Most of the new board members; left to right first row: Heather Diamond, Jane Hoffman, Christie Takamune, Suzette Scotti. Back row: Barbara Moir, Malia Baron, and Maja Clark.

HMA Board of Directors 2014-2015

President: Heather Diamond, Curator, Friends of ‘Iolani Palace
Vice President: Maja Clark, Collections Manager, Shangri La Doris Duke Foundation for Islamic Art
Secretary: Malia Baron, Registrar, Bernice Pauahi Bishop Museum
Treasurer: Kelly Ota Hatzis, Office Manager, Daughters of Hawai‘i, Queen Emma Summer Palace
Hawai‘i Director: Barbara Moir, Director, Lyman Museum & Mission House
O‘ahu Director: Malia Baron, Registrar, Bernice Pauahi Bishop Museum
Maui Director: Neida Bangerter, Gallery Director, Schaefer International Gallery, Maui Arts & Cultural Center
Kaua‘i Director: Jane Hoffman, Executive Director, Kilauea Point Natural History Association

Directors-at-Large:
Keahe Davis, Education Specialist, King Kamehameha V Judiciary History Center
Noa Dettweller, Legal Counsel, Bernice Pauahi Bishop Museum
Suzette Scotti, Art History Instructor, Leeward Community College
Christy Takamune, Gallery & Gift Shop Manager, Japanese Cultural Center of Hawai‘i
Michael Thomas, Collections Manager, Joseph F. Rock Herbarium, U.H. Mānoa
Past President: Jane Hoffman, Director, Kilauea Point Natural History Association

HMA Communications
Membership Officer: E. Tory Laitila, Registrar, Mayor’s Office of Culture and the Arts
Nūhou Newsletter: Chris Faye, Curator, Kaua‘i Museum
HMA Webmaster: Michael Thomas, Collections Manager, Joseph F. Rock Herbarium, U.H. Mānoa
Social Media: Keahe Davis, Education Specialist, King Kamehameha V Judiciary History Center

HMA President’s Report

Aloha kākou,

I am delighted to have the opportunity to serve the Hawai‘i Museums Association as your president. HMA represents a wide variety of museums, centers, historic sites, libraries, and archives. Together, we have a wealth of knowledge and resources as well as the potential for a strong community voice.

First, thanks to those of you who took the time to answer our recent survey. Those who responded are strongly in favor of more professional development programming and increased networking opportunities. As always, we will let you know about workshops and lectures that benefit members. We will be organizing social events on each island to bring members and prospective members of the museum community together. We have already started planning next year’s conference using your conference evaluations and surveys as a guide.

HMA has the potential to serve a broad spectrum of stakeholders, and increasing our membership will increase our effectiveness in terms of both service and advocacy. According to a recent survey of state museum associations, Hawai‘i has a strong ratio of members in relation to the number of museums in the state; however, the majority of our memberships are individual.

An important goal this year is to increase our institutional memberships so that we better represent our state’s institutional demographics. Along with adding institutional members, we will be soliciting corporate members with which we can develop mutually beneficial relationships. More memberships will make more and better programming possible.

Another goal for this next year is to continue upgrade and streamline our technology. In addition to Nūhou going online, you may have noticed that our website has a new look and expanded information. We also use Facebook and Twitter accounts, so be sure to “like” us online. We will be reintroducing a list-serv for members and are also working to upgrade our membership tracking capabilities and make online membership and renewal payments possible.

Last but not least, we invite you to become involved. If you have programming ideas, would like to participate in events planning, know of potential partners, or have materials to share in Nūhou, please get in touch with your island rep or me. This is your museum organization and together we can ensure that it supports all of us in the important work that we do in local museums.

Heather Diamond
HMA president
HMA's 2014 Annual Meeting & Conference
By Heather Diamond, PhD. Curator at 'Iolani Palace & president of the Hawai'i Museums Association

On April 25, 2014, the Hawai'i Museums Association held its annual meeting and conference at the Japanese Cultural Center Grand Ballroom in Honolulu, Hawai'i. The theme of this year's conference was Museums 20/20: Vision and Visitors. 60 people attended from O'ahu, Maui, Kaua'i and the Big Island. The conference was preceded and followed by optional field trips to the Bishop Museum and the Honolulu Museum of Art.

