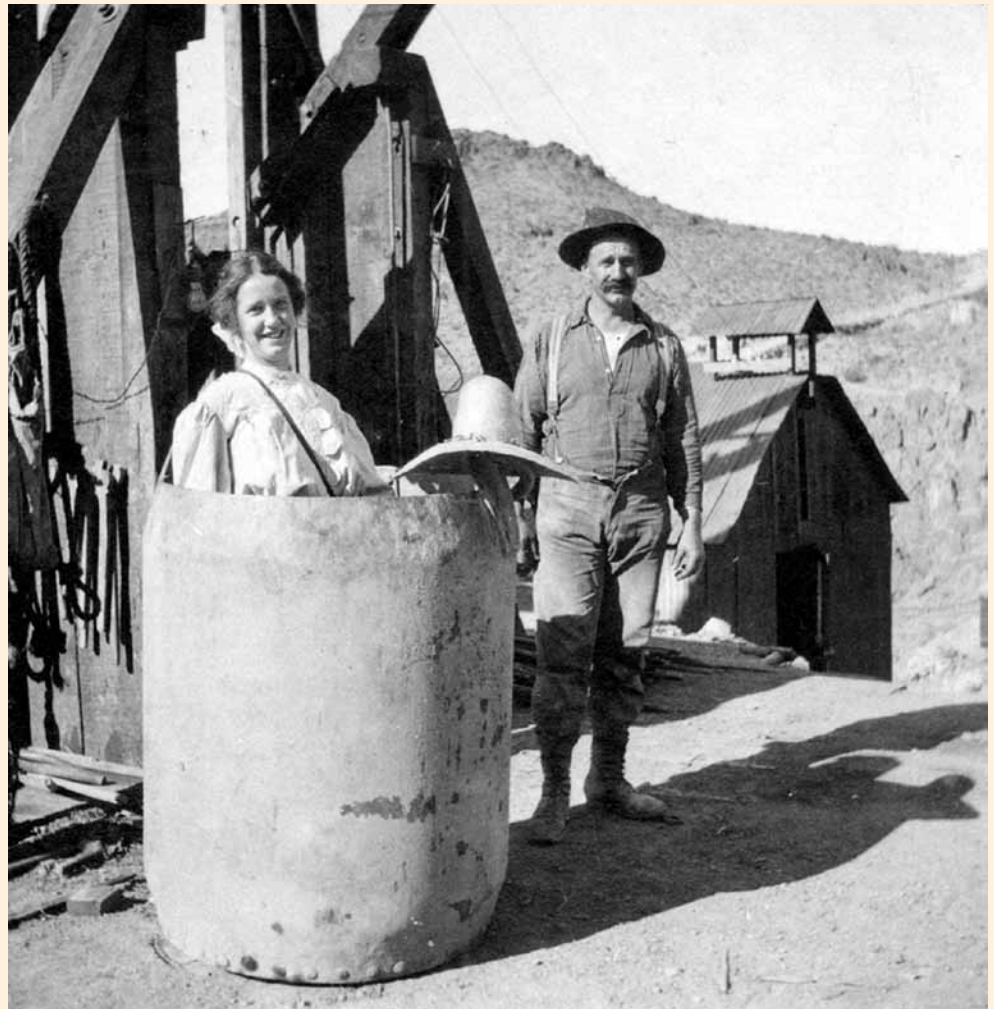


Arizona Museums Helped Me Write a Book

By Jim Turner

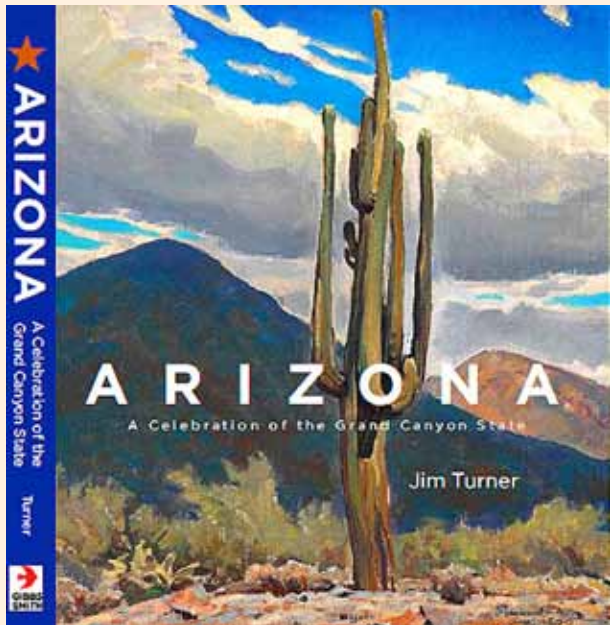
Picture this: more than a dozen museums all over Arizona contributed at least two hundred historical photographs to my new coffee table book, *Arizona: Celebration of the Grand Canyon State*. From 2002 to 2009, my job as Community Outreach Historian at the Arizona Historical Society allowed me to make many “friends in small places,” and the book could not have been done without them.

When publisher Gibbs Smith asked me to write a pictorial coffee table book with more than five hundred photographs, it sounded impossible. But I knew the images were out there, and I was pretty sure my friends would help. Plus, I knew where there were lots of great exhibits, plenty of historic sites, and beautiful scenery.



A miner and his friend enjoying a light moment. Thanks to photo archives like the one at the Mohave County Museum of History and Arts, Arizona's past comes alive.

Cover of Jim Turner's Arizona:
Celebration of the Grand Canyon State



Before I took the AHS position, I was strictly an armchair historian. But, when I took over the museum outreach job, I was thrown into the deep end with my arms and legs flailing; I had to learn all about Arizona's history museums in a hurry.

The first thing I did was hit the road in the AHS van, visiting as many museums as possible to learn all about the people I was hired to serve. One summer I visited 17 museums in ten days, starting with the Superstition Mountain Historical Society Museum and working all the way up to the Navajo Nation Museum in northeastern Arizona. I took many more regional loop tours over the next six and a half years. I often went up the Colorado River and east to Kingman in the winter, hit the White Mountains in the summer (as any savvy Arizonan would do), then one- or two-day hops to Cochise, Graham, and Greenlee counties, and of course many trips to Maricopa County, home of about half the history museums in the state.

