2018 ANNUAL MEETING & CONFERENCE

THE PAST IS PRESENT

IN PARTNERSHIP WITH THE

SOCIETY OF OHIO ARCHIVISTS

OCTOBER 5 & 6, 2018
CROWNE PLAZA, DUBLIN
Friday

8am-3pm — Registration
8-10am — Continental Breakfast
8am-3pm — History Marketplace

The History Marketplace is like “Sharing Time” at the Alliance’s regional meeting—only without the two-minute time limit! Bring a table-top display and share your organization and its activities and accomplishments with colleagues from all over the state. Vendors of goods and services for history organizations will also be in the marketplace and may have just the solutions you’re looking for! Advanced registration required — space is limited.

9-9:50am — Concurrent Sessions

Taking Your Seat at the Table: Section 106 Consultation
Using Section 106 as a preservation tool, learn how your organization can actively participate and advocate for the historic properties in your community. Your organization’s role as a Section 106 Consulting Party in federal/state funded projects can be vital in avoiding, reducing or mitigating adverse effects to historic properties. Diana Welling, Department Head for Resource Protection and Review; Krista Horrocks, Project Reviews Manager; and Mary Rody, Project Reviews Manager, Ohio History Connection

Caption This! How to Write Effective Captions to Capture your Audience
Labels are an important element of any exhibit and can drastically impact your visitors’ experience. What may otherwise look like an old pair of shoes is suddenly a pair of shoes that tell a compelling story with the addition of a well written caption. In this session, we will go over tips and tricks to writing effective captions to best meet the needs of your audience and engage them in the story of your museum. Christy Davis, Registrar, Pro Football Hall of Fame

Ohio and Its Communities
“Every time I visit a state, I am always happy to return home to Ohio.” - Ohio and Its Communities Panelist
What does it mean to be an Ohioan? What are the things, places, people, stories, and traditions that are valued in Ohio? What do these things mean for communities and the future of Ohio? Explore what makes Ohio Ohio, and consider how history organizations can increase their relevance through a deeper understanding of O-H-I-O and its citizens. Susie Wilkening, Wilkening Consulting

Basics of Finding Aids—SOA
Writing finding aids for your collections can feel daunting if you don’t know where to start. This session is intended for individuals who have little or no prior experience writing finding aids, and will focus just on the basics: what information does a finding aid absolutely need to include to meet archival best practices, and how can you get there simply. Cate Putirsakis and/or Morag Boyd, The Ohio State University Libraries

Add Context When Researching Family Letters, Journals, and Lore
It’s a rare individual who has no interest in family history! This workshop offers tips to locate off-the-beaten path details that infuse context and understanding of time and place into a family story, and to develop it as a fiction or nonfiction book with broad appeal. Tracy Lawson, Independent Historian

Care of Plastics in Collections
This double session will give an overview on plastics found in museums. Topics will include history, types of plastics, properties, degradation, identification, and preventive conservation. A more informal discussion will follow, in which different types of plastics will be shown and discussed, and attendees will be encouraged to ask questions. Julie Reilly, Executive Director; and Claire Curran, Assistant Objects Conservator, ICA-Art Conservation

Project STAND—SOA
This session will highlight and discuss Project STAND (Student Activism Now Documented), which unifies historical materials documenting student activism from a variety of academic institutions. Lael Hughes-Watkins, University Archivist, Assistant Professor, Kent State University

11:20-12:10pm — Concurrent Sessions

Strategies for Effective Donor Cultivation
Looking for ways to identify, engage and build relationships with major gift donors? This session includes strategies, tools and tactics that utilize staff and board leadership to elevate and sustain your donor base. Models will be shared that fully explain the process and can be used for education of your staff and board. Mike Schmidt, Vice President and Partner, Cramer & Associates

Do You Speak Visitor?
Engaging with your visitor on site is the culmination of their experience with you, not the beginning. The conversation began weeks or months ago through your marketing and promotion efforts. We’ll explore how you can rise above the noise and speak to potential visitors in their language and with relevance. Mark Holbrook, Executive Director, Marion Area Convention & Visitors Bureau

Care of Plastics in Collections, Cont.
Continues previous session.

