cultural institutions can help provide them with the sights, sounds, textures, and other stimuli that they crave, not only to the advantage of a single institution, but to that of the entire state. For, as Robert Barrett put it “a beach with a ballet is a better beach.” A Lou Harris Poll for Travel & Leisure Magazine found that where travelers in the 80s sought fine dining, luxury resorts, and an opportunity to “spend money freely,” 90s travelers seek cultural enrichment and a greater understanding of the world around them. Barrett produced further statistics citing that the country’s 21.6 billion baby boomers will reach their peak earnings by the year 2000. When surveyed, almost half attest that their next vacation will include trips to cultural and/or historical sites. And last year alone 600 million people visited 200,000 museums in the United States, more than the amount of people who went to the movies and attended professional sporting events combined.

Although a demand for cultural tourism exists on a national level, if Hawai‘i’s museums want to collaborate successfully with the state government and the visitor industry they need to prove that their programs are both profitable and appealing to potential visitors. Dr. Juanita C. Liu of the School of Travel Industry Management (TIM) at the University of Hawai‘i presented the preliminary results of her study entitled “The Economic Impact of Hawai‘i Museums On the Local Economy.” Available data revealed that in 1996 Hawai‘i’s 94 cultural institutions were visited 23.4 million times and generated 154 million dollars in revenue. Thirty percent of that total revenue came from outside sources, including out-of-state grants and donations, visitor admission fees, and visitor gift shop purchases, bringing money into the state and generating new jobs and opportunities. The majority of tourists surveyed ranked Hawai‘i’s museums as exceptional and said that they would return again for another visit. Their only complaint was that they did not know about the islands’ cultural offerings before arriving, a call for museums to form aggressive marketing strategies, preferably in conjunction with the existing visitor’s industry.

Aside from the profitability of cultural tourism in Hawai‘i another issue exists—that of the quality and authenticity of Hawai‘i’s tourism product. In other words, how can we present real Hawai‘i to visitors without exploiting the native Hawaiians and their culture? A panel was gathered including Peter Apo, special assistant to the governor, State of Hawai‘i, Rick Egged, state tourism deputy director, DBEDT, and Dr. George Kanahele, president of the Wai‘aha Foundation. Today’s tourist desires more than pre-packaged myths of hapa-haole hula girls dancing the Waikiki hula and endless rows of souvenir tiki gods. Peter Apo suggests combating plastic romanticism through nānā i ke kumu “looking to the source,” “to create quality encounters based on real Hawaiian culture as a foundation.” He cited recent attempts to revive ancient Hawai‘i, such
as the project to protect Kaho'olawe 'ohana, the sailing of the Hōkūleʻa, and the performance of hula hālau as new ways of introducing visitors to the aloha spirit.

When Rick Egged of the DBEDT was asked if the state could create a central office or organization for cultural tourism to help the government, cultural institutions, and the travel industry work together he said: “the idea is getting attention at DBEDT . . . it has to be not just a government effort but a community effort.” Cultural institutions can work with the tourist industry to help create a more accurate Hawai‘i in the eyes and minds of both tourists and tourism, but Dr. George Kanahele urged that, ultimately, “the Hawaiians have to make it happen . . . they have to make a significant contribution not only culturally, but on the bottom line as well.” For the Hawaiians, rediscovering their heritage is a difficult process, what Nalani Tavares of the Wai‘anae Women’s Health Network called a “birthing” that then has to be translated into events and programs.

Cultural tourism is not only the successful integration of “the big three,” it is also a matter of initiating and maintaining strong ties within the communities where tourist activities are taking place. Although Hawaiian tradition was the focus of discussion, the islands are home to a rich cultural diversity. Using the California Cultural Tourism Coalition & Initiative as a model, travel itineraries could be developed around the experience of, as a few examples, the Japanese, Chinese, Portuguese, and Filipino people in Hawai‘i, including exhibitions, dance performances, shopping excursions, and restaurants that are selected by people who live in and are a part of those communities. Direct community involvement insures that visitors receive a genuine experience and also helps tourism avoid misrepresentation or exploitation of the people whose lives are being promoted.

Boundaries will have to be broken before integration and cooperation between cultural organizations, the visitor industry, and the government is made possible. Robert Barrett described how he, too, was hesitant when offered the position as Director of Cultural Tourism for the Los Angeles Convention and Visitors Bureau. As the director of the Fresno Art Museum for 14 years, his entire career had focused on raising money first to build the museum and then to support its exhibitions. Yet he was hesitant to work for the tourist industry because “it was foreign to me.” Barrett finally realized that the idea of tourism and cultural institutions working together was compatible with his own goals, because “looking for a way to empower American culture was the heart of my life.”

The afternoon portion of the conference had participants looking for their own means of empowerment; small groups discussed potential problems and solutions to the development of cultural tourism which were then presented to the larger assembly. The sharing and gathering of further data about tourists’ desires and preferences was a top priority for many participants. Several also expressed a need for a central office or organization (a hub to connect the spokes on the wheel of cultural tourism) where representatives from the different branches could gather to discuss initiatives. A similar suggestion was to strive to place cultural leaders on the boards of the Hawai‘i Visitor and Convention Bureau (HVCB) or the DBEDT, an “infiltration” that would force the parties to work together. Lastly, a focus was placed on aggressive marketing, such as greater media exposure, and the development of a “to-do this month” calendar for visitors that lists cultural activities.