Six years later, when I got my 80 retirement points from the State of Arizona, I decided to take my pension and jump at the book offer from Gibbs Smith. I figured I'd better get the photos first, since I could write day and night near the deadline, but gathering images couldn't be rushed.

My first trip was to Parker and Lake Havasu City in April, 2009, where I took photos of the Parker Dam diorama and got some great shots of the London Bridge. Aside from the scenery the best part was the Parker Dam diorama at the Lake Havasu City Museum. I also took pictures of the presidio and camel expedition dioramas at the Arizona History in Tucson, several of the dioramas at Tumacacori National Historic Park, and the fantastic train room at the Clemenceau Museum in Cottonwood. Dioramas and models are a great window to the past.

I was also delighted that so many museums do such a great job of focusing on what their area is noted for. When I went to lay out the book, their photographs and exhibits showed me where mining, ranching, farming, and logging were most prevalent, and that helped me paint a broad-brush history of the whole state.

My book is a tribute to the excellent work many museums have done in preserving photographs and designing exhibits that tell the many-faceted history of our Grand Canyon State. I owe a debt of gratitude in particular to the following museums, but really to every Arizona Museum staffer or volunteer that I had the privilege to work with over the years. The institutions that contributed most:

Arizona Historical Society
Gila County Historical Society Museum
Graham County Historical Society
County Museum of History and Arts
Phoenix Public Library
Pinal County Historical Society Museum
San Pedro Valley Arts and Historical Society
Sulphur Springs Historical Society
Verde Historical Society

My goal now is to give at least 100 presentations about the book before October 2012. I have already contacted many of you, but I am hereby extending the invitation to all Arizona museums. I would like to give a PowerPoint presentation about the book for any museum that would like one.

www.jimturnerhistorian.org

As a gesture of thanks, your museum will share in the book profits. Thanks to you all, and as I have been writing inside the books above my signature,

"Enjoy Arizona!"

PRESIDENT'S MESSAGE



Jody Crago

Greetings, MAA members. I hope that you are having a wonderful year. First, I want to extend a very grateful thank-you and continued success to our Immediate Past President Peter Welsh. Career opportunities have led him to seek a position out-of-state. While he will be missed here in Arizona, I know that wherever he goes, he will improve the museum profession. Good luck, Peter!

I accepted the President's seat in September, and I look forward to the challenges ahead. MAA and museums throughout the state are facing very difficult and troubled times. The economic reality of the depressed economy that our nation faces has put many of our museums at real risk. Budgets are shrinking, quality staff members leave our industry for better "more secure" jobs, community leaders ask us to prove our worth for continued public support. All the while, we struggle to keep the doors open and provide quality museum experiences for our public.

Even MAA has struggled. The ranks of volunteers who have helped MAA support museums throughout the state have begun to dry up. I understand how this happens. We all struggle with the many hats we wear just to keep our institution's door open. It is easy to think that there is not enough time or energy in the week to contribute time to MAA.

But I am going to ask you to reconsider and join one of the many efforts that MAA is pursuing. Despite the challenges of our day, I believe we have a great opportunity to change the way museums work and to improve our relationship with our communities. Collaborations, new business models, and innovative approaches to the work at hand are needed now. As we approach our state's centennial in 2012, it is time for MAA to seek out new directions and improved methods for connecting to our colleagues across the state. We can't do this without you! We need your expertise.

There are many ways you can help MAA. Please plan to join one of its many committees or offer a professional-development workshop. Join the effort to create a Center for Innovation that celebrates the creative and innovative work that goes on in museums in Arizona and across the nation every day.

Let's make 2012 the beginning of a renaissance in Arizona's museum community!

Museum Association Of Arizona Mission

The Museum Association of Arizona exists to build a vital museum community. We strengthen all of Arizona's museums so they are recognized as essential to the fabric of their communities. We do this through professional development, advocacy, and the creation of networking opportunities across the state.

Maa Gallery, Rebecca Akins, Editor

The MAA Gallery is a quarterly publication of the Museum Association of Arizona. An annual subscription is included in MAA membership dues. Newsletter themes and deadlines for submission:

| Month | Theme | Deadline |
|-------------------|--|------------------|
| Spring 2012 Issue | Centennial Celebrations | January 27, 2012 |
| Summer 2012 Issue | MAA's Science and Natural History Museums | April 27, 2012 |
| September 2012 | All Aboard: Museum Boards and Governing Bodies | July 27, 2012 |

The Gallery encourages the submission of museum-related news and unsolicited articles of general interest to the museum community. The editor reserves the right to select, edit, delete, and correct any copy submitted for publication. Authors assume full responsibility for the accuracy of their statements and for the opinions or judgments that they may express. Opinions expressed in this publication do not necessarily represent those of the Museum Association of Arizona. Reproduction of Gallery contents is permitted provided that reference is made to the MAA Gallery including the issue date, volume, number and author, if any. Contributions should be sent to : rrakins@cox.net, Website: www.azmuseum.org.

ADVOCACY

Are You Frozen in Place?

Donna Reiner, PhD.
MAA Advocacy Director

“I don’t know how you expect that I can do this? We have no track record. This is not reasonable to ask.”

Have you heard those types of statements in board or committee meetings when talking about advocacy. Or perhaps anything else that might be new that comes up in your museum?

If you have, then you should recognize that that person is frozen in place. Trying new things or pushing beyond one’s comfort zone can stymie many people. If this is happening in your organization when you ask for people to go out and speak with officials and/or the community about the importance and value of your museum, then you might want to consider different people to ask or ask for HELP!

So where can you get help in leaping over these hurdles, getting started, or re-energizing yourself? As MAA’s Director of Advocacy, that’s part of my job. Call or email me. I want to help. I might be able to point you towards some people in your community or region who can help you, too. I might even be able to come to do a brief training. If I, MAA, or anyone else does not know that you desperately, or not so desperately, would like some help with advocacy or any other museum-related issues, we can not share our wealth of information and resources.

Remember the ad with the lonely Maytag service man? I would love to think that you are all self sufficient--doing great in advocating about your museum, but, in case you are frozen in place, let me help you thaw out.

PS. The next legislative session is just around the corner. Have you met with your legislator, city-council person, or a potential funder to explain the value of your institution? **Museum Advocacy Day is February 27-28, 2012** in Washington, DC. I will be attending, so please pass along your concerns to me prior to then.

