President’s Message

Aloha,

Your board members, other officers and I have been busily preparing for our upcoming annual meeting and conference, “Views, Voices & Visitors.” It promises to be a noteworthy event at a great venue, the Maui Arts & Cultural Center. In keeping with this broad theme title, our goal is to include all facets of the museum community. Our keynote speaker is Rosa Lowinger: conservator, author and founder of Sculpture Conservation Studio, of Los Angeles. I anticipate she’ll give us priceless veteran’s insight and a few fascinating anecdotes on the many sculptures she’s worked on in Hawai‘i, both public and private, over the past years.

Please check our website for the most up-to-date information on the pre-conference activities and conference schedule. On the agenda are a good number of sessions that deal with collections — how they’re seen, how they’re interpreted and how they’re treated — as well as several sessions which should be of interest to all. The annual meeting itself will be conducted during lunch on Friday, May 26, 2006. This meeting is open to the general membership and is included with your conference registration. You should have received a report from the 2006 Nominating Committee regarding the new, current, and departing Board members. The incoming Board members will be elected during the meeting. I look forward to seeing all of you there.

A hui hou,

E. Tory Laitila

E. Tory Laitila has served on the HMA board since 2002 and became president in 2005. His term as president ends in 2006. He is currently the Registrar with the City and County of Honolulu Mayor’s Office of Culture and the Arts.

2006-2007 Slate of Candidates

The following slate of candidates for the 2006-2007 Board of Directors for 2006-2008 election taking place at the Annual Business Meeting on Friday, May 26 at the Maui Arts & Cultural Center.

Current Directors with terms expiring in 2007
Karen Kosasa — University of Hawai‘i at Manoa
Carol Lovell — Kaua‘i Museum
Matt Mattice — Judiciary History Center
Martha McDaniel — Hanamoa Bay Nature Preserve

Current Directors with terms expiring in 2008
E. Tory Laitila — Honolulu Mayor’s Office of Culture & the Arts
Celeste Ohta — Doris Duke Foundation for Islamic Art
Darrell Orwig — Maui Arts & Cultural Center

Departing Directors are Deborah F. Dunn formerly with Friends of Iolani Palace; Donna Saiki, Pacific Tsunami Museum; Laura Carter Schuster, Hawai‘i Volcanoes National Park

E Communications

The appeal of email communications as a promotional tool is that it allows instant and inexpensive opportunities in communications and marketing at approximately one-tenth the cost of direct mailing. As much as 50 percent of bulk email is rejected whether it is just spam or legitimate communications due to security and virus software. Effective emailings should take into consideration message frequency, subject lines and “from” fields to avoid being considered spam. Offer multipart messages that include a text version since some members cannot receive HTML.

As with any marketing materials, technology is just part of the equation and it takes strategic planning for effectiveness including targeting of audience, branding and content. Spend the time figuring out who key audiences are and then target specific emails towards them—volunteers, members, donors, etc. Make it easy for members to respond. Link your communication to your website or provide a buying opportunity right in the email.

Don’t forget to include your website in your email campaign. Make sure it targets your institution’s key audiences, clearly states organization’s focus or mission, and explains how to contact the organization. Even if you can’t afford to change the content on the website often, have email links where readers can request specific information—membership information, a monthly (or whatever) events & exhibits calendar, schedules of tours or whatever information is regularly requested. Digitize applications to post online or as attachments in follow-up emails. These requests will become part of your email list. Finally, is your website address on all marketing pieces, stationary, business cards, publicity, etc?
AASLH Annual Meeting
The American Association for State and Local History (AASLH) will be holding its annual meeting at the Phoenix Hyatt & Civic Plaza, Phoenix, Arizona September 13-16, 2006. The theme is History’s Enduring Voices focusing on the history makers in our communities and in our field. For more information and registrations visit www.aaslh.org/anmeeting.

Big Fun on the Bayou
Association for Living History, Farms & Agricultural Museums announces its 35th Annual Conference and Meeting June 4-8, 2006 at the Louisiana State University & Rural Life Museum in Baton Rouge, Louisiana. The theme is Interpreting Multiculturalism in the Modern Museum Setting. For conference information go to www.alhfm.org.