Although a positive feeling filled the air as the participants filed out of the ballroom of the Japanese Cultural Center, the day’s events were a call to action that must be carried beyond the safety of the convention. The future of cultural tourism in Hawai‘i relies upon the efforts of each individual, whether they work for the government, a cultural institution, or the travel industry, to do everything within their power to achieve kā i ke ʻāpono, “the sum of all things good.”

MORE LOCAL NEWS

Spencer Crew to Speak at Summer History Institute

Dr. Spencer Crew, Director of the Smithsonian Institution’s National Museum of American History, will give the keynote address at the inaugural Summer History Institute of the Hawai‘i Council for History Education, August 18 and 19, 1997 at Chaminade University in Honolulu. The two-day teacher institute focuses on American and Pacific histories and includes eight panels with keynote addresses delivered by scholars and lesson plans presented by teachers. Panel topics include “Migrations in Pacific History,” “Cultural Renaissance and Notions of Identity in Pacific Communities,” and “Teaching Depression-Era America through Film.”

Crew’s address, “America’s Museums at the Crossroads,” will explore the transformation of museums from storehouses to places of learning. It takes place on Monday, August 18 at 7:00 p.m. at Chaminade University. Members of the Hawai‘i Museums Association are invited to attend Crew’s address and the institute panels.

The main goal of the Summer History Institute and the Hawai‘i Council for History Education is to facilitate collaborations among the groups promoting history education in Hawai‘i—K–12 teachers, college professors, museums and historical societies.

For further information, please call or write Dr. Mitch Yamasaki, Chaminade University of Honolulu, 3140 Wai‘alae Avenue, Honolulu, HI 96816, (808) 735-4824.
published this Fall as the IMLS Blueprint for the Future. The IMLS blueprint puts forth four principles to aid museums in their continuing efforts to provide community enrichment.

1) Articulate and communicate the roles of museums and a vision for their future.

The IMLS can act as a powerful advocate by articulating the importance of museums in the community. Through the National Award for Museum Service, the IMLS honors institutions which provide an outstanding example of community involvement and cultural enrichment, institutions which evaluate not only their role in the community but how they can continue to meet its needs. Through this award the IMLS increases museums' visibility and draws national attention to their role as a cultural asset.

2) Promote innovation and reward excellence in every area of support.

As the end of the century approaches and federal moneys for arts agencies continue to dwindle, it is increasingly important to demonstrate the value of museums and the agencies that fund them. The IMLS encourages creativity, risk taking, and the desire for authentic change, in addition to promotion of novel approaches to reoccurring problems as a means to guide museums beyond 2000. Effective grant reporting and evaluation will be critical to the agency's performance and will influence future funding levels for all government agencies.

3) Stimulate the development and dissemination of tools and examples that guide museums towards excellence.

Sharing of information is crucial not only for institutional growth, but also for building partnerships and resources. By creating a network of contacts, information sharing can be systematized to create a forum. This forum could take the form of an electronic database of promising practices to aid institutions. The internet offers not only a site, but easy access and meaningful dialogue with museums nationwide. State, regional, and national conferences also provide an important opportunity to communicate and collaborate with colleagues and institutions.

4) Encourage and enable partnerships and connections between museums and a range of other organizations, institutions, and agencies to extend impact.

Promoting partnerships will help museums to better serve their community and also garner additional audiences, resources, and support. However, cultivating these partnerships are labor and time intensive; museums must ask themselves what it takes to develop serious and long lasting partnerships. These efforts must also be undertaken by all levels of the institution. Indeed, these alliances between organizations may be critical to their survival in the future.

Programs and opportunities available through the IMLS

The IMLS website will be the primary means of communication with the museum and library community. Ms. Danvers underscored the advantages for Hawai'i museums to be connected because of our geographic isolation. For information on the National Award for Museum Service, National Leadership grants, General Operating Support grants, Conservation Project Support grants, the Museum Leadership Initiative program, or to learn about the Museum Assessment Program or Conservation Assessment Program contact: imsinfo@ims.fed.us or http://www.ims.fed.us/ or write the Institute of Museum and Library Services, 1100 Pennsylvania Ave, N.W., Washington D.C. 20506 (202) 606-8539.

SAFEGUARDING THE FUTURE

The Status of Museum Loans in Hawai'i

The collections networking group, formed at last year's HMA conference, reported on its efforts towards assessing the status of museum loans in Hawai'i and set forth its goal of proposing legislation which would allow museums to gain title to abandoned and/or undocumented property in their custody. Stuart Ching described the dilemma of "loan limbo" in which objects cannot be returned, disposed of, or accessioned into a museum's collection because their origin is unknown or they have been improperly documented. Other problems occur when contact between lender and borrowing institution is lost; or when the original lender dies leaving any number of heirs, each of whom has partial ownership of the object on loan. Unfortunately, these possibilities are endless.