YOUR MAA IN ACTION

FYI:

Important MAA Announcement

Anne Thwaites, MAA Membership Coordinator, has resigned her position in order to take on a full-time job. **Janice Klein** will serve as an interim coordinator. Janice can be reached at: info@azmuseums.org.

Arizona Museums Participate in National Online Conference

Thanks to generous contributions from members of the Museum Association of Arizona Board of Directors the entire Arizona museum community was able to participate remotely in the 2011 American Association for State and Local History (AASLH) Annual Meeting.

AASLH offered six sessions as an Online Conference. The MAA Board paid the group registration fee so that any museum in the state could take advantage of this great offer, which included viewing live sessions, asking questions, and making comments from computers at work or home.

The sessions included:

- Closing a House Museum: From Lemons to Lemonade
- Finding Our Future Supporters
- Adopting Technology: Challenges and Predictions
- Activating Places of Memory
- How Do You Use the Collection at Your Historic House?
- The Do’s and Don’ts of Working with Private Collectors and Researchers

Individuals and groups from more than a dozen museums around the state tuned in, including:

Musical Instrument Museum
Arizona State Museum
Pima Air and Space Museum
Cave Creek Museum
Tempe History Museum
Phoenix Airport Museum

FEATURED MUSEUMS

Photography records the gamut of feelings written on the human face, the beauty of the earth and skies that man has inherited, and the wealth and confusion man has created. It is a major force in explaining man to man.

~Edward Steichen

This issue of the MAA Gallery celebrates the wonderful photographic archives that are such an important part of our Arizona museums' collections. Images from these collections capture, in perpetuity, moments that inspire us, educate us, and awe us with their beauty; they serve as windows into our past and guideposts to our future. We are grateful to those who have lovingly and carefully maintained these collections for all of us, and, in this issue, spotlight a few of our Arizona institutions whose photographic collections are especially noteworthy. Ed

Pinal County Historical Museum

Chris Reid

Curator, Pinal County Historical Society Museum

The Pinal County Historical Society Museum and Archives is a great resource for anyone looking for information about or photos of the heart of Pinal County, the Town of Florence, and Arizona State Prison. The museum and its archives are non-profit and contain an extensive collection of artifacts from which to learn.

However, besides the displays and the extensive files of documents in the museum's archives, there is a large photograph collection. Especially outstanding is the collection of prison photos that are part of the Della Meadows Archives at the museum. Of nearly 3000 photos in that archive, nearly one-half are of the prison. Meadows worked as the prison warden's secretary from 1948 –1983 and was responsible for this collection. People, buildings, activities, and events of the prison are all pictured. Photos of times past show cattle, chickens, and hogs being raised at the prison. Tracking dogs and mounted guards show up in the photos also.

Both in the Meadows Archive and the museum's general archive of 8000 photographs are images of the industrial activities of the area—mining, ranching, and farming. Pinal County government, churches, retail businesses, and of course people going about their lives are also pictured in our photo files. Pioneer families are also pictured.

The museum's collections are a great resource for researchers, writers, and visitors interested in learning more about the region.



This 1885 American Victorian schoolhouse was built on the original public square of the town for \$12,000. The wood frame structure was demolished in 1912 to build the next schoolhouse that later burned down. These schoolboys in front of the building illustrate typical schoolboy antics for the camera as the girls watch from the windows and porch. As was the fashion of the day, all men, boys included, wore hats.



Independence Days, both American and Mexican, were celebrated with festivities. An 1894 Fourth of July parade float touts the charms of local ladies with a banner reading "Health and Beauty of Arizona--Second to None."

District Attorney and Judge Hiram Summers (1) stands near his granddaughter Joy Biery (2). Of 26 people seen, Summers is one of only two who are hatless, unprotected from the July heat and sun.

Sedona Heritage Museum

Janeen Trevillyan

President, Sedona Historical Society and Heritage Museum



Cowboy Artists of America celebrate founding their new organization in 1965.



Homesteader at Red Rock Crossing along Oak Creek at the base of the iconic Cathedral Rock..

The Sedona Heritage Museum (SHM) is a small volunteer-run history museum holding approximately 25,000-30,000 photos, slides and negatives. We haven't counted lately, and the collection tends to 'creep up' with a dozen to hundreds of images added here and there every time an old-timer brings an envelope or box of images by to donate or to loan for digitization. SHM has digitized about 12,000+ of these images so far.

The Elizabeth Rigby Collection makes up more than half of our holdings. These negatives represent decades of photography by Elizabeth Rigby, a Sedona author and news reporter from the 1950s to the 1980s, and chronicle the town's growth and changes, the earliest days of the Sedona art movement, and all manner of daily mundane and historically significant and definitive Sedona events. Among some of the special images already identified in this collection are: the opening of the Sedona Arts Center in 1958; Max Ernst's most famous sculpture, "Capricorn" in Ernst's Sedona studio; the founding of the Cowboy Artists of America in a Sedona bar; and behind-the-scenes images from movies made in Sedona. Almost 25% of the E. Rigby Collection has been processed, sorted, scanned and cataloged with the help of an Arizona Historical Records Advisory Board (AHRAB) grant in 2010-2011. SHM has just received a second AHRAB grant to proceed with another 25%.

The other half of the current SHM collection is a mixture of images from as far back as the 1870s when Buffalo soldiers camped along Oak Creek in what is now the center of town. We have photos of our first 1880s vineyard and winery, the first car in Sedona in 1905, long-forgotten and trampled gravesites, the 1987 Harmonic Convergence, area residents from the 1880s, and present day working and recreating in the shadows of our internationally renowned red rock formations.

The Sedona Heritage Museum has been digitizing photos since 2000. The first few years there were no standards for quality, format, file names, back-up, or storage. As technology improved, volunteers attended training, and with the help of grants, those issues are 'mostly' conquered. Today, new images follow a protocol, are still scanned by volunteers, but are cataloged by a part-time employee. SHM responds to at least 100 requests annually for historic photo use for personal enjoyment, filmmaking, research and publication. Photos seem to be a universal language, and copies of our historic images have been sent all around the world.

Gila County Historical Society Museum

Lynn F. Haak

Gila County Historical Society Museum

The Photographic Archives at the **Gila County Historical Society Museum** originated over 50 years ago when people were asked to donate historic items for a history museum in Globe. Many images were donated then and donations continue today. The archive includes images of mining, dam construction, business, ranching, Native Americans, local citizens and more.

