Don Adams: 
Form a Marketing Collaborative

Donald Adams, Director of Public Affairs at the Henry Ford Museum, author of Museum Public Relations (AASLH Press, 1983) and numerous articles on museum marketing and public relations, was in Honolulu January 14-19 to consult with the Mission Houses Museum. The primary purpose of Adams' visit was to review existing programs and marketing efforts at the Mission Houses and advise on the development of a long-range marketing plan. During his stay in Honolulu, Adams also spoke to a diverse group of leaders in government, the visitor industry, the media, and culture and arts on the subject of promoting cultural tourism.

Repeatedly throughout his stay in Honolulu, Adams profiled the changing nature of tourism and pointed to visitor research which confirms that vacationers increasingly look for a cultural and historical dimension in their choice of destination. Throughout the country, in survey after survey, historic and cultural attractions rank in the top two or three reasons travelers choose their destinations. Museums and historic sites provide the "sense of place", the continuity with the past and with a community's history that both visitors and residents seek more and more. Museums and historic sites are also big business: surveys show that those who do prefer to visit such attractions have more time and more money than other travelers.

Adams, a first-time visitor to Hawaii, expressed amazement at the richness and diversity of Hawaii's museums contrasted with the paucity of visitor information about museums which is available in Waikiki. "It is entirely possible," commented Adams, "to spend a full week in a major Waikiki hotel and not know that there is any other museum than the Bishop Museum in this city." In researching Hawaii's museums in travel guide books available in book stores and libraries, he found them to be well-represented, thoroughly and appreciatively covered. In local visitor publications, hotel and travel desks, they are largely missing. "Don't hide your museums under a barrel," Adams cautioned local community leaders. "Honolulu's museums alone have more to offer than many cities which specifically promote themselves as 'museum towns.'"

Many of Adams' observations about the changing interests of tourists are validated in the recently released Focus Group Report issued by the Marketing Research Department of the Hawaii Visitors Bureau to its members. "14 Marketing Suggestions to Reach Repeat and First Time Independent Visitors" includes visitors' comments about their eagerness for "the genuine Hawaiian experience," "the diversity of the cultures and races of Hawaii," and "learning and doing and understanding another way of living" — all things that Hawaii's museums teach about.

Among Adams' many suggestions was that Hawaii's museums band together to form a marketing collaborative. "Hawaii's visitor industry is among the most successful and powerful in the world and museums aren't on their agenda", Adams pointed out. "No one museum can make a difference with an industry this size. If you want them to hear you, you have to work together and demonstrate your success."

"Number 22, Via Latina"

As promised in the last Nuhou, here is Brother Larry Scrivani's account of his trip to Rome last fall.

The Marianists are an international society, with their world headquarters in Rome. That should tell you clearly enough what I was doing in the Eternal City. The general administration maintains a truly impressive archives in an equally impressive stone palazzo just a block or two outside the ancient walls. "Number 22, Via Latina", is its address, and was mine too, during the month of October, 1989. My superiors sent me there to become familiar with the documentation housed in that central archives. I wanted, as well, to learn whatever was possible about European archival practices and to scout for documentation that could round out the holdings of the Pacific Marianist Archives in Cupertino. On all accounts my visit was successful.

An unexpected bonus was the experience of living as do the Romans, at least for one month. The Marianist house there conforms to local customs regarding all

(continued on page 6)
News From Your HMA Board

The HMA Board extends a warm thank you to Herbert Garcia for his contributions as a member of the 1989-90 HMA Board. Owing to increased demands on his time as Director of the Tropical Lightning Museum, he has had to resign from the Board.

The HMA Board welcomes Mary Morioka, Education Specialist at the Waikiki Aquarium, as its newest Board member. Mary will be serving out the remainder of Herbert Garcia’s term and has already accepted the responsibilities of 1991 Spring Conference Coordinator. The working theme for this conference is “Museums Alive”, focusing on institutions with “living exhibits” such as the aquarium and zoo. If you have any ideas you would like to propose, or to join one of the committees working on the 1991 Spring Conference Committee, give Mary a call at 923-9741.

Promotional flyers for up-coming HMA workshops should already have reached you with the mailing for the 1990 Spring Conference. The Board urges HMA members to participate in as many of these workshop activities as possible. Work has already begun on plans for the 1990-1991 workshop programs. One of the workshops proposed is a Disaster Planning/Risk Management Workshop Institute. More information on this program will appear in future issues of Nuhou.

The HMA Board has voted to stage its fall, 1990 conference on the island of Kauai as no communication has come from Rock Resorts regarding Lanai. The conference theme will look at “Museum Preservation: Buildings and Grounds”. Ho'opulapula Haraguchi Rice Mill will be the host institution.

The HMA Board has agreed to join with the Hawaii Committee for the Humanities and the Department of Education to endorse the development of National History Day. HMA has also joined HCH in support of a Governor’s Commission on Exploration, Encounter, and Exchange on the Occasion of the Columbian Quincentennial. See articles elsewhere in this issue for more information on both programs.

Governor John Waihee has asked President Ruth Tamura to serve on the Governor’s Advisory Committee for the Hawaii State History Center Feasibility Study. Other committee members are Earl Arruda, Hawaii State Teachers Assn.; Helen Chapin, PhD., Hawaii Pacific College; Lowell Chun-Hoon, Esq., King, Nakamura and Chun-Hoon; Pua Kanahele, Maui Community College; Helen Nagtalon Miller, School of Public Health, University of Hawaii at Manoa; Roy Takumi, American Friends Service Committee; Jolyn Tamura, State Archivist; Masaru Yokouchi, Wailuku. The Advisory Committee will work closely with Franklin Odo, who has been asked to conduct a study on the need for such an institution and the possible forms and functions to be considered for such a center or museum.