Festivals & Events II: Implementing Successful Strategies
National and local experts help your organization plan for success, seeking sponsorships, building your brand identity, and optimizing operations management. $40 includes lunch and manual. Sponsored by the Hawaii'i Tourism Authority. For information and registration contact: Eileen Osakoda or Alan Ellis, OmniTrak Group Inc. (808) 528-4050.

Grant Writing USA Workshop on Maui
Women Helping Women in partnership with Grant Writing USA, will present a two-day grant writing workshop in Wailuku, May 30-31, 2006. More than 4,500 government and nonprofit agencies across America now turn to Grant Writing USA for grant training. Grant Writing USA delivers nationwide training programs and workshops that dramatically enhance performance in areas of grant writing, foundation and government grant writer research and relations, program planning, and personal and organizational excellence. Each element plays an important role in grant writing success.

The workshop is suitable for beginning and experienced grant writers who desire to increase their fundraising competitiveness and broaden their funder focus. Tuition is $395 and includes all materials: workbook and accompanying 250MB resource CD that’s packed full of tools and more than 200 sample grant proposals. Seating is limited, online reservations are necessary, walk-ins are not allowed. For more information including venue location and maps, enrollment, payment options and more, please visit http://GrantWritingUSA.com.

Boise, Idaho Hosts WMA
Representatives of member institutions from throughout the Western United States will converge on Boise for the annual meeting of the Western Museums Association on October 11 - 15, 2006. The theme of the annual meeting is Frontier Without Limits: High Desert Rendezvous. The meeting will be centered in downtown Boise and will include activities at several of Boise’s museums and venues including the Basque Block.

For 70 years, the Western Museums Association has helped create and sustain strong institutions by providing professional development opportunities and forums for creative interaction and new ideas.

AAM Centennial
Founded in 1906, American Association of Museums (AAM) is the only organization representing the entire scope of museums: art, history, science, military and maritime, as well as aquariums, zoos, botanical gardens, arboretums, historical sites, and science and technology centers. AAM has more than 16,000 members: 11,500 individual museum professionals and volunteers, 3,100 institution, and 1,700 corporate members.
**HFC Grants**

For more details on applying for the following grants, visit hawaiicommunityfoundation.org and download RFPs. Check out the website for nonprofit resources including media relations, swap file of marketing campaigns, a self-evaluation tool, consultants database, and nonprofit tech tools.

**Environmental Education**

Focusing on project-based learning in areas of conservation, environmental stewardship and science. Grant ranges up to $1,000. Deadline September 29, 2006

**Organizational Capacity Building Planning**

Supports an organization to engage in strategic planning, technology planning, or to conduct an organizational assessment. Grant range $1,000 to $5,000. Deadline September 15, 2006

**Mo’ Bettah Together—Community Action Planning**

Supports the development of a plan for collaborative community action. Grant range $1,000-$5,000. Deadline September 15, 2006

**Executive Transitions**

Grants to support a nonprofit as it prepares for an executive transition. Grant range $1,000 to $30,000. Deadline September 15, 2006

**Strategic Restructuring**

For nonprofits committed to pursuing integration between two or more organizations, these grants may support planning, negotiations and/or the design of the restructuring. Grant range $1,000 to $30,000.

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**May Cultural Summit**

The 2006 International Cultural Summit will be held at the Hawai’i Convention Center from Thursday to Saturday, May 11-13, 2006. It is sponsored by the Hawai’i State Foundation on Culture and the Arts as the final event commemorating its 40th anniversary.

Hawaii’s own cultural heritage will serve as a basis for several discussions. Music, dance, and cultural experiences are part of the program, along with gallery and museum tours in the Honolulu Capital Cultural District. Several unique art exhibitions coincide with this cultural festival, including ongoing exhibits at the Hawai’i State Art Museum and the Honolulu Academy of Art.