The museum's collection contains over 4000 images, and museum staff is in the process of digitizing the entire collection.

The Gila County Historical Society was founded in 1955 in order to study, collect, preserve and disseminate the history of Gila County. Its non-profit all-volunteer museum is located in Globe on Highway 60 in the former Globe-Miami Mine Rescue Station that is listed on the National Register of Historic Places.

Admission is free, but donations are always appreciated. Except for holidays, the museum is open Monday through Friday 10 am to 4 pm and on Saturdays from 11 am to 3 pm throughout the year.

Tempe History Museum

Joshua Roffler

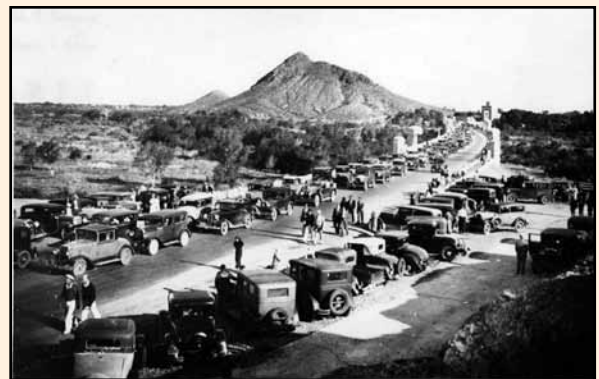
Curator of Collections, Tempe History Museum

The Tempe History Museum is well known for its photograph collection. To date, the museum holds over 30,000 photographs – each one a valuable glimpse into Tempe's past. The content of these images varies widely. There are, of course, portraits of important people—local celebrities, civic leaders, and politicians, some of whom played upon the national stage. But there are also lots of ordinary folks—people who kept the community running, often anonymously. There are pictures of landmarks—the Salt River, Tempe Butte, familiar buildings on Mill Avenue and the Arizona State University campus — as well as narrow dirt roads we can barely recognize as the streets we speed along today. There are images from the 1800s that show Tempe as it initially formed, as well as pictures taken very recently that provide documentation of the rapid change happening today. Some images have been used so heavily over the years that they have become iconic. Indeed, familiar photos such as the one showing the dedication of the Mill Avenue Bridge or the one of Hayden's ferry crossing the Salt River are key pieces of Tempe's identity. Together, the images contained in the Tempe History Museum's photograph collection provide a crucial community history resource.

The depth of the museum's photo collection is explored in the Museum's new exhibit "The Pictures tell the Story: Continuity and Change in Tempe." Local photographer and longtime Tempe resident Dick George served as the volunteer guest curator for the



Cornish miners pose with their pasty buckets. Courtesy of the Gila County Historical Society Museum



1987.1.2702: Dedication of the Mill Avenue Bridge, 1933.

1987.1.2851: Ferry crossing the Salt River, 1880s. Always an important river crossing, Tempe's original name was Hayden's Ferry.



project. Over a period of several weeks, George reviewed and selected some of the most informative and compelling images available in the museum's collection. The result is a photo-essay that gives visual insight into many aspects of Tempe life. Topics such as education, environment, leisure, and community identity are explored on a series of twenty graphic panels, each containing multiple photographs and interpretive text. The exhibit is now open in the Tempe History Museum's Community Room, and will remain on display through the end of 2012 in recognition of Arizona's Centennial.

ARIZONA CENTENNIAL CONFERENCE!

SAVE THE DATE!

April 18-22, 2012

for the

ARIZONA CENTENNIAL CONFERENCE
Collaborative Centennial Conference

W

ish Arizona a happy 100th birthday at our very special, once-in-a-lifetime collaborative Centennial conference!

The

Museum Association of Arizona

joins with the

Arizona History Convention Inc.

and the

State Historic Preservation Office

(a division of Arizona State Parks)

to celebrate the State of Arizona's one-hundredth year with an annual meeting that also serves as an official Arizona Centennial Event.

Another wonderful element of this Centennial Conference is the opportunity for all attendees to enjoy any of the sessions offered by the three entities. Just pick the ones that catch your fancy—or satisfy your informational needs!

Log on to the special Arizona Centennial Conference website for more annual meeting information:

www.arizonacentennial.org



*Pointe Hilton Tapatio Cliffs Resort,
Phoenix*

NEWS FROM THE FIELD – ARIZONA

State Arts Budget and Sunset Review

Robert Booker, ACA Executive Director



Beginning this fiscal year, for the first time in 46 years, the Arts Commission will not receive a general fund appropriation from the State of Arizona. Given this loss, and the cumulative losses of the previous several years, the Arts Commission

continues to make adjustments in order to be most effective in serving our mission, to imagine opportunities for all Arizonans to experience and participate in the arts. Our biggest adjustment has been internal, reducing operations costs and staff positions by 50% since 2007, and making somewhat less severe but necessary adjustments to programs, services and grants.

But by far the most significant challenge facing statewide arts funding is the Arts Commission's "Sunset Review," wherein the State Legislature must vote to reauthorize the 46-year-old agency. These reviews typically take place once every 5-10 years, and the Arts Commission's is scheduled for this fiscal year. The Arts Commission board is working with Arizona Citizens/Action for the Arts to reinforce the Arts Commission's value and its ability to "serve the public

interest as defined in Arizona Revised Statutes and to ensure that all areas of the state receive the benefits of the arts."

Centennial Tours of the Arizona State Archives

In celebration of the Centennial, the Arizona State Archives will be hosting public monthly tours. On the second Tuesday of every month, the Archives are inviting you to take a behind the scenes tour at the Polly Rosenbaum building. On Tour Tuesdays, you'll hear about the Archives' numerous collections and how the Archives works to preserve Arizona's unique historical records and make them available to the public. On the tour you'll see some of the different ways information has been recorded (it's not all paper!), the steps taken to make that information available for future generations, and some highlights from Arizona's past.

The Polly Rosenbaum Archives and History Building is located at 1901 W. Madison St. Free parking is available in front of the building.

The one-hour tour starts at 2:00 PM and is limited to 20 people. Please call 602-926-3720 to reserve a spot today.