Museums are now confronted with rising costs of collection care, shrinking financial resources, decreasing storage space, and the ever present threat of institutional liability and future litigation. Unresolved loans put pressure on each of these areas and may inhibit a museum's ability to care for its permanent collections.

Loan legislation will provide the legal means to resolve old loan problems and prevent future problems by clarifying the relationship between lender and museum, and define the responsibilities of each party.

The collections group looked for legislative examples in other states, most notably California, the first state to pass museum-loan legislation. The California law clearly states the right of each party, sets up a time limit for indefinite loans and, most importantly, places the burden of contact upon the lender.

A survey was sent to 77 institutions in Hawai'i with 33 responding. The purpose of this survey was to gather information about the nature of collections and registration methods for Hawai'i museums, and to determine whether the institutions, as a whole, will support legislation that would allow museums to claim unclaimed property. The results were resoundingly positive. The collections group is currently analyzing legislation from other states and formulating legislation to fit the needs of Hawai'i museums.
PARTNERSHIPS FOR THE FUTURE
Creating Dialogue & Partnerships with the Community

The Educators Networking Group focused on forging meaningful connections between museums and their community. By fostering partnerships, museums are better informed on the needs of their audiences and can continue to cultivate new audiences. At the Marketplace of Ideas, educators from different institutions shared their practices for promoting significant and beneficial partnerships.

Michele Pagan, a conservation educator, introduced the session by describing partnerships as a method of reaching out to groups who have not traditionally been targeted and, by doing so, improving our bottom line. She also brought attention to a publication by the IMLS, True Needs / True Partners. Tom Cummings of Bishop Museum stressed the importance of assessing your audience; only by learning the needs of your audience can they be effectively served. Keola Cabacungan, from ‘Iolani Palace, brought up the importance of docents and multi-lingual brochures to convey information. Alisa Crawford of Mission Houses Museum described the benefits of a diverse educational program to serve audiences of different age groups and interests. Puanani Burgess, from the Cultural Learning Center at Ka‘ala, promoted building a relationship with an organization before partnering to ensure shared values and sensitivity. Mary Harble, from the Honolulu Zoo, introduced the idea of partnerships as stone soup and a means of combining resources and fostering creativity, especially when faced with a financial crunch. Karen Thompson, of the Academy of Arts, encouraged involving the community organization in all aspects of the partnership—from planning to execution. Louise Lanzilotti, from The Contemporary Museum, shared her experience planning with artists to create avenues for expression. But perhaps the simplest, and most essential advice for building partnerships was given by Tom Cummings of Bishop Museum who exclaimed, “Do more! Do more! Do more!”

To obtain a copy of True Needs/True Partners contact: www.ims.fed.us/ or write the Institute of Museum and Library Services, 1100 Pennsylvania Ave. N.W., Washington D.C. 20506 (202) 606-8539.

STAFF NEWS

***Bishop Museum: Kevin Montgomery, has become part of the Anthropology team as Collections Manager of Ethnology. Best wishes to William Kozlovsky, as he leaves his post as Executive V.P. of the Hawai‘i Maritime Center.

***Hawai‘i’s Plantation Village announced the appointment of Ruth Tamura as its new director.

***Holly Richards has been named the new director of the Hawai‘i State Foundation on Culture and the Arts.

***The Honolulu Academy of Arts welcomes Christine Wilson and Victoria Hill to its operations and programs. Christine, the new head librarian, has worked in libraries at Hawai‘i Business College, Butler Library at Columbia University, and the University of Hawai‘i’s Hamilton Library and Richardson School of Law Library. She is currently working on an M.L.S. degree at the University of Hawai‘i. Victoria Hill, most recently seen in the shop at the Contemporary Museum, joins the Academy shop as assistant manager, replacing Vicki Reisner who was recently appointed the Academy’s coordinator of volunteer services and special projects.

***Hui No‘eau: Rebecca "Buck" Silva was recently appointed Exhibits Assistant. Buck, who had previously worked with the Hui as a part time registrar/receptionist, holds an MFA from Alfred University with an emphasis in Sculpture/Installation.

***Mission Houses Museum is pleased to announce the selection of Lindsay Dodge as its new executive director. Prior to her appointment at the Mission Houses she owned and operated L. Dodge & Associates, a public relations company that focused on corporate imaging and special events management. Alisa Crawford former manager of Public Programs leaves the Mission Houses to take up a new position as Director of Education at the Holland Museum in Holland, Michigan.
Summer Calendar

**JULY**

**AUGUST**

1 Submission Deadline, Nūhou, Fall 1997

**SEPTEMBER**

17 - 20 Western Museums Association Annual Conference: San Diego, CA. "Beyond Borders: Discovery and Collaboration"


**OCTOBER**

31 Deadline, MAP I. Institute of Museum and Library Services

Hawai‘i Museums Association

Membership 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 808-234-4153 as rates vary.

**HMA BOARD OF DIRECTORS**

President: George Ellis
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Hawai‘i Museums Association

Nūhou

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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.