Joyce Tsunoda, Chancellor for Community Colleges and chair for the Hawaii Advisory Committee for the Third Global Congress of Heritage Interpretation International, has asked President Ruth Tamura to serve on the Hawaii Advisory Committee. Governor Waihee will serve as the honorary chairman of this committee. The theme of the Third Global Congress is “Joining Hands for Quality Tourism: Interpretation, Preservation and the Travel Industry” The congress is scheduled for November 4-8, 1991.

A new revised HMA directory, Hawaii Museums and Related Organizations is now available. Copies of the directory are available for purchase at $2 each for HMA members and $4 a copy for non-members. Send your checks or purchase orders to HMA, P.O. Box 4125, Honolulu, HI 96812-4125.

The Board wishes to impart warmest appreciation to Mary Jane Knight, Editor, Bonnie Judd, Production Coordinator and Victoria Kneubuhl, Distribution Coordinator for all their efforts and energies that have gone into publishing Nuhou. Congratulations on jobs well done.

"I take it there are a few strings attached to your contribution."

THE CHRONICLE OF PHILANTHROPY
Marine Educators To Meet

The National Marine Educators Association 1990 annual conference "Islands in the Sea", is scheduled for August 5-12 on the island of Hawaii. The conference will be held at the Hilo campus of the University of Hawaii from August 5-10, with weekend field activities in Kona from August 10-12, including a day at Puuhonua o Hōnaunau, organized by Jerry Shimoda. This will be the first time Hawaii has played host to a national NMEA conference.

Conference participants will come from all 50 states as well as from around the Pacific Basin and several foreign countries. The program will include symposia to update educators on the latest advances in marine science, concurrent sessions to share curriculum ideas, special marine topics, activities to explore hands-on approaches in marine education, and field trips to enrich and inspire.

For further information on the conference, contact Ann Coopersmith, Box 149, Paia, HI 96779, phone 579-8577, or Barbara Lee, 1541-D Wilhelmina Rise, Honolulu, HI 96816, phone 737-2104.

New Aquarium Exhibit

Artist's conception of The Reef Machine, a self-contained 150-gallon miniature reef system, which opened at the Waikiki Aquarium on March 22. A complex reef is created in miniature in the exhibit, using natural reef rocks, spectacular live corals, fishes and other marine life. The unique feature of the exhibit is that visitors are able to see the entire system operate. Its pumps, filters, lamps, water reservoirs and other equipment, which maintain the exhibit's environment, are all visible. Graphics panels explain the complex nature of reefs and detail the role each system component plays in simulating nature.

Aquarium's 'Reef Machine' Opens

The Reef Machine, the first of the Waikiki Aquarium's innovative new exhibits scheduled for the 1990's, was formally blessed and opened to the public on Thursday, March 22.

What makes the exhibit particularly unusual is the manner in which it was funded: a unique—for the Aquarium—combination of equipment donations, University program money and a major business promotional campaign which links the Aquarium, Territorial Savings and renowned marine artist Robert Lyn Nelson.

The new exhibit was funded largely through Territorial's Signature Collection promotion, which features an exclusive line of checks that showcase Nelson's artwork. When it launched the promotion in March, 1989, Territorial pledged one dollar to the Aquarium for every Nelson check order received. The result was a $3,500 check in November, 1989, representing proceeds from the first eight months of the promotion.

Nelson donated his services for the project and agreed to a two-year program to help raise funds for the Aquarium. The University of Hawaii Sea Grant College and Extension program then provided the funds to produce the extensive educational panels and graphics that accompany the exhibit.

Other contributions for the exhibit included donation of the system by its manufacturer, The Innovate Corporation, Grandville, Michigan, and its inventor/designer, Chick Holland of Lahaina Aquarium Systems, Ltd., Morayshire, Scotland.

And, to help conserve funds, much of the renovation work and exhibit construction was handled by the Aquarium's facilities maintenance staff.

Thus, a cooperative effort among educational, for-profit and not-for-profit entities helped produce the first major new exhibit at the Aquarium in more than three years.
Hawaii’s Plantation Village To Begin Construction

The Friends of Waipahu Cultural Garden Park have raised more than $1.8 million of the $2.5 million necessary to build Hawaii’s Plantation Village. Major donors to date are The Gentry Companies, AMFAC/JMB Hawaii, Herbert K. Horita Realty, Westloch Development, Bank of Hawaii, and First Hawaiian Bank. Other corporations giving substantial support are International Savings and Loan, Arakawa’s GO Development, The Honolulu Advertiser, Hawaiian Electric Industries, Foodland Supermarket, and Charley’s Car Care Center.

Contributing foundations include Robert E. Black Trust, Fear Eleemosynary Trust, Atherton Family Foundation, The Estate of James Campbell, Wilcox Foundation, and the Chinn Ho Foundation. A request for an appropriation of $500,000 has been brought before the State House and Senate.

Fundraising efforts have included a series of television spots, shown on commercial channels, which many of our readers may have seen. One example, sponsored as a community service by First Hawaiian Bank, depicts a grandfatherly man talking with young children, recalling his childhood days in a plantation community. These spots are extremely effective in reaching a broad audience.

“We are grateful to the community for the generous support we have received. Our mission to preserve the heritage of the plantation workers is shared by all the people of Hawaii. The customs and contributions that these Chinese, Japanese, Korean, Portuguese, and Filipino laborers brought with them affect all of our lives and are responsible for our cultural diversity here in the islands,” said Goro Arakawa, member of the Board of Hawaii’s Plantation Village and one of the founders of Waipahu Cultural Garden Park.

Spencer Leineweber, AIA, partner of Spencer Mason Architects and project architect for Hawaii’s Plantation Village, has begun the research necessary to make sure that the plantation story is clearly and accurately told. “A careful analysis of the site and each of the structures to be built is essential,” she said.

“Planning for integration of the various buildings and landscaped areas, as well as for orientation of groups and access for cars and pedestrians, also is an important part of this research and design phase,” Spencer added.

