Seeds of Change: Cultivating Transformation at Your Site
Southeast ALHFAM Regional Conference
March 2-4, 2018
Atlanta, Georgia

The humble seed, limited to the soil, sunlight, water, and carbon dioxide available wherever it lands, must adapt to its conditions to persist into the next generation, or perish. Heirloom varieties of every shape, size, color, earliness, pest resistance or hardiness display the fruits of our human fascination with these adaptations. Like our ancestors cultivating the heirloom seeds and heritage breeds many of us preserve today, history practitioners, and the institutions in which we present history, must grow and transform in pursuit of relevance, community impact, and sustainability.

Seeds of Change: Cultivating Transformation at Your Site is about cultivating new audiences, innovative interpretation, and considering new content and methods within our institutions, programming, and communities. As time passes, we make discoveries, face new challenges, adapt to changing audience needs, and continue to strive for excellence. Just as we continuously select for the most vigorous plant cultivars for our environment, museums must transform and adapt in order to remain relevant to our communities. How can we inspire transformation within our institutions and communities?

Join us in Atlanta for SEALHFAM 2018! The Atlanta History Center is a 33-acre experience that features award-winning exhibitions, three historic houses, seven enchanting gardens representing themes in Atlanta’s landscape history, interactive activities, and a variety of year-round adult and family programs. Atlanta is an international hub for business, transportation, and cultural growth. It is home to a wide variety of museums, historic sites, and cultural institutions. While here, you can see the Atlanta Botanical Garden; Center for Civil and Human Rights; Martin Luther King, Jr. National Historic Site; Fernbank Museum of Natural History; Center for Puppetry Arts; Bremen Jewish Heritage and Holocaust Museum; High Museum of Art, and more!
The official hotel for 2018 SEALHFAM Conference will be Staybridge Suites - Atlanta/Buckhead. The hotel rate is $133.00/night + 16% tax + $5.00 hotel tax. Please call the hotel to book your room using the rate code “SEALHFAM”.

Staybridge Suites - Atlanta/ Buckhead
540 Pharr Road Atlanta, GA 30305
404-842-0800

Hotel amenities include breakfast buffet, Wi-Fi, and complimentary onsite parking.

Airport shuttle service to hotel is not offered—services like Lyft or Uber are great options and costs range from $25.00-$35.00 one way. Public transportation from Hartsfield-Jackson International Airport is available through MARTA and costs are as low as $3.50.

**Hartsfield- Jackson Atlanta International Airport to Staybridge Suites – Atlanta/ Buckhead**

**Take train**

RED LINE: NORTHBOUND TO NORTHSPRINGS STATION
Depart: AIRPORT STATION
Time in transit: 32 minutes
Arrive: BUCKHEAD STATION

**Walk**

18 minutes to hotel
Staybridge Suites – Atlanta/Buckhead
540 Pharr Road Atlanta, GA 30305

Head southwest on Peachtree Road
0.4 mi

Turn LEFT on to Maple Drive Northeast
0.4 mi

Turn LEFT onto Pharr Road Northeast
141 ft
Staybridge Suites – Atlanta/ Buckhead will be on the left

The hotel is located less than one mile from the Atlanta History Center. Shuttle service will be available through Staybridge Suites – Atlanta/ Buckhead on a first-come, first-served basis—walking, rideshare options, and carpooling is also encouraged.
Schedule

All sessions and workshops TBD

Friday March 2, 2018

9:15 am – 10:30 Sessions and Workshops
  Two to three concurrent sessions
10:45 am – 12:00 Sessions and Workshops
  Two to three concurrent sessions
12:00 pm LUNCH and Business meeting
1:30 pm Tours of Atlanta History Center: Atlanta Cyclorama, Goizueta Gardens, Exhibitions, Kenan Research Center, Historic Houses, Cherokee Garden Library
4:30 pm MIXER until 6:30
  Light hors d’oeuvres provided, cash bar

Saturday March 3, 2018

9:15 am – 10:30 Sessions and Workshops
  Two to three concurrent sessions
10:45 am – 12:00 Sessions and Workshops
  Two to three concurrent sessions
12:00p LUNCH
1:30 pm – 2:45 Sessions and Workshops
  Two to three concurrent sessions
3:15 pm – 4:30 Sessions and Workshops
  Two to three concurrent sessions
  Offsite tours TBA
6:00 pm – 9:00 BANQUET
  Keynote Speaker TBA
Dinner provided, cash bar

**Sunday March 4, 2018**

9:15 am – 10:30  Sessions and Workshops  
Two to three concurrent sessions

10:45 am – 12:00  Sessions and Workshops  
Two to three concurrent sessions