NEWS FROM THE FIELD – NATIONAL

4th Annual Museums Advocacy Day

Register now for Museums Advocacy Day 2012! The entire museum field - staff, students, board members, volunteers, supporters and independent professionals who work for and with museums - is encouraged join us on **February 27 and 28, 2012, in Washington, DC.**

AAM President Ford W. Bell says, "At a time when funding for museums, the arts and sciences, historic preservation and culture are all under attack, it's more important than ever that - amidst the countless other causes with a constant presence on Capitol Hill - we make our voices heard."

AAM members attend for FREE! Members of the 2012 Co-Convenor organizations (AASLH, APGA, AAMD, ACM, AMM, ARM, AZA, CAM, FAM, IAM, MAAM, MAM, NEMA, SCFM, WMA), also participate for free.

The Georgetown University Hotel and Conference Center will serve as our conference headquarters. Museums Advocacy Day participants can reserve rooms for \$159 per night! Please call **1-888-902-1606** to make reservations at this special AAM rate or book your room online. Please reference the group name American Association of Museums if you call to make your reservation. Book now before the room block is filled! **(This special rate is available until January 25, 2012.)**

To learn more about AAM's Advocacy for Museums, please visit www.speakupformuseums.org.

December 9 is Deadline to Apply for Alderson Grant Internship Program!

AASLH offers its smaller institutional members the opportunity to apply for the **Alderson Grant Internship Program**. The program recognizes the demand for students to gain “real world” experience and for our members to get qualified interns into their institutions. The internship opportunity (up to \$1,000) is available for three AASLH institutional members to hire a summer intern. The host institution must provide information on what they expect their intern to do and match funds at a 1:4 level (that is \$1 for every \$4 AASLH provides). **Application deadline is December 9** for an internship beginning the following summer. Only three grants of \$1,000 each are awarded per year.

Requirements:

- Applicants must be an institutional member of AASLH.
- Applicants must have an annual operating budget under \$250,000.
- Application must be received by AASLH office by 5 p.m. on December 9.

Visit: <http://www.aaslh.org/alderson.htm> for more information or contact:

Bethany Hawkins, hawkins@aaaslh.org, 615-320-3203

What's UpNext!

The Institute of Museum and Library Services (IMLS) has announced the launch of a new blog, UpNext! IMLS wants the blog to be a place where libraries, museums and their partners can share ideas, questions, and experiences.

Focusing on what works and lessons learned in library and museum service, the blog will feature a wide variety of topics and discussions for readers to explore as well as the opportunity to get to know more about IMLS projects, initiatives and staff and to engage with thought leaders both in and outside the museum and library communities.

“In the past month we heard ideas and comments from 1,400 users who participated in our online community to help shape the IMLS strategic plan,” said Susan Hildreth, IMLS Director. “The UpNext blog provides one response to users who called on IMLS to create more opportunities to share best practices, spur innovation and reach out to partners.

Visitors to <http://blog.imls.gov> can subscribe to UpNext! and receive email updates when new articles are posted.

Big Read Invites Applications for Community-Wide Reading Programs



The Big Read, a program of the National Endowment for the Arts in partnership with Arts Midwest designed to revitalize the role of literature in American culture and to encourage reading for pleasure and enlightenment, is accepting applications from nonprofit organizations to develop community-wide reading programs between September 2012 and June 2013.

Organizations selected to participate in the Big Read receive a grant, access to online training resources and opportunities, and educational and promotional materials designed to support widespread community involvement and participation. Applicant organizations must be a 501(c)(3) nonprofit; a division of state, local, or tribal government; or a tax-exempt public library. Eligible applicants include such organizations as literary centers, libraries, museums, colleges and universities, art centers, historical societies, arts councils, tribal governments, humanities councils, literary festivals, and arts organizations.

Organizations may apply for grants ranging from \$2,500 to \$20,000 each, depending on community size and number of activities planned. Grants must be matched at least 1 to 1 with nonfederal funds. Grant funds may be used for such expenses as book purchases, speaker fees and travel, salaries, advertising, and venue rental.

Visit the Big Read Web site for complete program guidelines, project development resources, and application materials. Deadline is February 1, 2012.

Contact: http://www.neabigread.org/application_process.php

Easy Access to the Best Collections Care Advice

To join the Connecting to Collections (C2C) Online Community, just register at

www.connectingtocollections.org.

The C2C Online Community, a partnership of Heritage Preservation, the American Association for State and Local History, and the Institute for Museum and Library Services (IMLS), is a dynamic interactive resource that aims to connect collections care staff at small museums, archives, and libraries with solid information about collections care and preventive conservation.

The C2C Online Community's features include:

- a Meeting Room which regularly hosts free Webinars with leading conservation professionals;
- a Featured Resource that highlights new or particularly helpful print or online information resources;
- a Discussion Board where online community members can post questions and assist one another;
- a Calendar with announcements of upcoming C2C Online Community events, online preservation training opportunities, and grant deadlines;
- an archive of past C2C Online Community discussions and presentations sorted by topic.

You can also connect with the Community on Facebook at: <http://www.facebook.com/C2Ccommunity>.

National Endowment for Humanities Grant Opportunity

Offered by the **National Endowment for Humanities** (NEH), the Sustaining Cultural Heritage Collections grants help cultural institutions meet the complex challenge of preserving large and diverse holdings of humanities materials by supporting preventive conservation measures that mitigate deterioration and prolong the useful life of collections.

Two types of awards are offered: grants for planning and for implementation. Deadline for applications is **December 1, 2011**.

Nominations Sought for 2012 Award for Outstanding Commitment to the Preservation and Care of Collections

Deadline for Nominations is December 15, 2011

The American Institute for Conservation of Historic and Artistic Works (AIC) and Heritage Preservation invite nominations for the 2012 Ross Merrill Award for **Outstanding Commitment to the Preservation and Care of Collections**. The award is presented annually to an organization in North America that has been exemplary in the importance and priority it has given to conservation concerns and in the commitment it has shown to the preservation and care of its cultural property within the context of its broader mission, which may include interpretation, research, scholarship, education, and/or public outreach.