“As we proceed with the plans and research necessary to make our dream of Hawaii’s Plantation Village become a reality, we invite those who share our desire to preserve this heritage to join us,” said Calvin Kawamoto, executive director. For further information on becoming a member of the Friends of Waipahu Cultural Garden Park and making a contribution to Hawaii’s Plantation Village, call Waipahu Cultural Garden Park at 677-0110.

Where Did We Come From?”

To help educate the public - younger generations and visitors alike - to Hawaii’s rich plantation heritage, Waipahu Cultural Garden Park is producing an exhibit entitled “Where Did We Come From?” The exhibit will be opened on Saturday, May 12, 1990 at 9:00 a.m. to 3:00 p.m.

An Immigration Day Celebration, full of immigrants’ color and fanfare, will complement the opening of the exhibit. Several groups and non-profit ethnic organizations are participating in putting on cultural displays, demonstrations, entertainment and food and craft sales. Everyone is invited to take part in the fun. Admission is free. For more information call the Park at 676-6727.

DBED Plans Cultural Tourism Database

The Department of Business and Economic Development has contracted with SMS Research to develop a Cultural Tourism Database for the state. President Ruth Tamura has been asked to sit on the Advisory Committee for the DBED’s Cultural Tourism Database project. At the first meeting of the Committee, discussion began with an orientation to the project. The idea of attracting visitors to Hawaii without adapting to tourist needs was expressed.

The database will also contain a list of Hawaii and out-of-state individuals interested in culture and the arts and lists of individuals who attend promotional presentations on Hawaii in other countries. Anyone will be able to have access to information in the database by culture, by location, and by date. Marketing plans will be developed based on the information gathered from the database.

The group also discussed focusing on the preservation and conservation needs of cultural and historic sites, properties and people and the need to protect these resources from becoming part of a “tourist” package, especially when these locations or individuals are not prepared for visitors.

Because the database would be available and accessible to anyone, all the greater is the need for the state to be sensitive to and knowledgeable about the cultural and social implications of unannounced visitors dropping in on an activity, an event, a program, a site, an individual or family group. The fear of exploitation and intrusion on a sacred site or interrupting an individual’s privacy was voice repeatedly.

The committee members have been asked to supply the project with data for the database.

After discussion, the HMA Board decided that HMA members interested in being listed in the database should contact either: Anne A. Swank, SMS Research and Marketing Services, 1042 Fort Street Mall, Suite 200, Honolulu, HI 96813. Telephone (808) 537-2686; or Paul L. Klink, Direct Marketing Managers of Hawaii, 1188 Bishop Street, Suite 2408, Honolulu, HI 96813. Telephone (808) 545-2122.
Building Partnerships: Museums and Their Communities

"Learn what the community needs; fit the museum to those needs."  John Cotton Dana, 1917

John Cotton Dana's words capture the sense of mission that permeated many of America's early cultural institutions, a commitment to public service. Contemporary museums must now go beyond mere public service and develop relationships marked by true public partnership and empowerment. The complex makeup of our society with regard to race, class, ethnicity, religion, and gender, requires that museums rethink past approaches to serving their audiences. While museums are lending attentive ears to their neighbors, many are fumbling for strong and innovative responses to what they are hearing. Every area of the museum, from collections to education, must reassess its audiences' needs and better reflect the cultural diversity of their communities.

The Smithsonian Institution's Office of Museum Programs presents its first Training Congress, Building Partnerships: Museums and Their Communities, to explore the challenges museums face as they work to play a more vital role in their communities. Join them for four days of analyzing case studies, learning from specialists, debating issues and approaches, and most importantly developing practical techniques for making your museum more community centered.

Participants in the Training Congress will choose from one of six two-day, intensive, practical workshops on issues ranging from collections management to board development and education. Keynote addresses on the first and last days of the Congress will place these practical concerns in a theoretical context.

Choose from one of six practical workshops:
1. How to Develop Culturally Diverse Boards and Staff
2. How to Build Effective Exhibit and Program Partnerships between Museums and Communities
3. How to Develop Collections for a Community Centered Museum
4. How to Care for and Manage Culturally Sensitive Collections
5. How to Make Your Institution and Exhibitions Physically Accessible
6. How to Attract New Constituencies to Your Museum

Location: The S. Dillon Ripley Center, Smithsonian Institution, Washington, DC.
Fee: Program fee is $300. Payment due 10 days prior to program.

How to apply: Please send a letter briefly answering the questions below:
1. List your name, title, and institutional address.
2. What are your current responsibilities?
3. Select a first and second choice workshop that you wish to participate in and explain what you hope to benefit from it.
4. Briefly describe a project on which you are working that might be strengthened by knowledge you will gain attending the Congress.

Return to:
Building Partnerships
Office of Museum Programs
Smithsonian Institution
Arts and Industries Building, Rm. 2235
Washington, DC 20560

Application deadline: April 16.
For additional information, please contact Bettie J. Lee, Coordinator of Curriculum Programs, at (202) 357-3101.

Exploration, Encounter and Exchange: The Columbian Quincentenary

October 12, 1992 marks the 500th anniversary of Christopher Columbus' arrival in the New World. According to John Goudie, chairman of the U. S. Christopher Columbus Quincentenary Jubilee Commission, "the Columbian celebrations of 1892-93 were the biggest patriotic and cultural blowout of the 19th century," and he expects the 1992 celebrations across the U. S. to be just as extravagant. Quincentenary commissions in 22 states and in many cities, some named for Columbus, have been established to plan and coordinate celebratory events.

Hawaii can make important contributions to the celebratory and commemorative events in 1992-1993. Because of its history and multicultural society, it can bring unique insights to the ideas of exploration, cultural encounter, exchange and adaptation. Though not as widely known, seafaring, exploration and settlement by Asian and Pacific peoples were as significant and preceded the European explorations exemplified by Columbus.