Summit panels will address contemporary issues involving culture and the arts in our global communities. Summit topics include: community building and leadership; cultures, preservation and diversity; creative economies and cultural tourism; public art/individual artists; and arts education.

Download an online invitation and application from the HSFCF website, www.hawaii.gov/hsfc in the “What’s New” section or call Lee Ann Choy of Pacific Rim Concepts LLC at (808) 864-9812 or send an email to prc@hawaiibiz.rr.com.

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**HMA Conference Notes**

Have a new program at your site? Is there a new building or renovation at your institution? If your site or institution has news or information that you would like shared with the local museum community at the “What’s New: Institutional News” session at the Hawaii Museums Association 2006 Annual Conference, please contact Betty Kam at bettyk@bishopmuseum.org

**Pre-Conference Tour**

**Tour of Pohana & Haleki’i Heiau** given by Hokulani Holt-Padilla on Wednesday, May 24, 2006 at the Maui Arts & Cultural Center. Transportation to and from the heiau from MACC is provided or you may take your own vehicle, as parking is available. Cost for the tour is $5. Please make reservations by contacting Nanette Napo­leo at nanetten@hawaii.rr.com. You may prepay with your conference registration or on site.

**Volcano Art Center Elderhostel Program**

**Big Island of Hawai'i Odyssey: Earth, Sky, and Sea—Intergenerational Program.**

June 25-July 8, 2006

14day/13 night Elderhostel program designed for those 55 and older and accompanying youth, ages 9 to 12. Visit Hawaii Volcanoes National Park, Waimea, and Kailua­Kona where you can explore new life forms on a live volcano, gaze at the stars, and swim with turtles and colorful reef fish. For this or other programs call (808) 967-8222 or visit www.volcanoaartcenter.org.
Summer Calendar

MAY
11-13 International Cultural Summit, Hawai'i Convention Center, Honolulu.
15 Deadline for NEH Preservation Assistance Grants
18 International Museum Day.
24-26 Views, Voices & Visitors HMA Annual Conference Maui Arts & Cultural Center, Kahului.
26 Hawai'i Museums Association Annual Meeting, MACC.
30-31 Grant Writing USA Workshop, Wailuku.

JUNE
1 Deadline NEA Challenge America Grant
4-8 ALHFAM Annual Conference in Baton Rouge, LA
12 Deadline NEA Learning in the Arts Grant
14 Deadline for NEA Access to Artistic Excellence Grants
13-16 HTA Festivals & Events Workshops on O'ahu, Maui, Hawai'i, Kaua'i
17 Big Island Hawai'i Odyssey Elderhostel Program begins

SEPTEMBER
13-16 AASLH Annual Conference in Phoenix, Arizona.
15 Deadline for HCF Mo' Bettah Together & Organization Capacity Building Planning Grants
29 Deadline HCF Environmental Education Grant

OCTOBER
11-15 WMA Conference in Boise, Idaho

The Hawai'i Museums Association is a nonprofit 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 professionals and its activities in the State of Hawai'i. Individual Memberships: Students $15, Out-of-State $20, Single $35 per year, Dual $65. For institutional rates and applications please refer to the website at www.hawaiimuseums.org.

Complete and mail with payment to: Hawai'i Museums Association, P.O. Box 4125, Honolulu, Hawai'i 96812-4125.

HMA Board of Directors
President: E. Tory Laitila
Vice President: Darrell Orwig
Secretary: Betty Lou Kam
Treasurer: Celeste Ohta
Kaua'i Director: Carol Lovell
O'ahu Director: Martha McDaniel
Hawai'i Director: Donna Saiti
At Large Directors:
Deborah F. Dunn (past President), Matt Mattice, Laura Carter Schuster, Karen Kosasa

HMA Communications
Niihou Newsletter Editor: Chris Fisk
HMA Webmaster: Rich Tally
Membership Officer: Marisa Toma
HMA ListServe Administrator: Barbara Dunn