A nomination should describe conservation and preservation activities that demonstrate the institution's sustained commitment to collections care. This award is not designed to recognize an individual project. Visual documentation (photos, slides, etc.) is also encouraged. Describing how the organization has broadened its community's understanding of the goals of conservation can strengthen an application. Organizations may act as their own nominators, but additional letters of support are welcomed. Guidelines for nominations and tips on how to put together a successful packet can be found at: http://www.heritagepreservation.org/awards/aic_nominations.htm

NORTH

Phippen Honors Hall of Fame Inductees



The Phippen's Arizona Rancher & Cowboy Hall of Fame exhibit.

The Arizona Rancher & Cowboy Hall of Fame will induct three new members at the Phippen Museum's 6th Annual Fall Gathering on Saturday, September 17th at 5:30 PM. The Hall of Fame was established at the Phippen Museum in 2009 to honor Arizona's most prestigious ranchers and working/rodeo cowboys. This year the museum is honored to induct Cort Carter, Mike O'Haco and J.C. Trujillo.

CORT ARDEN CARTER was born in 1894 on the Necktie Ranch in Walnut Grove, Arizona. He served with the 135th Infantry in France during World War I, married Stella Byrd Cartwright in 1918 and was the first elected president of the Yavapai Cattle Growers' Association when it was formed in 1932.

MIKE O'HACO'S father immigrated to Arizona from the Basque Pyrenees between France and Spain in the mid 1890's. By 1941, Mike had built the O'Haco Sheep Company into the largest sheep outfit in the state and were also running cattle. He served three terms as president of the Northern Arizona Cattle Growers' Association, and was named Cattleman of the Year by the Arizona Herford Association.

J.C. TRUJILLO began his rodeo career at age 6 in his hometown of Prescott, Arizona. J.C. joined the Professional Rodeo Cowboys' Association in 1967, qualifying for 12 National Finals Rodeos. He was the World Champion Bareback Rider in 1981 and was inducted into the Pro Rodeo Hall of Fame in Colorado Springs in 1994. That same year he was named general manager of the Prescott Frontier Days Rodeo, which he is widely credited with bringing back to its former glory.

Exciting New Expansion at the Phippen Museum

On Friday, July 22, 2011, the Phippen Museum in Prescott, Arizona, stepped into the future by celebrating their recent expansion project at an official Grand Re-Opening. With more than 270 enthusiastic guests in attendance, this long-anticipated event formally introduced the museum's newly expanded facilities and provided an opening reception for three separate Western art exhibits. Now offering 6,000 square feet of new gallery space, the expansion project made it possible for the museum to run concurrent shows, stay open during show changes and offer a wider variety of artwork for the public to enjoy.

The new space is home to the Kemper & Ethel Marley Foundation Western Art Gallery, the Arizona Rancher & Cowboy Hall of Fame and the Western Heritage Gallery, featuring artifacts including saddles, spurs, photographs and a working chuck wagon.

And the recent expansion has also made it possible for the Phippen to serve as the new home of the Prescott Area Arts Trust's Solon H. Borglum collection. Featuring sculptures, furniture, paintings and other personal objects and memorabilia from Borglum's life, this exceptional exhibit is displayed in an area specifically designed for these historic items.

So if you haven't seen all the great changes taking place at the museum, you owe it to yourself to have a look. The Phippen Museum would like to thank all the many great individuals, businesses and organizations who contributed to this expansion project. Their dedication and generous community spirit have created a world-class museum where Western Art, Heritage and History come alive.



The Kemper & Ethel Marley Foundation Western Art Gallery in the Phippen's newly expanded facility.

Museum of Northern Arizona Receives NEH Grant

Project Director Elaine Hughes reports that the Museum of Northern Arizona has received a National Endowment for the Humanities Sustaining Cultural Collections grant of \$139,858.00 to purchase archive-compactor shelving for installation in the Easton Collection Center.

This grant represents an implementation project involving the purchase of storage furniture and supplies to consolidate and re-house 3,566 linear feet of anthropological archives currently held in several locations on the museum's campus. The historic Powell building, used as a storage area for Archaeology bulk collections, is undergoing renovation to turn it into a biology office, research and processing space. Constructed in 1935, it was a dairy barn that was one of the original farm structures from the Antelope Valley farm.

SOUTH

Colossal Cave Mountain Park CCC Connection

On Thursday August 25, 2011, KUAT-TV featured the Civilian Conservation Corps on "Arizona Illustrated." It included an on-air interview with Al Lindstrom, a CCC enrollee who served here in Vail, Arizona, at the Park in the 1930s on what was called the Colossal Cave Project. A separate taped segment included interviews with Elson Alvarez, who served at St. David, J.J. Lamb of the Vail Preservation Society, and Martie Maierhauser, Park Director, with a number of historic photographs from Park archives.

The Park is extremely proud of the work the CCC did here (some of the finest in Arizona, staff thinks) and were very pleased to see the recognition of their extraordinary work.



Al Lindstrom appears on "Arizona Illustrated." Photo courtesy of AZPM

Arizona State Museum Silent Auction

Help preserve Woven Wonders of American Heritage by helping us match a \$400,000 federal grant. Learn more at http://www.statemuseum.arizona.edu/preserv/woven_wonders/index.shtml.

Donations of American Indian art (pottery, jewelry, rugs, baskets, etc.) are requested by the Friends of the ASM Collections for their 2012 silent auction, to be held at the **19th annual Southwest Indian Art Fair (Feb. 18 & 19, 2012)**. Objects must be of American Indian creation but need not be solely from southwestern cultures (will accept anything from North and South America). Proceeds from this silent auction will benefit the collections division. Donations can be brought to the museum with advanced notice, or we can arrange to pick up large or bulky items.



Assortment of historic American Indian baskets (1890s-1950s). Photo by Jannelle Weakly.

AHS Grant at Greer's Butterfly Lodge Museum

Thanks to the Arizona Historical Society – Tucson for its grant to Greer's Butterfly Lodge Museum of \$840.00 for the purchase of PowerPoint equipment. The grant money was used to present the PowerPoint program, "The Butterfly Takes Flight," a retrospective of the Museum's history that was first presented at the annual fund-raising barbeque dinner.

CENTRAL

Desert Caballeros Western Museum Gifts Create the Cultural Crossroads Learning Center

After 51 remarkable years, the Desert Caballeros Western Museum is embarking upon a new chapter in its history. Last June, the Museum began a capital project to complete the Cultural Crossroads Learning Center by enclosing the Charles T. Klein Pavilion located on the corner of Tegner Street and Wickenburg Way.