Locally, the Hawaii Committee for the Humanities has submitted a proposal for a Governor's Commission on Exploration, Encounter and Exchange on the Occasion of the Columbian Quincentenary.

On the national level, the National Endowment for the Humanities offers funds in all of its divisions for projects and programs relating to the Columbian Quincentenary. And, the Smithsonian Institution Office of Quincentenary Programs will begin publication this year of a quarterly newsletter, The New World, which will provide information about the Smithsonian's research into and programs celebrating the arrival of Columbus in the Western Hemisphere in 1492.
the ordinary aspects of daily life such as food, schedule, transportation and the like. The local menu was excellent in every way, both tasty and well balanced. The European palate prefers natural foods — always fresh — and avoids sweets. Dessert was a platter of cheeses and fruits. The diet is generally good for one's cholesterol level, but leaves the American stomach feeling a little empty at times. It takes some adjusting in that sense.

One’s daily work pace needs a little adjusting as well. In Rome, people do work, but not with such conviction as is common among northern cultures. Work is a part of life there, not distinguished from it. Time is less carefully measured. I was told by a friend that in Rome, you must plan on accomplishing only one item of business each day, no more. I thought he was exaggerating. Experience subsequently proved that he was not. As a consequence, one’s attitude about going downtown to conduct business needs adjusting. In the first place, traffic is slow. For example, you could walk from where I was staying to the Vatican in about 45 minutes, or you could take the bus in about 50 minutes. When you arrive you might discover that the office is closed for the morning for any number of “good” reasons. So you do something else instead. Organization is not linear but something like collateral.

Language is another adjustment. The language of the house in which I stayed is nominally Italian, though in fact, one is as likely to hear English, Spanish or French spoken at any time. Table conversation drifts unpredicatbly from one language to another depending on the backgrounds of those sitting around it; and similarly the topics shift from one continent to another; indications of the international character of the aptly named “Catholic” Church.

Since I was in Rome on a mission and not as a tourist, I was unable to see as many monuments as someone on vacation would have. Recall too, the Roman way of organizing time (by which I was living) rules out the ferociously linear scheduling on which Americans instinctively rely to get the “most” of their time. I did manage some late afternoon walks through the southwestern quarters of Rome from the Latin and Metronio gates up to the Palatine. On weekends, through the graciousness of a friend, I toured the countryside as far as Anzio and Alba Longa, the legendary birth place of the Roman tribe. The catacombs were a mere 1,000 meter walk down the Appian Way, which began two blocks from the Marianist house. On weekends, were the partially restored ruins of Roman tombs dating to the first century A.D. Easily visible among these tombs were urns holding discernable human remains.

The very foundations of the house in which I stayed were rooted in the catacomb of St. Gaudentius, one of the “lost” catacombs rediscovered in the 1950’s. A mere two blocks down the street from my front door, loomed the stolid bulk of the city wall begun by Emperor Aurelianus in 271 A.D. Genuine antiquity — age with centuries, where we have only decades — surrounds you. I was compelled often to wonder how the environs familiar to me and much beloved in Hawaii and in California, would strike the passerby of two thousand years from now.

The bulk of my time in Rome I spent sifting through the central archives of the Marianists, or “AGMAR” as it is called (the acronym for Archives Generales Marianiste). The title is in French because the Marianists originated in France 172 years ago, and because AGMAR’s oldest holdings are in that language. The oldest papers at AGMAR date to 1443. These documents belonged to a family of French emigre aristocrats, the Argenson, who sold their Chateau de St. Remy to the Marianists for ready cash in 1823. The family papers were found in the badly vandalized main house and transferred to the general archives where they remain to this day.

The Argenson papers are atypical of what one generally finds at AGMAR. Understandably, the balance of the holdings concern the affairs and establishments of the Marianists on seven continents and across two centuries. The variety of items is great; for example, one can find anything from Japanese calligraphic scrolls to typescript volumes of esoteric theology. Metal catwalks climb through several stories of bookshelves laden with volumes ranging from parchment-bound incunabula to high school newspapers of the 1950’s. Unbound manuscripts fill a two-story section of metal drawers. In the basement is a vault whose walls are reinforced with the alloy used to armour battleships during World War II. The vault was intended to provide safe storage for the most valuable of the documents should war come again to Rome.

Part of my education at AGMAR was the many hours spent conversing with its director about European archival practices. I also found some time to collect enough books and papers to fill three cubic feet; most were given to me from among duplicates held at AGMAR or other repositories, and some I purchased at booksellers on Roman piazzas. Their subjects relate in some way to the Marianists; they are printed in five different languages (French, Italian, Spanish, German and Japanese). Among these are a series of textbooks published around 1900 by Marianists for their schools in Japan. Another book, in Spanish, recounts the lives of the Marianists shot as hostages during the Spanish Civil War. All of these books I collected are intended to round out the holdings of the Pacific Marianist Archives, our little outpost on the Pacific Rim.
Post-It Warning

The American Institute of Conservation has several specialty groups within it, one being the Book and Paper Group (BPG). Every year the BPG publishes the Book and Paper Group Annual, a collection of papers by BPG members.

The 1987 volume ends with a short warning by Deborah Evetts, conservator at the Pierpoint Morgan Library in New York. In regards to Post-It notes, she writes, "PLEASE think before you use them, and do not use them on valuable materials, or even on, or as bookmarks in, reference materials." She explains that the notes leave a residue when they are removed, so dirt will adhere to the area covered by the adhesive. After warning of other potential dangers, she ends by saying that, "we will wish we had not used them when the damage begins to show up." The temptation to use these handy little note-keepers on objects should be avoided as well. In addition to the glue residue attracting dirt, it could actually damage the surface of an object, for example one with dry, flaking paint. So think before you use Post-It notes on any object, photograph or document.