Grant Opportunities for Preservation and Access —SOA
Representatives from the Ohio Historical Records Advisory Board and the Ohio Preservation Council will discuss grant opportunities relating to preserving and providing access to historical materials offered by their respective organizations. Ashleigh Schieszer, Ohio Preservation Council; Representative from Ohio Historical Records Advisory Board

12:30-1:45 pm — Lunch & Keynote Address

The Past is Present
When the National Football League was founded nearly 100 years ago, the founding fathers had three reasons why they felt a league was necessary. Fast forward to the present and it sure doesn’t look like much has changed. One could argue that the same problems still exist. Join us as Joe Horrigan, Executive Director of the Pro Football Hall of Fame discusses the formation of the National Football League and how the past is still present in the league today. Joe Horrigan, Executive Director, Pro Football Hall of Fame

2:00-2:50pm — Concurrent Sessions

Why Canton for the Pro Football Hall of Fame?
Perhaps the most frequently asked question posed by visitors to the Pro Football Hall of Fame is “Why Canton?” The simple answer is that there is no better place. Canton is the perfect convergence of history, community and commitment. Joe Horrigan, Executive Director, Pro Football Hall of Fame

Strengthening Marketing Partnerships: What CVB’s and Attractions Need from Each Other
Get valuable insight into strengthening marketing partnerships between destination marketing...
organizations, attractions and museums, and other pieces of the experience puzzle they represent. A panel of industry veterans will share best practices, successful partnerships and communication tools that work. Discover best practices when communicating a new exhibit or feature of your attraction, and learn how to establish the best possible relationships with CVB professionals. Wendy Zueal, Dennison Railroad Depot Museum; Tiffany Gerber, Ohio Star Theater; Amy Rutledge, Carroll County Convention & Visitors Bureau; Adria Bergeron, Muskingum Watershed Conservancy District; Allyson Bussey, Visit Canton, Stark County Convention & Visitors Bureau

A Partnership Approach to Developing American Indian Programming: Delaware County and Ohio History Connection The Delaware County Historical Society created two new projects for visitors and students. The first is a new permanent exhibit on the history of the American Indians in Delaware County that opened in March 2018; the second is a 3-hour program “Early Settlers and the American Indians in Delaware County” for students in the 4th, 5th, 7th or 8th grades. We will share the twists and turns in the development of these projects and the advice and background from Ohio History Connection that guided us to best practices interpreting the history of local American Indians. Stacey Halfmoon, Director, American Indian Relations, Ohio History Connection; Susan Logan, Education Committee Chair; Benny Shoults, Curator, Meeker Homestead Museum; and Karen Hildebrand, Curriculum Support Committee Chair, Delaware County Historical Society

Ask an Archivist — SOA This panel will feature archivists from different sized institutions and with a variety of job descriptions ready to discuss a variety of archival issues including donor relations, digital projects, archival best practices, and more. Come ready with archives questions! Presenters TBD

3:10-4:00pm — Concurrent Sessions

Minding the Business While Changing the World: Reporting and Fiduciary Responsibilities of Non-Profit Board Members History organizations strengthen our communities in countless ways and the volunteers associated with these groups are often passionate about the cause. Sometimes there is a lot less enthusiasm for paying attention to board governance, legal fiduciary obligations and reporting requirements. This training will include a review of the basic requirements all charitable organizations have and provide easy-to-follow tips for board members who try to do their jobs. Beth Short, Ohio Attorney General’s Office, Charitable Law Section

Emergency & Disaster Preparedness In today’s environment of global climate change, art & cultural institutions need to be prepared to handle new potential disasters. Is your organization properly prepared? Join us for a presentation to map out the possibilities, plan appropriately, and give you the know-how to make sure you are. Stephanie Petcavage, Program Associate/ Emergency Preparedness Consultant, ICA-Art Conservation

If Ghosts Could Talk: Historically Accurate Ghost Tours Have you heard voices telling you that your historic site should do something of a ghostly nature? Whether those voices are of this world or the next, we’re hoping this session might help you. The presenters will provide you with examples of how their allegedly “haunted” historic site highlights paranormal experiences with their annual Ghost Tours. They’ll also discuss the popularity, operation, and outcomes of this popular program. Additionally, they’ll discuss the pros and cons of working with paranormal investigators. Scott Britton, Executive Director, and Kyle Yoho, Education Director, The Castle Historic House Museum

Bertie’s Journals: The Dawes Arboretum Digitization Project—SOA In late 2016, The Dawes Arboretum History Department began to prepare for the digitization of its entire archival collection. The starting point of this project would be to digitize Arboretum co-founder Bertie Dawes’s journals. This presentation, using the journals as a case study, will outline the steps small institutions can take to begin mass digitization projects that have an online presence. Sarah Aisenbrey, Archivist, The Dawes Arboretum

4:15pm Alliance Annual Business Meeting This meeting will include a vote on alterations to the bylaws of the Ohio Local History Alliance.