Desert Caballeros Western Museum's Cultural Crossroads Learning Center

Generous museum supporters John and Lynne Boyer proposed the idea of enclosing the pavilion structure and agreed to fund a feasibility study. The Boyers pursued their vision of creating a museum campus through a substantial grant, leveraging it for a matching gift and securing additional funds for this project from long-time museum supporters Edson and Harriet Spencer. The Museum's Board of Trustees enthusiastically voted to approve the project at their March 2011 meeting.

Designed by CCBG Architects, Inc., of Phoenix, this project will enclose the current 3,800 square foot structure and include the design of an attractive and welcoming facility with environmental controls, audio/visual systems, exhibition cases, and learning spaces. This project will provide much-needed programming space and continuing education opportunities for the local community, Valley residents, and visitors to the area. The Cultural Crossroads Learning Center will include exhibitions about mining history, Arizona minerals, Native American tribes of the Southwest, ranching and rodeo cowboys, and Western express companies such as Wells Fargo and Western Union. The majority of the

Museum's programming will be relocated to the Learning Center, which features a 10' x 15' foot screen with LCD projector. The facility can accommodate up to 500 lecture style and 200 for dinner.

The Cultural Crossroads Learning Center opens on Friday evening December 2, 2011 with a VIP reception. Saturday December 3 the Center will be open free to museum members, volunteers, and any museum professional who presents a business card. Sunday December 4 the Center will be open free to the public with children's activities provided.

AZRE Dubs MIM Top Public Building In Arizona

What do MIM, the Arizona Biltmore resort, and Biosphere 2 have in common? They were all recently honored as some of "the biggest, best, and most recognizable buildings in Arizona" by AZRE | Arizona Commercial Real Estate magazine. As part of the magazine's Arizona Centennial Series, the September–October 2011 issue named MIM Arizona's "Best Public Building."

"This is outstanding recognition—and we are in some great company," says MIM president Bill DeWalt, PhD. Indeed, the article selected such notable public and commercial buildings as the forty-story Chase Tower (Tallest Building), University of Phoenix Stadium (Best Sports Venue), the Orpheum Theatre (Oldest Commercial Building), and Phoenix Children's Hospital (Best Medical Facility).

MIM is housed in a 190,000-square-foot building designed by Rich Varda, formerly of RSP Architects of Minneapolis and Phoenix. The general contractor for the project was Ryan Companies, also with offices in Minneapolis and Phoenix.



Exhibit of Serbian instruments at the Musical Instrument Museum.

NEWS FROM AFFILIATES

Central Arizona Museum Association



Yes, your eyes aren't deceiving you! That's a pumpkin Janice Klein's wearing on her head while she and Vicki Berger "woman" the CAMA booth at the Arizona Humanities Council Festival.

Faith Oberstein visited with festival-goers and distributed the CAMA brochure as well as materials from CAMA member museums. The day-long event featured: film screenings; storytelling; hands-on activities; theatre, dance, and musical performances; author presentations; artists; and storytelling booths, all organized by the Arizona Humanities Council.

CAMA held their first meeting of the year on September 14, 2011 at the Mesa Historical Museum. Shelley Cohn, former director of the Arizona Commission on the Arts, Matthew Salenger of coLAB studio art and architecture, and Nancy Dallett from the ASU Public History, spoke on the Arizona 9/11 Memorial and the creation of public memory. Its second meeting took place on October 12 at the Shemer Art Center in Phoenix where Barbara Meyerson, Founding Director of the Arizona Museum for Youth and currently a museum consultant—spoke on family learning and engagement in museum environments. The November meeting will be at the Scottsdale Museum of Contemporary Art with Kristina Wright, ASU Museum Studies, as speaker, and the CAMA holiday party will be at the Phoenix Art Museum in December.

The Central Arizona Museum Association participated in the October 22nd "Arizona Humanities Festival: Stories of Us," held at the Civic Space Park in downtown Phoenix. Volunteers Vicki Berger, Janice Klein, Nancy Buell, and

Tucson Association of Museums

The TAM met in September at the 390th Bomber Wing Museum housed in a hangar on the grounds of the Pima Air and Space Museum. The Museum is a tribute to the B-17 bombardier crews of the European theater in WWII. The focal point of the museum is a restored B-17G, nicknamed "I'll Be Around". Terry Terrien's tour of the premises included an explanation of the aircraft crew's cramped quarters in the ball turret during flights.

The November meeting will be held Tuesday, November 1st, at the Tohono O'odham Cultural Center in Topawa on the T.O. Reservation.

Timely Tips from TAM: PR and Marketing Ideas

These tips were presented at the September Southern Arizona Attractions Alliance meeting with the strong suggestion that they be shared with staff and volunteers at Arizona museums.

1. Get out and meet and greet people in the community. Don't forget about restaurants and media outlets.
2. Be a voyeur! Look, listen and learn. Use Google Alerts--90% as effective as a paid clipping service – and attend conferences and seminars. Know what people are saying about your attraction (ie tripadvisor.com)
3. Use new media (eg., Facebook and Twitter). It's fun & free! But, make sure you do it well.

4. Group Sales – make it personalized for the group you're soliciting.
5. Get feedback from customers, but do it outside your facility and have it done by someone other than you or your staff. Find out how people are finding you, and how their experience was.
6. Have events and promotions. They create excitement and don't have to be about decreasing admission prices.
7. Audit your marketing materials to making sure you have a consistent message/look/feel.
8. If doing media, make sure it's newsworthy, and try to link it to world news. Always pitch photo opportunities (but make sure you're ready when they show up). Write a thank you note to reporters/photographers and cc their boss.
9. Submit listings to Metro Tucson Convention and Visitors Bureau (or your local equivalent), online calendars, Arizona Office of Tourism, azstarnet.com. Have a "library" of blurbs and photos about your attraction. Make sure some photos are high resolution, 300 dpi for print media, and others that are 72 dpi for websites.
10. Value yourself as an attraction. Don't be afraid to charge a fair market price (think like a tourist, not a local).

MEMBERS IN THE NEWS

Joan Clark Assumes Interim Directorship of the Arizona Capitol Museum



Joan Clark

Joan Clark, the Deputy Director of Operations and Planning for the Arizona State Library, Archives, supports the Agency Director in managing agency initiatives, guiding agency resources to achieve objectives, and aligning resources to address changing priorities. In addition to her regular job, she has now added the duties of Interim Director of the Arizona Capitol Museum.