HCH Grants Program Update

The Hawaii Committee for the Humanities (HCH) makes grant funds available to non-profit groups in Hawaii for public projects that promote awareness of "Intellectual and Cultural Traditions", "Humanities Discussions of Public Issues and Concerns", and "State, Local and Ethnic History". Projects that might be proposed include the development of an interpretive exhibit of historic photographs, a series of public forums or slide-lectures on aspects of national, world or Hawaiian history and culture, or historic role-playing programs. All projects supported by HCH must centrally involve scholars trained in humanities disciplines in the planning and presentations of the projects. The HCH has four annual deadlines for Regular Grants (above $2,500) and eight annual deadlines for Mini-Grants (up to $2,500) and Planning Grants (up to $1,000).

There are some new policies regarding projects that include the development of a film or video. The HCH has added a grant category to assist in the development of a script for a film or video focusing on a humanities topic. Planning Grants for Script Development (up to $2,500) may be submitted at any of eight annual application deadlines. These planning grants will allow applicants to involve humanities scholars in integrating humanities information and interpretive perspectives into the script. Those interested in submitting a proposal to the HCH for a major film or video project should note that the HCH now requires that all such applications be accompanied by a script.

Upcoming HCH deadlines for 1990 are as follows: Preliminary Proposals for Regular Grants may be submitted on May 1, August 1, or November 1 (with grant activities beginning three months later). Proposals for Mini-Grants, Planning Grants and Planning Grants for Script Development may be submitted on May 1, June 15, August 1, September 14, November 1 or December 14 (with grant activities beginning in one month). Proposals for Projects with major film or video components (above $2,500) may only be submitted at the once-a-year deadline on August 1.

For application materials or additional information, contact the HCH office, 3599 Waialae Avenue, Honolulu, HI 96816. Telephone: 732-5402 (collect calls are accepted from the Neighbor Islands). Applicants are encouraged to discuss their ideas for programs with Bob Buss, the HCH Program Development Specialist.

Hana District Courthouse Restored

After many hours of hard work and patience on the part of the Board of Directors of the Hana Cultural Center, volunteers and the cooperation of Maui County officials, the Hana District Courthouse is once again alive. The building is part of the Hana Cultural Center complex, which includes the Hale Waiwai of Hana museum.

The courthouse was established in 1871, served as the Hana police station, among other things, and remained in use until 1978 when the court and police functions were moved to the present Maui County Hana district office complex. Through the foresight of the Hana Cultural Center directors, a long-term lease was arranged with the county, securing the location for Hale Waiwai and the District Courthouse.

February 4, 1990 will be remembered by the approximately 200 local residents and visitors who were on hand to witness the rededication ceremonies, which began on a beautiful sunny afternoon, and included keiki hula by Mamo Alii o Kauiki, introductions by HCC President Babes Hanchett, a blessing in Hawaii by Leimamo Lee, and the traditional untying of the maile wreath.
Western Museums Conference
Report of the Board Meeting,
February 3-4, Sunnyvale, California
by Ruth Y. Tamura

The Board met for about four and a half hours on the first day to discuss and orient the group to the workings of the Western Regional Conference. After deciding on a proposed agenda for the meeting, Gail Anderson, First Vice President, made a presentation on the history of WMC. Next on the agenda was a review and evaluation of the WMC mission statement. It was found that WMC did not have a mission statement. The group recommended that a committee be formed to address the topic and present their findings to the Board at the next meeting.

Following that discussion, the group worked on developing a WMC program focus for the 1990’s. In general, concepts of pluralism and multi-cultural education seemed to be of high priority. There followed a discussion about the different program committees in the organization: a program committee to deal with the annual meeting, a program committee to conceptualize the focus of the organization and a program committee to coordinate all programs other than the annual meeting.

Clarification as to which was which lead into a discussion about the structure of the organization; the governance of WMC. The group reviewed the existing Board structure. One suggestion was that there be no standing committee representatives and state representatives on the Board, that 11 Board members be elected to serve 2-3 year terms. This would provide some of the continuity that is currently lacking and would also mean that the Board would be committed primarily to the WMC organization and not be seen as liaison representatives of their special interest groups. The elected Board members would need to reflect the various special interests and concerns while representing a variety of positions in the museum field. Discussion then followed with the group identifying and listing the Board’s structural problems. It was recommended that a committee be formed to review and prepare a presentation for the next Board meeting on the issues presented concerning the governance of WMC.

The second day of meetings began with the approval of minutes followed by a treasurer’s report. The group reviewed the 1989 budget, the annual meeting budget and the 1990 budget. WMC is still not financially sound enough to renew staffing contracts comfortably. The renewal of staff contracts was tabled for later discussion. It was reported that two grant proposals had been prepared and results will be known by April (Irvine Foundation and the California Arts Council).

Kate Sibley, Executive Coordinator, then reported on the activities of WMC. Planning for the 1990 annual meeting has begun. The meeting will be in San Jose at the Red Lion Inn. The Local Arrangements Committee is being chaired by Leslie Matsunaga from the San Jose Historical Society. Some of the positive program points and activities of the 1989 Annual meeting were mentioned and it was suggested that they be incorporated into future meetings. (e.g. Directors liaison system at dinner; devil’s advocate roles)

The group was informed that IMS will be shaping a new program on disaster planning. WMC will be preparing both an IMS and a NEA proposal seeking program and operational funding. Suggestions of other foundations or granting agencies would be welcomed.

A discussion on WMC’s membership structure followed. The Irvine Foundation felt that the WMC institutional dues structure was too low and suggested that it be revised. Michael Fox said that he had been talking with a number of the larger institutions about raising their institutional contribution to WMC; he mentioned that it might be as high as $1,000. Further discussion will be occurring with the institutions. It was felt that a professional direct-mailing program was not feasible for WMC at this time. Instead, personal contact and directed mailings would probably provide better results and should be continued.

A resolution was passed to commend the Natural History Museum of Los Angeles County for all the support and assistance they have provided WMC. The Natural History Museum provides about $10,000 in support services to WMC.