5:30-7pm Tours of the Fletcher Coffman House The Dublin Historical Society cordially invites you to tour their Fletcher Coffman House, completed in 1867 and restored to a Victorian style with original Coffman pieces and collections from Dublin families of the same period. If conditions allow, the barn also will be open to see farm implements and collections. It is located five minutes from the hotel, next to the Dublin Municipal Building (City Hall), 5200 Emerald Parkway. Parking is available in the Municipal Building parking lot or adjacent spaces for Coffman Park. Tours last 20-30 minutes, and begin upon arrival. No fee or pre-registration. Donations appreciated.

6:00pm Evening Mixer Join your local history colleagues in the Metro Grill at the Crowne Plaza. We’re trying something new this year—just come, mingle, choose and purchase your own food and drink. No pre-registration is required.
Yes, Your Museum Needs a Strategic Plan! Is strategic planning something that you’ve been avoiding? Do you think only museums with large budgets need strategic plans? In this session, Kathy LaSota will demonstrate why strategic planning is necessary for museums of all sizes, and how your strategic plan can help you make better decisions, talk with donors, and grow your organization. Kathy LaSota, Professional Facilitator

10:10-11:00 am — Concurrent Sessions

Virtual Tours for Visitation Many historical sites have problems with the public physically accessing their site due to stairs. For example, The Dawes Arboretum created a table tour of the basement and second floor of their 1867 home to include those visitors that may otherwise be excluded. Let’s troubleshoot our issues and come up with solutions together! Leslie Wagner, Historian, The Dawes Arboretum; Sherry Hall, Site Manager, Harding Home

The Community Within: Discovering African-American History in Rural Ohio Many rural areas in Ohio have long-established black communities that are often invisible to the larger white communities in which they reside. This program relates the adventure of reclaiming the lost history of African Americans in Knox County, Ohio while explaining the benefits of including minority populations within celebrations of heritage and sharing strategies for undertaking such projects in communities of various sizes and racial and ethnic makeups. Ric Sheffield, JD; Director, Law & Society Program, Kenyon College Session sponsored by Ohio Humanities

Partnering for the People No local history organization is an “island,” nor should it be. Partnerships with like-minded groups are an obvious connection, but those with entities that don’t realize they can benefit from each other can create great results! In this session, learn about the “Make Friends and Thrive” techniques that transformed a small Ohio historical society museum and an alliance of county heritage organizations into a connected, relevant, and ground-breaking multi-use county-state site that economized construction costs and ultimately, tax payer’s dollars, while increasing museum open hours. John Swearingen, Jr., Director, Museum of Fulton County

Engaging Youthful Membership in Historic Sites This session will provide attendees with thoughts and ideas on engaging students ages 10-18 and young adults in historic sites and boosting interest and membership in your organization or museum. Topics include technology use, special events programming, exhibits, and more! Taylor Moyer, Senior Humanities teacher at Toledo School for the Arts, trustee for the Fallen Timbers Battlefield Commission, and trustee for the Henry County Historical Society; Betty Derry and Brooke Geibel, Louisville-Nimishillingen Historical Society

11:20-12:10 pm — Concurrent Sessions

The Clovis Stone Age Colonization of Ohio Ohio was colonized by Stone Age peoples over 11,000 years ago. These people, anatomically modern Homo sapiens bearing what archaeologists call the “Clovis culture”, were technologically sophisticated, behaviorally savvy, and amazing survivors. This talk elaborates on how these people entered and successfully colonized a dangerous Ice Age landscape, ultimately establishing a foundation for the next several millennia of prehistoric Ohioans. Dr. Metin Eren, Director of Archaeology & Assistant Professor of Anthropology, Kent State University & Research Associate, Cleveland Museum of Natural History

The Community Within: Discovering African-American History in Rural Ohio Continues previous session

Multi-Generational Programming: What Works, What Doesn’t The Butler County Historical Society will share their experiences with their summer multi-generational programming. With four years’ experience, they will share what types of programs work and what doesn’t work, how to get sponsors for the events and how to draw crowds. Kathy Creighton, Director, Butler County Historical Society

12:30-1:45 pm — Ohio Local History Alliance Outstanding Achievement Awards Luncheon

The annual awards luncheon, part of the Alliance’s Annual Meeting and Conference for over two decades, honors great people and great projects that inspire fascination with community history. But the luncheon is more than honored recognition for the winners and a good meal for everybody; the luncheon is a font of ideas—inspired by award winners and by conversations around the table. Join us!