Previously Joan served as program manager for implementation, development and delivery of the three-year Arizona Equal Access Libraries Initiative, and, prior to joining the Arizona State Library, Joan had extensive marketing and management experience with AT&T Corporation. She has held leadership positions in business research, corporate training, marketing and strategic planning, in addition to representing AT&T as a liaison to industry associations.

As a Brookings Institution Congressional Fellow, Joan served on the legislative staff of U.S. Congresswoman Nancy L. Johnson, guiding federal legislation in the areas of public housing, childcare, women's issues and funding for the arts.

Joan is a Phi Beta Kappa, Summa Cum Laude graduate of Catholic University of America, Washington, D.C., and she holds a Masters of Library Science degree from Rutgers University.

Brenda Taylor Joins Sharlot Hall Museum Staff



Brenda Taylor

Brenda Taylor is the new Archivist and Librarian for Sharlot Hall Museum's Research Center. She hails from Tucson, where she was born and reared. She attended the University of Arizona as an undergraduate obtaining a B.F.A. in Television & Film production.

Several years ago, she made a career change, returning to UA as a graduate student in the Information Resources and Library Science program. For her graduate internship, she processed a large manuscript collection created by world art historian and expert Pál Kelemen for the Arizona State Museum. She graduated in December 2010 with a MLIS degree.

She arrives at Sharlot Hall with the museum's archives in transition. Brenda will continue the changes that her predecessor, Libby Coyner (now with the Arizona State Archives) started, and wants the Museum archives to follow the best practices and standards put forth by the Society of American Archivists (SAA). One of her early projects involves placing select oral histories from the Sharlot Hall Museum archives online with the collaborative Arizona Memory Project.



Left to right, President Clinton Pattea of the Fort McDowell Yavapai Nation, Judy Starr Confer, and Jay Schlum, Mayor of Fountain Hills. Photo courtesy of the Fountain Hills Times.

Second Annual Legacy Award Goes To Judy Confer

At the Eighth Annual Installation Dinner for the Lower Verde River Valley Hall of Fame, Foundation Secretary and Chairperson of the Hall of Fame Selection Committee Barb Hansen presented the 2nd Annual Legacy Award to Judy Starr Confer.

Judy's interest in history and design brought her to the Fountain Hills & Lower Verde River Valley Historical Society. She served three terms on its board and was most active with the River of Time Museum Design Committee. When the museum's first volunteer director, Jerry Wilhelm, stepped down due to illness, Confer was hired by the Historical Society board as the first paid River of Time Museum director.

Putting in far more than the 20 hours per week she was paid for, Confer worked diligently to get the word out on the new northeast Valley museum attraction. She became a member of the Museum Association of Arizona and the Central Arizona Museum Association.

In 2010, Confer received the Four Peaks Chapter of the Daughters of the American Revolution's first award honoring Women in American History. Chapter officials noted, "She has studied the history of the Fort McDowell Yavapai Nation and is a liaison with the Yavapai community, working with Tribal Council and other community members. She has done much to unite Fountain Hills and Fort McDowell for common causes."

McCoy Selected to Attend 2011 Seminar for Historical Administration



Kyle McCoy, Director of the Museum at Papago Park (Arizona Historical Society), Tempe, AZ, joins a select fraternity of history professionals who have attended the Seminar for Historical Administration (SHA) throughout its more

than 50-year history. The 2011 Developing History Leaders @SHA program will run October 29-November 19 in Indianapolis, Indiana.

Co-sponsored by AAM, the American Association for State and Local History, Colonial Williamsburg, Indiana Historical Society, the National Museum of African American History and Culture, and the National Trust for Historic Preservation, the Seminar for Historical Administration (SHA) is an intensive three-week program that provides the tools, ideas, and connections that allow history professionals with three to ten years of experience to become effective leaders and managers of history organizations.

Now What's She Done?



Vicki Berger at Copan, Honduras.

Dr. Vicki Berger, CAMA President, MAA Board Treasurer, and costume and textile guru, is also an active member of the Christian Foundation for Children and Aging. She and her husband sponsor children through the Foundation and have made many Mission Awareness Trips—their most recent to Honduras this summer.

Vicki also took time to visit the wonderful ruins at Copan—where she was well guarded!

Tom Wilson Assumes Chair of AHC



Tom Wilson introduces Ballet Folklorico Esperanza at the 2011 Arizona Humanities Council Festival.

In October Tom Wilson, Director of the Arizona Museum of Natural History and past President of the MAA, was inducted as the new Chair of the Board of the Arizona Humanities Council. Dr. Neal Lester, Dean of Humanities at ASU, stepped down from that position and passed the baton to Tom.

The Arizona Humanities Council, in existence since 1973, supports public programming in the humanities that promotes understanding of human thoughts, actions, creations, and values. AHC works with museums, libraries, and other cultural and educational organizations to bring humanities programs to residents throughout Arizona.

Tom has been director of the Museum of New Mexico in Santa Fe, the Beloit College Museums, and the Southwest Museum in Los Angeles. After two years as assistant professor at the University of Nairobi, Richard Leakey hired him to be coast archaeologist for the National Museums of Kenya. When Tom returned to the U.S.A., he worked for the National Endowment for the Humanities for five years and completed a law degree at the University of Maryland. In addition to the humanities, his passions are triathlon—at which his times continue to get better and better--and German Shepherd dogs.

Nancy Burgess Honored with Sharlot Hall Award



Nancy Burgess

Arizona native Nancy Burgess, whose decades-long historic preservation efforts have left an indelible mark on Prescott and the state, has been honored as the 2010 recipient of the Sharlot Hall Award for valuable contributions to the understanding and awareness of Arizona and its history.

Burgess, retired Historic Preservation Specialist for the City of Prescott, has had a life-long passion for the history of the Grand Canyon State. Since 1987 her work in historic preservation has included projects that provide protection, interpretation, education, rehabilitation and restoration of scores of significant and unique cultural resources in Central Arizona.

The annual Sharlot Hall Award originated in 1984 to recognize a living Arizona woman as a counterpart to the Arizona Women's Hall of Fame, which honors women posthumously. A committee reviews nominations from around Arizona.

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