Wendy Meluch, well-known museum experience specialist, gave a keynote address that connected to the theme of the conference: Understanding & Engaging Museum Visitors. She spoke eloquently about the importance of understanding how visitor motivations, expectations, and learning styles contribute to shaping visitor experience and the value of evaluation tools to better understand our visitors so we can maximize their museum experience. With that objective in mind, she outlined a number of ways in which museums can easily and inexpensively implement survey instruments for front and formative evaluations that will yield valuable demographic and visitor preference information. She stressed that investing in evaluation is cost effective. It can provide qualitative data for grant proposals as well as measuring the effectiveness of exhibits and the overall museum environment. Wendy was co-sponsored by the University of Hawai'i Museum Studies Program.

HMA has a very productive partnership with the UH Museum Studies Program, as evidenced by the morning session. Moderated by program director Professor Karen Kosasa, three museum studies students—Lindsey Davis, Heather Terstegge, and Bethany Bannister-Andrews—presented What's New & Changing: Digital Initiatives at Home & Abroad. The cutting edge technology examples presented on this panel ranged from digitizing scientific collection to gaming apps as an educational tool for museums.

Roundtable discussions on a range of topics took place over lunch. Topics included Education, Visitor Experience, Exhibits, Volunteers, Community Outreach & Public Programming, and Collections. Discussions were very lively as museum staff shared challenges, ideas, and solutions.

At the annual meeting, four new board members and a new president were elected. Outgoing president Jane Hoffman reported on her trip with the VP to Museums United state museums workshop at Crystal Bridges Museum in Bentonville, Arkansas earlier in the month. As a result of that workshop, we look forward to capitalizing on a wealth of shared knowledge and resources in the upcoming year.

Kiersten Faulkner, Executive Director of Historic Hawai'i Foundation, presented an afternoon session called Cultural Heritage Tourism & the Visitor Industry. Kiersten explored the benefits, opportunities, challenges, and barriers related to cultural heritage tourism and the demographics of this type of visitor. She emphasized that cultural heritage tourists are looking for history and culture that has more depth and authenticity than what they might get with tourism industry packaging and that museums are in an excellent position to deliver what this kind of visitor is seeking.

Because Hawai'i's museum professionals are spread over several islands, networking at the roundtables and no host bar was clearly a highlight for conference attendees. We left with renewed energy and requests to create more social occasions where we can commiserate, communicate, and share information and resources.

MORE photos next page...
HMA Conference & Annual Meeting

Keynote speaker Wendy Meluch, above. Annual meeting after round table lunch session below.

Above: Kiersten Faulkner’s fact filled talk on Cultural Tourism.

To left and right: vendors at the Annual Meeting & Conference stirred interest with many of the attendees. Photos by Chris Faye and Jane Hoffman.

A pre-conference tour behind the scenes in the Herbarium at Bishop Museum sparked a interest from HMA members and was considered a highlight of the conference. 193,000 specimens of Hawaiian plants form the largest and most comprehensive collection in the world. Attendees were shown the fire-protected room for type specimens by research specialist Clyde Imada. Photos, left, by Robin Mazor.

Above: Karen Kosasa took the podium as moderator for a panel made up of her graduate students. Below, left to right: Wendy Meluch, Karen Kosasas, Mary Williamson, and Robin Mazor. Photo below provided by Robin Mazor.

Post-Conference tour of the Honolulu Art Museum was given by Suzette Scotti. Even though it was a Saturday, the tour was well attended, especially by the outer island contingencies. Photos by Chris Faye
In April, outgoing president Jane Hoffman and I had the privilege of attending a National Convening of State Museum Association Leaders at Crystal Bridges Museum in Bentonville, Arkansas. The event, called *Museums United*, gathered representatives from all 46 museum associations throughout the country, including Puerto Rico, for a welcome dinner and 2 days of group discussions. According to the final report, a primary goal of the convening was to help state museums associations better define their purposes in order to identify and address “barriers to more successful and sustainable State Museum Associations.”