Niihou is the quarterly newsletter of the Hawai'i Museums Association which carries articles of professional interest to HMA members. Submissions to Niihou are welcome, subject to editing, and should be received c/o HMA at the above address by January 20, April 20, July 20 and October 20. Photos and artwork are welcome and encouraged. HMA reserves the right to accept, reject and edit all submissions.
2006 Annual Meeting & Conference
Views, Voices & Visitors
May 24-26, 2006,
Maui Arts & Culture Center, Kahului, Maui

For conference applications please refer to the website at www.hawaiimuseums.org
Views, Voices & Visitors
Program Schedule
2006 Annual HMA Meeting & Conference, Maui Arts & Culture Center
May 24-26, 2006

WEDNESDAY, MAY 24

2:00 - 3:30 pm  Tour of Pihana & Haleki'i Heiau.
    Tour Guide: Hokulani Holt-Padilla, Programs Director, MACC.
    Transportation provided, space limited, reservations required. $5.00.
    Call or Email: Nanette Napoleon, 261-0705, nanetten@hawaii.rr.com.
5:00 & 7:30 pm  Option #1: Maui Film Festival Showings at MACC Castle Theater
    Tickets: $10, $8 with MFF 5 Passport. Food & Beverages are available prior to
    shows. (On your own)
6:30 pm  Option #2: 'Ualena at Maui Myth & Magic Theater, Lahaina. (On your own)

THURSDAY, MAY 25

8:30 am  Registration & Networking—Gallery Meeting Room, continental breakfast
9:15  Welcome: Tory Laitila, President, Hawai'i Museums Association
    Karen Fischer, Pres. & CEO, Maui Arts & Cultural Center
9:30  Session #1: Keynote Address, Rosa Lowinger
    Conservator, Sculpture Conservation Studio, Los Angeles
10:30  BREAK
10:45  Session #2: Place, Space, and Voice: Learning from Non-Museum Settings
    Pono Murray, Producer, Ka'ike Productions
    Dan Sythe, Executive Director, Whalesong Project
    Mary "Tuti" Baker, Filmmaker
    Kat Brady, Assistant Executive Director, Life of the Land
    Panel Facilitator: Matt Mattice, ED, Judiciary History Center
12:00 pm  LUNCH—Buffet: Founders' Court
1:00  Session #3: Digitizing Collections: Common Issues and Unique Challenges
    Leah Caldeira, Library & Archives Technician, Bishop Museum
    Jerry Dupont, ED, Law Library Microform Consortium
    Robert Stauffer, Manager, Hawaiian Language Legacy Project, Alu Like
    Panel Facilitator: Matt Mattice, ED, Judiciary History Center
2:30  BREAK
2:45  Session #4: Painting Conservation in Hawai'i
    Larry A. Pace, Pace Art Conservation Enterprises, Inc.
3:45  PAU SESSIONS
5:00-7:00 pm  Reception & Schaefer International Gallery Tour—Haynes Meeting Room
    Tour Guide: Darrell Orwig, Gallery Director, MACC
Program Schedule
2006 Annual HMA Meeting & Conference, Maui Arts & Culture Center

FRIDAY, MAY 26

8:30 am  Registration & Networking – Gallery Meeting Room, continental breakfast

9:00  Session #1: Working with the Hawaiian Community at Hawai‘i Volcanoes National Park – A Case Study
      Cindy Orlando, Superintendent, HVNP
      Laura C. Schuster, Chief, Cultural Resources, HVNP
      Lesly Keolanui Awong, Curator, Cultural Resources, HVNP
      Winifred Pele Hanoa, Kupuna Consultant
      Ululani Sherlock, Kupuna Consultant
      Panel Facilitator: Karen K. Kosasa, Museum Studies Graduate Program, UH-Manoa

10:30  BREAK

10:45  Session #2: Your Museum as an Economic Amenity
      David de la Torre, Director, Art in Public Places Program, Hawai‘i State Art Museum

11:45  LUNCH—Annual Membership Meeting
      Founders' Court

1:45 pm  Session #3: Sculpture Conservation in Hawai‘i
         Rosa Lowinger, Sculpture Conservator