Following lunch, an executive session was called. During this time, the conditions of a staff contract were discussed. It was decided that a re-arrangement of time and priorities was necessary and that the new contract would require that the executive perform duties in the following manner: 60% annual meeting organization, 40% fund raising. There would be a 60-day escape clause in the contract and it was recommended that the contract be for six months. It was also felt that there needs to be a review system to evaluate staff performance better.

Committee assignments were made:
1. Site Selection Committee, chaired by Patricia Marchese from Clark County Historical Museum. Hawaii is being considered as the site for the 1994 Annual meeting which would probably be held in cooperation with AASLH.
2. Mission/Program Focus Committee, chaired by Elizabeth Smart from California State Parks. A prepared report is to be submitted in 30 days.
3. Governance Committee, chaired by Hedy Hartman from National Bicycle Center. Report to the Board in 45 days.
4. Nominations Committee, chaired by Michael Fox. The committee would be willing to orient nominees to WMC prior to their joining the Board; will be nominating one person per position; and will be
prepared to accept nominations from the floor.  
Lucy Skjelstad brought the group up to date on the 
activities of the AAM. For more information, see the 
AAM Council report.  
Discussion on a program proposal from the 
COMOC and RAGER group on new Federal OSHA 
requirements followed. The format might be a work­
shop program series to be co-sponsored with state 
or­ganizations.  
Michael Fox talked a little about his Native Ameri­
can Committee. A final report is due out in early 
summer.  

National History Day  
The Hawaii Museums Association Board has voted to 
join the Hawaii Committee for the Humanities and the 
Department of Education in a three-year endorsement 
for National History Day. Quoting from an article on 
History Day in the November/December 1989 issue of 
History News:  
History Day began with a small local event in 
1974 when faculty at Case Western Reserve Uni­
versity recognized the deplorable extent of histori­
cal illiteracy of the students in their classrooms. 
These teachers concluded that one way to address 
this issue was to start with secondary schools 
where history courses were disappearing from the 
curriculum. Perhaps, they thought, young people 
could be enticed by competition that resembled the 
already successful Science Fairs. With that model 
and guarded optimism, the National History Day 
program was born.  
The competition is divided into two age 
divisions: junior division, grades six to eight, and 
senior division, grades nine to twelve. Each level 
offers seven categories of competition: historical 
paper; individual project; group project; perform­
ance, two-five individuals; group performance, 
two-five students; individual media presentation; 
and group media presentation, two-five students. 
Local area winners proceed to state competitions 
and then to the national competition held in the 
middle of June each year. Winners are chosen in 
each category. The best entries relating to the 
annual theme participate in a four day celebration 
on the campus of the University of Maryland at 
College Park.  
The theme for this year will be “Rights in 
History” to correspond with the bicentennial for 
the Bill of Rights. The following year theme will be 
“Discovery, Encounter, Exchange in History: The 
Seeds of Change” For more information on the 
program, contact HMA or the Hawaii Committee 
for the Humanities. 
Watch for news of History Day activities in your local 
newspapers.  

“Earth Wise” Symposium At 
Kokee Museum  
The Kokee Natural History Museum and Storybook 
Theater of Hawaii announce a symposium for educa­
tors set for June and early July at Kokee State Park on 
the island of Kauai.  
“Earth Wise, An Environmental Education Sympo­
sium” will address educators of children from age 2 to 
age10 in a June 22-25 session at Kokee. The following 
weekend, June 29-July 2, educators of young adults 
will gather for a session aimed at youngsters from 6th 
through 12th grade.  
The intensive, live-in symposium will include 
panel and hands-on sessions, with topics ranging from 
surveys of successful approaches and programs 
statewide, inclusion of environmental values and 
themes through all curricula, to integration of the arts 
in delivering inspiring environmental education. 
Program designers for the symposium are Marsha 
Erickson, Executive Director of Kokee Natural History 
Museum (Kauai, 335-9975) and Mark Jeffers, Managing 
Director of Story Book Theater (Kauai, 828-1542). 
“Earth Wise” is funded in part by the State Foun­
dation on Culture and the Arts. For registration and 
other program information, write Kokee Natural 
History Museum, P.O. Box 100, Kekaha, HI 96752.  

Historic Preservation Law 
Seminar Scheduled  
For the 10th year, the Advisory Council on Historic 
Preservation offers training to government officials on 
federal projects and historic preservation law. The 
target audience also includes employees of private 
firms and organizations whose activities may be 
reviewed under Section 106; members of community 
groups concerned with historic preservation; and 
historic preservation contractors and others whose 
work brings them into contact with federal preserva­
tion law.  
This three-day introductory course will help you 
understand how the National Historic Preservation Act 
(NHPA) protects historic properties. Because Section 
106 of NHPA requires special review of federal and 
federally assisted activities that could affect historic 
properties, the Advisory Council on Historic Preserva­
tion — the agency that administers Section 106 review 
— has designed this course to help you achieve pro­
gram objectives more efficiently by understanding and 
anticipating historic preservation responsibilities. 
The three-day training course will be held in 
Honolulu August 8-10, 1990. The cost of the seminars is 
$210 per person, not including travel, food or lodging. 
Group rates are available. For more information, 
contact John Hansley, GSA training center, P.O. Box 
15608, Arlington VA 22215.
Hoopulapula Rice Mill Expands Programs

HMA members can look forward to a tour of the Hoopulapula Horiguchi Rice Mill when HMA gathers for the fall conference on Kauai this year. The HHRM programs are expanding by leaps and bounds, and the staff will have many things to share with HMA members. Meanwhile, here is an update on their recent activities from Administrative Assistant Susan Summers:

Hoopulapula Horiguchi Rice Mill is happy to share with the community its special historic significance and wonderful location. The wide range of its appeal is making itself clear through the continued interest and support it is receiving as the months go by.