Arkansas was chilly by tropical standards, but our setting was stunning. Bentonville is located in the high plains near the Ozark Mountains. Named for a natural spring on the site, Crystal Bridges Museum of American Art was founded by Walmart heiress Alice Walton. The buildings are anthropomorphic structures designed by Moshe Safdie and nestled into a wooded setting traversed by miles of art trails. The galleries, restaurant, and conference center surround a reflecting pool that can be viewed from two levels, and the galleries are punctuated by lounges where visitors can relax with art books and look up information about the art on computer terminals.

*Museums United* was initiated by the American Alliance of Museums and funded by the Institute of Museum and Library Services. The National State Museums Association (NASMA) was another important partner in the planning. At the heart of this effort to bring state museum representatives together is these organizations’ commitment to museum advocacy and a strong belief that state museum associations can and do play a vital role in supporting museums at the local level, which can in turn contribute to our collective voice at the national level.

Participants worked together intensively in groups and as a whole. Questions, concerns, ideas, challenges, and solutions were aired and shared while visual recorder Stephanie Brown created dynamic visual records of each session. The topics that were explored were Advocacy, Building Community (among museums), Communication, Leadership, Networking, Professional Development, Promotion, and Strengthening Capacity. In the process, we also discussed external stakeholders and potential partners.

State associations ranged widely in terms of size and geographical challenges, and participants represented a variety of roles within their organizations. At times we were grouped by organizational structure and size. At other times, we were grouped by our roles. In the whole group discussions, it became clear that larger organizations with executive directors and paid staff clearly have a stronger capacity for sustainability and service than organizations that rely on entirely volunteers. However, it was equally clear that the large organizations are willing to share successful strategies and that we all share a great deal of common ground in our commitment to the health and excellence of museums in our communities. We have a lot to learn from each other and are much stronger together.

As with any gathering of museum professionals, the most valuable outcome is networking. We returned home with pockets full of business cards from new friends and colleagues. The NASMA list-serv has been buzzing with questions and resource sharing. Best of all, we came away with a new sense of national support and a renewed sense that state museum associations can and do make a difference at multiple levels. We look forward to sharing what we learned with the HMA board members and implementing ideas that will benefit our organization as a whole.
AAM 2014 Seattle
By Maja Clark, Collections Manager, Shangri La Doris Duke Foundation for Islamic Art

As museums reevaluate previous interpretations, there are no one-size-fits-all answers to even the seemingly simplest of questions, e.g., whether the word “celebrate” can comfortably be in a mission statement without appearing to extend that sentiment toward contested historical chapters related to the collections.

Hathaway Jakobsen, Chief Advancement Officer, Honolulu Museum of Art, participated in Dare to Share: Benefits of Cross-Departmental Collaboration, a panel discussion on how membership and marketing departments can share budgets to decrease costs and increase revenue, awareness and attendance. Jakobsen presented on and oversees the museum’s new Advancement Team, comprised of fundraising, membership, visitor experience, and communications. Following the conference, Jakobsen reports that “many folks have followed up with me to ask about how to internally and externally re-brand their work and effectively collaborate with their colleagues. If it is overseen properly, this is a truly fantastic way to work and maximize all existing programs for the organization in order to broaden and grow our audience and ultimately bring in more funding.”

Shauna Tonkin, Director of Education, Pacific Aviation Museum, Pearl Harbor, participated in the Innovative Exchange Projects Link Communities and Cultures session, featuring institutions who were grantees of Museums Connect, a partnership between the U.S. Department of State’s Bureau of Educational and Cultural Affairs and AAM. Museums Connect links communities in the U.S. with diverse communities worldwide through museum-based exchanges. Tonkin presented on Pacific Aviation Museum’s collaboration with Jianchuan Museum Cluster, Chengdu, Sichuan, China to connect participating Kaiser High School students with students from a school in Chengdu to raise their mutual awareness of the Flying Tigers – U.S. servicemen who flew on behalf of China in World War II.

Among the notable speakers beyond the local sphere was keynote speaker David Fleming, Director, National Museums Liverpool whose talk Museums for Social Justice emphasized inclusivity, called out “museum dispassion” in attempting to be neutral spaces as “a huge mistake” and the power of a museum’s body language to make or break the public’s trust.