2:00-2:50 pm — Concurrent Sessions

Attracting and Serving Home School Audiences You’ve got great educational programs and you’re looking for audiences outside of public schools. But how do you find and communicate with homeschoolers? What are their needs, and how are these needs different from the needs of teachers dealing with 30 3rd graders? What do you do with them once they’re in your museum? This session will answer these questions and give you strategies to move forward in working with homeschoolers and their children. Rachael Zimmerman, Living History Specialist, Dayton History

Best Practices for Developing History Internships Creating an internship program at your historic site can not only benefit your organization, but should also benefit your interns and lets you help develop the next generation of history professionals. This presentation will give you tips and strategies for creating an internship program that both you and your interns will get something out of. We’ll cover the ethics of internships, best practices for managing interns, and a look at some common challenges and possible solutions. Amy Rohmiller, AmeriCorps Coordinator, Ohio History Connection

But Where Do I Get the Matching Funds? Donations for Capital Projects This session will cover the nuts-and-bolts of starting a capital campaign, and the presenters’ real-world experience as part of a capital campaign. Bill Lawson, Executive Director & Linda Kostka, Development Director, Mahoning Valley Historical Society

Ohio History Connection Collections Storage and Access Initiative—Update and Next Steps Ohio History Connection project manager Todd Topper will give a progress update and share plans for storage space and public access expansion for the state’s archives and artifact collections. Todd Topper, Ohio History Connection

3:10-4:00 pm — Concurrent Sessions

Relevance: Is Not a Dirty Word This session is for executive directors bringing their museums forward as a crucial community resources in a STEM-focused world. We will look at big-picture issues (physical space, collections, content, funding, members, volunteers) and how they are driven by relevance perceived and real. Terrie Pickett, Director, Grailville; Greg Palumbo, Executive Director, Lakewood Historical Society

Ohio’s Place in Space The 50th anniversary of the first manned lunar landing will be celebrated in 2019. While Ohio-native Neil Armstrong played a starring role in the landing, the feat could not have been accomplished without the work of 400,000 people, including thousands throughout the state. How did your community play a role? How will you celebrate? The Armstrong Air & Space Museum will highlight many connections and offer suggestions. Chris Burton, Director, Neil Armstrong Air and Space Museum
Register Today
Complete a copy of this form for each registrant.

Name ____________________________________________
Organization ________________________________________
Address __________________________________________
City, State, ZIP Code __________________________________
Daytime Phone _______________________________________
E-mail _______________________________________________

Check all that apply:
☐ 1st Timer    ☐ OLHA Member
☐ SOA Member    ☐ Volunteer    ☐ Paid Staff

Pre-Conference Workshop
With Conference Registration _______ $25
Without Conference Registration _______ $35

Meeting & Conference
*Full Conference Member _______ $85
Full Conference Non-Member _______ $105
*Friday Only _______ $60
Friday Only (Non-Member) _______ $75
*Saturday Only _______ $60
Saturday Only (Non-Member) _______ $75
Student Discount (enclose copy of ID) _______ – 40%

*OLHA member organizations that have three or more representatives registering for the conference will receive a $10 discount for the third person’s registration and any subsequent registration. All registrations must be made in the same transactions. This discount only applies to the Meeting & Conference Registrations and can only be done through mail-in registration (NO ONLINE REGISTRATION).

Meals & Reception
10/5 Lunch & Keynote address _______ $25
10/6 Alliance Awards Luncheon _______ $25
☐ Vegetarian Meal    ☐ Gluten Free Meal

Display Table (rates are in addition to conference registration)
Alliance Organizational Member _______ free 1/2 table
Non-Member (full table) _______ free full table _______ $100

Join now and save!