Last summer HHRM escorted Dr. Charles Garnier, Chief of Agronomic Research in Tahiti, and seventy members of the Tahiti Farm Bureau, through the rice mill site. They were also able to see the taro being harvested at that time. We were especially pleased to be chosen as a site visit for 34 members of the National Trust for Historic Preservation and we escorted twenty-two members of the Freindship House in Kapaa.

The U.S. Department of the Interior, Fish and Wildlife Service has issued to HHRM a Special Use Permit with conditions for developing a demonstration agricultural site for the use of student groups under the direction of rice mill guides. Hoopulapula can now anticipate more fully satisfying the need for “hands-on” experiences at the site. Karol and Rodney Horiguchi hosted several members of the community and representatives from State agencies at a brainstorming session for implementation of the demonstration field.

In the fall we were happy to have our excursion site used by the Department of education for its statewide Environmental Education Cadre Training Workshop. Fifty teachers from around the state toured the mill and gained knowledge pertaining to taro culture. In December we held our own workshop here for teachers on Kauai. Two guest speakers from the Department of Education participated. They were Pohaku Nishimitsu, Hawaiian Studies Resource Teacher, and David Boynton, Environmental Education.

On January 31st, the expansion of our programs to include the Senior Centers was kicked off at the weekly meeting of the Kilauea Seniors’ Center. Karol Horiguchi gave historical background of the rice mill restoration project and the group viewed slides chronicling the rice industry with an accompanying narrative of “Agricultural Transitions in Hanalei Valley”. “Rice and Roses”, a video produced for Hawaii Public Television, was also viewed.

We are delighted to announce successful funding efforts which will enable us to augment our education programs. We have received support from the S. W., G. N., and E. H. Wilcox Trusts, the Annie Sinclair Knudsen Fund, and the Hawaii Hotel Association Charity Walk Fund.

Save Outdoor Sculpture!

Across America, in town squares and parks, by roadsides and seasides, outdoor sculpture recounts our country’s history. Outdoor sculpture, the most accessible form of history and visual art, is the most endangered of our cultural resources. The estimated 50,000 outdoor sculptures in the U.S. suffer from neglect, vandalism and environmental pollution. Save Outdoor Sculpture! (SOS!), is a nationwide inventory of outdoor sculpture to determine the number, location, and condition of all outdoor sculptures in the United States. State coordinating organizations and volunteers will work to implement the inventory. At the completion of this three-year project, data will be added to the Inventory of American Sculpture, a permanent, ongoing computerized database of indoor and outdoor sculpture in the United States that will be accessible to all. Municipal governments and civic and cultural organizations will receive guidelines for the care and maintenance of their outdoor sculpture, and suggestions to involve their communities.

SOS! is a joint project of the Smithsonian Institution’s National Museum of American Art and the National Institute for the Conservation of Cultural Property. The project is supported by The Pew Charitable Trusts and The Getty Grant Program.

To add your name to the SOS! mailing list, contact SOS!: National Institute for the Conservation of Cultural Property, 3299 K Street NW Suite 403, Washington, DC 20007. Telephone (202) 625-1495. Telefax (202) 625-1485.
New Members
We are pleased to welcome the following individuals and institutions to membership in the association:

Individuals:
Ronald Chang, Honolulu Zoological Society;
Linda K. Delaney, Office of Hawaiian Affairs;
Adrienne Sanders, Office of the State Public Defender;
Mary J. Harbold, Honolulu Zoo;
Sandra L. Halualani, Bishop Museum;
Gerri Pedesky, Bishop Museum;
Margo Morgan, Honolulu;
Ruth Gurnani-Smith, Kereru Arts;
L. K. Matsuura, Hawaii Public Television;
Iris Yamato, Bishop Museum;
Carol A. Adam, Kilohana Plantation;
Richard Foster Smith;
Robin A. Makua;
Elaine Jourdane, Bishop Museum;
Ormond L. Kelley, Kelley/Akiona Architects;
Gale Carswell, Kauai;
Agnes Quigg, University of Hawaii.

Institutions:
Hawaii Okinawa Center, June H. Arakawa, Delegate;
Puukohola Heiau NHS, Kawaiahae;
Friends of the Judiciary History Center;
Amy B. H. Greenwell Ethnobotanical Garden, Captain Cook, Brian Meilleur, Delegate.

Staff Changes & News
Wendell A. Silva was the unanimous choice for director of the State Foundation on Culture and the Arts. Silva directed the Kalihi-Palama Arts Council for 16 years prior to his new position.
Sarah Richards has left the SFCA to accept an appointment as Executive Director of the Hawaii Theatre Centre. Candace Hand has also been hired by the Hawaii Theatre Centre as Development Assistant.
David A. Byrne has joined the Waikiki Aquarium in the new position of Director of Finance and Administration. Byrne was formerly Support Service Manager for the Salvation Army Residential Treatment Facilities for Children and Youth.
Don Davis is the new director of the Honolulu Zoo. Davis has 19 years experience as director of the Cheyenne Mountain Zoological Park.
Dennis Asai has been appointed new administrative branch head at the Honolulu Zoo.
Mary Harbold and Richard Smith are new education specialists at the Zoo.
Mary Jo Valdes has been hired as the part-time Curatorial Assistant for the Mission Houses Museum.
John Campbell has assumed the position of director of the Volcano Arts Center.
Robert Bush formerly with the Volcano Arts Center, has relocated to Santa Barbara, where he has taken on the job of Director of Development for the Santa Barbara Contemporary Arts Forum.
Marie Hara has left the Honolulu Academy of Arts to work in the office of Representative Carol Fukunaga at the Hawaii State Legislature.
Muffy Mitchell has accepted a part-time position at the Honolulu Academy of Arts.
Clifford Hashimoto is the new manager of the Hana Cultural Center and Hale Waiwai Museum.
Tamar Chotzen, Director, Hawaii Nature Center, has been awarded the prestigious Nancy Hanks Memorial Award by the American Association of Museums.
Lela Goodell, a charter member of HMA, has retired after twenty-seven years as the Assistant Librarian and Cataloguer for the Hawaiian Mission Children's Society Library.
Daphne Yamamoto has taken the permanent position of Assistant Librarian for the Hawaiian Mission Children's Society.
Fritz Frauschiger will be leaving the Contemporary Museum this summer, to direct the Palm Springs Desert Museum.
Melissa Lyman is chairman of the recently-created department of Public Relations and Marketing at Bishop Museum. Sheryl Toda is her assistant.
Lynette K. Paglinawan has recently become the Executive Director of the Native Hawaiian Culture & Arts Program (NHACP) at Bishop Museum.