Likewise, Nina Simon, Executive Director, Santa Cruz Museum of Art and History, author of The Participatory Museum, and the blogger behind Museum 2.0 (museumtwo.blogspot.com), has reached somewhat of a rock star status among those rallying the charge to loosen up the formal approach to exhibitions. Simon presented on Hack the Museum, a “camp” held in summer 2013 for 80 museum designers from around the world tasked with creating an exhibition together in 48 hours. Designers were encouraged to create installations that they wouldn’t dare to do at their own institutions, i.e., take a risk vs. producing the “best” exhibition.

The networking opportunities afforded by a conference of this scale extend beyond the sessions and shared meals to social media channels capturing the rapid flow of ideas generated in real time. With so many conference sessions running concurrently, the Twitter stream offered a great way to tune in to the trending topics buzzing in adjacent meeting rooms. Whether you attended the conference or not, you can still get a taste of the high energy of this gathering of museum devotees by looking up the Twitter hashtag #AAM2014.
New HMA Officers & Board Members

At the May annual meeting, outgoing president Jane Hoffman thanked all the board members for their support during her two year term and welcomed four, newly elected board members.

Neida Bangerter
Maui Arts & Cultural Center
Since 2009, Neida has been the Director at the Maui Arts & Cultural Center's Schaefer International Gallery where she oversees curating, organizing and designing of exhibitions, and education programming in the gallery. In addition, she is a master teaching artist and provides visual arts instruction for students, and teaches professional development workshops for teachers and artists both locally and nationally. Her community work includes the Hawai‘i State Foundation on Culture and the Arts'Advanced Teaching Artist Roster. Neida was an HMA Board Director from 2009-2011, and Board Vice President from 2011-2013

Maja Clark
Shangri La, Center for Islamic Arts and Cultures, O‘ahu
Maja joined the Shangri La staff in November 2003 and currently holds the position of Collections Manager. She has primary responsibility for the overall management of access to and recordkeeping for Shangri La’s collections, including the museum collection of Islamic art, historical and institutional archives, and architectural elements. Maja holds a BFA from The Cooper Union, School of Art; a Graduate Certificate in Museum Studies and a Master’s degree in Library & Information Science from the University of Hawai‘i at Mānoa. She is a member of the Academy of Certified Archivists.

Keahe Davis
King Kamehameha V Judiciary History Center, O‘ahu
Keahe is the Education Specialist at the King Kamehameha V Judiciary History Center, located at historic Ali‘i‘iolani Hale (Hawai‘i State Supreme Court Building). He is responsible for development, implementation and coordination of educational programs, including tour programs, and conducts teacher professional development workshops. He volunteers his time as a docent at ‘Iolani Palace, and is hula ‘Olapa for Hālau Nā Wainohia. Keahe attended UH Mānoa focusing on Hawaiian Studies and is a graduate of Loyola Marymount University with a degree in European Studies.

Noa Dettweiler
Bernice Pauahi Bishop Museum, O‘ahu
Since 2009, Noa has been General Counsel at the Bernice Pauahi Bishop Museum where he directly oversees the Anthropology, Archives, and Ethnology Departments, as well as other departments. His expertise is in Native Hawaiian rights, and historic preservation federal laws. He also performs community service as a Court Annexed Arbitrator for the State of Hawai‘i, and is a board director for the Waimanalo Health Center. He has a B.A. from Brigham Young University–Hawai‘i, and a J.D. from the William S. Richardson School of Law, University of Hawai‘i at Mānoa.

History Organizations Represent Over Half of America’s Active Museums

The Institute of Museum and Library Services (IMLS) announced in May that there are 35,144 museums in the U.S., more than double the agency’s working estimate of 17,500 from the 1990s. Fifty-five point five percent (55.5%) of those museums fall into the history category: history museums, historical societies, historic preservation, and historical houses and sites.

“The empirical data shows what we in the field have always known to be true, the vast majority of America’s museums and cultural sites are devoted to history. Yet history remains one of the most underfunded disciplines in the humanities,” said Lynne Ireland, AASLH Council Chair and Deputy Director of the Nebraska State Historical Society. “This report confirms our belief that history organizations are crucial and that history is at the center of America’s cultural life. Together we must use this information to continue our advocacy and work for increased funding and recognition of history’s relevance to our communities and nation.”

To read the full release, including breakdown of active museums by discipline, please visit: http://www.imls.gov/government_doubles_official_estimate.aspx