2:45  BREAK

3:00  Session #4: All You Wanted to Know About Audio Tours
      Chris Tellis, Vice Chairman, Antenna Audio, Sausalito, California

4:00  Session #5: Institutional News (Open mike, various organizations)
      Facilitator: Betty Kam

4:45  Closing Remarks: Tory Laitila, President, HMA

5:00  END CONFERENCE – “A hui houl”

The 2007 HMA conference will be held May 24-25. The keynote speaker will be James Oliver Horton, PhD., University of Hawai‘i at Manoa and George Washington University. Dr. Horton is a nationally recognized scholar of African-American studies. He has served as an advisor to several museums in the United States and abroad, including the Underground Railroad Freedom Center in Cincinnati, Ohio; the National Civil Rights Museum in Memphis, Tennessee; Colonial Williamsburg and Monticello. His topic will be “The Perils of Public History: Controversy and Cultural Institutions.”
KEYNOTE SPEAKER PROFILE

Rosa Lowinger
Sculpture Conservator
Sculpture Conservation Studio, Los Angeles

A 1982 graduate of New York University’s Institute of Fine Arts, Rosa Lowinger is the founder of the Sculpture Conservation Studio in Los Angeles, a facility dedicated to sculpture and architectural preservation.

Lowinger has published extensively on conservation of outdoor sculpture, coatings for metals, and conservation of contemporary and ethnographic art.

Cuban born Lowinger is particularly interested in the conservation problems of tropical climates. In the aftermath of hurricane Katrina, she has been working with the National Trust for Historic Preservation on conservation of buildings in Biloxi, Mississippi, and has previously worked in Jamaica, Puerto Rico, Miami, and Havana. Most recently, she been working in Honolulu and on Kaua‘i under the auspices of the Mayor’s Office for Culture and the Arts, and the State Foundation on Culture and the Arts.

She is also an author with numerous pieces in magazines, such as ArtNews, Preservation, Sculpture, and Latina. Her first book, Tropical Nights: The Life and Times of the Legendary Cuban Nightclub, was recently heralded by Publisher’s Weekly as a “scintillating chronicle that offers an overview of the florid, splashy era when Cuba was an endless party, and Tropicana was its epicenter.”

PROGRAM DESCRIPTIONS

Working with the Native Hawaiian Community at Hawai‘i Volcanoes National Park
Panelists will describe their work to assist the park in understanding, respecting, and incorporating the views of the Hawaiian community. As either staff or members of the Kupuna Coalition Group, panelists will share their experiences on a range of exciting projects, including “loaning” a large rock to the National Museum of the American Indian in Washington, D.C.

Place, Space and Voice: Learning from Non-Museum Settings
Interpretation of place and space occurs in a myriad of venues. This session examines the challenges of providing “voice” to a local community, prison setting, theatrical stage, and the marine environment. Panelists will discuss issues of interpretation in non-museum settings. What can we learn from their experiences?

Digitizing Collections: Common Issues and Unique Challenges
There’s no escaping the age of digitization and it’s opportunities. Panelists share information regarding their specific projects. Common issues, unique challenges, and misconceptions are explored. Participants also can expect an overview of digitization technology.

Painting Conservation in Hawai‘i
Laurence Pace, of Pace Art Conservation, will share some of the challenges of dealing with “Dirty Pictures in Paradise.” Laurence A. Pace holds a Masters Degree and Certificate of Advanced Study in Art Conservation from Cooperstown Graduate Program. He is also a Professional Associate of the American Institute for Conservation of Historic and Artistic Works.

Your Museum as an Economic Amenity
Presented by David de la Torre, Director of the Art in Places Program and the Hawai‘i State Art Museum, Hawai‘i State Foundation on Culture and the Arts.

Sculpture Conservation in Hawai‘i
Conservator and founder of the Sculpture Conservation Studio in Los Angeles, Rosa Lowinger will share a veteran’s insight and a few fascinating anecdotes on the many sculptures she’s worked on in Hawai‘i, both public and private, over the past years.