Position Available
The Contemporary Museum
Exhibitions/Collections Assistant (Preparator).
Assists Exhibitions Coordinator and Collection Manager with all preparation, handling, shipping, installation and fabrication of changing exhibitions. Art handling experience and some computer knowledge helpful but will train.
Position available immediately (part or full-time, full-time preferred).
Please send resume to The Contemporary Museum, 2411 Makiki Heights Drive, Honolulu, HI 96822.
Celebrate Museums Day!
Hawaiian museums are encouraged to observe International Museum Day on May 18. The 13th observance of this yearly celebration gives museums the chance to promote their contributions to their communities and their role in preserving the world's cultural heritage. For ideas about participating, contact Janet Petitpas at the American Association of Museums, Suite 200, Washington, DC 20005. Telephone (202) 289-1818.

SFCA Reminder
This year is State Foundation on Culture and the Arts Request for Proposals time once again. Plan on writing your proposals for a June or July deadline for the next biennium. More information will be forthcoming from the SFCA in the near future.

Arboretum Notes
The Lyon Arboretum is the feature cover story in the March, 1990 issue of Spirit of Aloha, the in-flight magazine of Aloha Airlines. A Hibiscus hybrid developed at the Lyon Arboretum by Assistant Researcher Bob Hirano was selected by the Garden Club of Honolulu as the official plant honoring the 60th anniversary of the Garden Club. The highly popular Arboretum Plant Sale will be held on Saturday, May 12, 1990 at McKinley High School, 1039 S. King Street, from 9:00 a.m. to 3:00 p.m., featuring a giant assortment of tropical plants, jams and jellies, books and handcrafted Hawaiian items.

Hawai‘i Museums Association
P.O. Box 4125 Honolulu, Hawai‘i 96812-4125

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 membership, send a check (Individual/$15 or Institutional/$40) with your name, address/zip code, home and business phone numbers, organization and your position title (Institutional applicants should include the name of their designated delegate) to: Hawai‘i Museums Association, PO Box 4125, Honolulu, Hawai‘i 96812-4125.

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Niihou, the quarterly newsletter of the Hawai‘i Museums Association, carries articles of professional interest to HMA members. Submissions to Niihou are welcome, are subject to editing, and should be received (c/o HMA at the above address) by the quarterly deadlines: 1 December, 1 March, 1 June and 1 September. Mailing is scheduled for the 15th of the following month.

Nonprofit organization
U.S. Postage
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Permit number 1191
Honolulu, Hawai‘i
The Natural and Built Environment

Community Workshop
Co-sponsored by the Hawaii Museums Association

Interpreting the Material Culture of Hawaii:
The Things They Left Behind

What do objects say about the people and cultures who make them? Artifacts are part of recorded history. Can they speak to us? What questions can we ask of them?

This workshop examines the material culture of Hawaii—the tools, clothing, furnishings, houses, sites, etc.—and teaches the skills for examining and interpreting them. Site visits to museums, farms, archaeological sites, workplaces, and neighborhoods will be used to explore the information that they can give us about our past.

Case studies will focus on “Material Culture as the Language of Cultural Change.”

Topics include:
• What is material culture?
• How to interpret artifacts?
• The community as artifact
• Aboveground archaeology

For educators and museum staff:
• How to use material culture in the classroom?
• How to design museum exhibits using material culture?

The faculty will include two nationally recognized scholars of material culture: Tom Schlereth (University of Notre Dame); and Harvey Green (Northeastern University); and museum educator at Sturbridge Village, Peter O’Connell. The staff will also include local resource people.

July 16-20, Monday-Friday, 8:30 a.m.-3:30 p.m., noncredit. Workshop fee: $30, at various locations.

Instructor: Ramona Mullahey, Planner and Project Consultant

Communities by Design:
Managing Community Change

Managing community change—development pressures, infrastructure needs—is one of the most urgent issues confronting us today. How we manage community change is a design activity.

Design reflects the choices we make that impact and shape our physical environment. Design decision-making involves finding the best solution to community issues within a given set of circumstances.

This course will provide a basic introduction to the decision-making process, structure, participants, and issues in Hawaii. It will cover the community design perspectives of planning, architecture, urban and rural design, historic preservation including Hawaiian archaeology and how they contribute to a quality environment.

The emphasis will be on developing a practical, working knowledge of community design. Includes hands-on activities, speakers and field trip.

August 6-11, Monday-Saturday, 8:30 a.m.-1:30 p.m., 2 credits. Tuition: $121 residents (includes fees), $231 nonresidents (includes fees), HIG 210.

Instructor: Ramona Mullahey, Planner and Project Consultant. Participants may register for Plan 399 (Urban & Regional Planning) or EdCI 588B (College of Education) (For teachers).

Registration Form: The Natural & Built Environment

Social Security Number

Name

Address

City State Zip

Organization/School

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Mail to: University of Hawaii at Manoa, Summer Session, P.O. Box 11450, Dept. IBE, Honolulu, Hawaii 96828 Phone: (808) 948-7221

This program has been supported in part by the State Foundation on Culture and the Arts.