OLHA Organizational Membership
☐ Operating budget under $25,000 a year:
  $35 ($65 for two years)
☐ Operating budget between $25,000-$100,000 a year:
  $60 ($110 for two years)
☐ Operating budget between $100,000-$200,000 a year:
  $75 ($140 for two years)
☐ Operating budget over $200,000 a year:
  $100 ($190 for two years)

OLHA Individual Membership
☐ Affiliate (for members of organizations that are OLHA members):
  $35 ($65 for two years)
☐ Individual (not affiliated with an OLHA member organization):
  $50 ($90 for two years)
☐ Student: $20 (Include copy of current student ID)

(The Complete registration on back.)
Registration deadline is September 21

Please check the sessions you plan to attend; one session per time frame:

10/5 Friday
9:00-9:50
☐ Section 106 Consultation
☐ Caption This!
☐ Ohio and Its Communities
☐ Basics of Finding Aids - SOA
10:10-11:00
☐ Holiday Programming
☐ Add Context When Researching Family Letters, Journals, and Lore
☐ Care of Plastics in Collections
☐ Project STAND - SOA
11:20-12:10
☐ Donor Cultivation
☐ Do You Speak Visitor?
☐ Care of Plastics in Collections, cont.
☐ Grant Opportunities
☐ Preservation/Access - SOA
2:00-2:50
☐ Why Canton?
☐ Strengthening Marketing Partnerships
☐ Developing American Indian Programming
☐ Ask an Archivist - SOA
3:10-4:00
☐ Responsibilities of Board Members
☐ Emergency & Disaster Preparedness
☐ Historically Accurate Ghost Tours
☐ Dawes Arboretum Digitization Project - SOA
10/6 Saturday
9:00-9:50
☐ Restoring Ohio’s Historical Landscape
☐ Working with the Ohio History Service Corps
☐ Collecting Now: Modern Materials
☐ Strategic Planning
10:10-11:00
☐ Virtual Tours for Visitation
☐ Community Within: African-American History in Rural Ohio
☐ Partnering for the People
☐ Engaging Youthful Membership in Historic Sites
11:20-12:10
☐ Stone Age Colonization
☐ Community Within: African-American History in Rural Ohio, cont.
☐ Multi-Generational Programming
☐ Engaging Youthful Membership, cont.
2:00-2:50
☐ Home School Audiences
☐ Developing History Internships
☐ Matching Funds: Donations for Capital Projects
☐ OHC Collections Storage Updates
3:10-4:00
☐ Relevance: Is Not a Dirty Word
☐ Ohio’s Place in Space

Meeting Details

Directions
The Crowne Plaza Columbus-Dublin is located at 600 Metro Place North, Dublin, Ohio. The hotel is just west of the intersection of I-270 and U. S. 33. From I-270, take exit 17A toward Dublin to travel west on West Bridge Street. From West Bridge Street, turn right on Frantz Road, and take the second right onto Metro Place North. The hotel is on the right hand side, after the Hilton Garden Inn.

Accommodations
A block of rooms has been reserved at the Crowne Plaza in Dublin (614.764.2200). Call 866.309.0989 and ask for the event code OLH; or register online using this link: https://bit.ly/2La7XPH to receive the discounted conference room rate of $101.00 + tax per night. Be sure to book your reservation by September 20; after September 20, the block of rooms will be released and the hotel may charge higher rates. Parking is free.

Scholarships
For those who need financial help in attending the Annual Meeting, two scholarships are available. The J.D. Britton Scholarship is for an emerging museum professional, paid or volunteer, who has worked for two years or less in a museum setting. The Trella Romine Memorial Scholarship is for anyone who needs financial assistance to attend. Both awards grant full registration and lodging. See www.ohiolha.org for more details.

General Information
Spouses and guests may register for special events and meals without registering for the full meeting. If you have dietary needs, mobility, or other special needs of which we should be aware, please contact the Local History Office at 1-614-297-2538.

Cancellation Policy
Canceled meeting registrations will be refunded in full, less a $20 processing fee, through Sept 21, 2018.

Alliance Membership
Membership has its perks—The Local Historian, discounted registration for regional and annual meetings, e-mail updates, and connection to your peers in local history. When you join the Alliance as an Organizational Member, it benefits all of your organization’s members. Individual members enjoy the same benefits as Organizational members, but those benefits are extended to the individual member only.

Questions
Contact OLHA Annual Meeting and Conference, c/o Local History Services, Ohio History Connection, 800 East 17th Ave, Columbus, Ohio 43211-2497, 1-800-576-0381, localhistory@ohiohistory.org.

Register by mail or online!

Return completed form and payment to:
Alliance Annual Meeting & Conference; c/o Local History Services, Ohio History Connection 800 E. 17th Ave, Columbus, OH 43211

Register online at
www.ohiolha.org/alliance-annual-meeting

Registration Subtotal $____________
Meals & Reception Subtotal $____________
Display Table Subtotal $____________
Membership Dues Subtotal $____________
Total Amount Enclosed $____________

______Check enclosed (make payable to Ohio Local History Alliance)