BREAKING THE MOLD:
New Interpretation for New Audiences
ALHFAM IS BREAKING THE MOLD

Remaining relevant in a fast-paced, technology-driven society can be a challenge for heritage organizations. To address this hurdle, ALHFAM members have found creative ways to draw new audiences to their sites, programs, and other educational venues. At this conference you will have the opportunity to take tours, join discussions, and learn from experienced panelists about best practices for attracting audiences and building programs to serve our new, ever-changing public.

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About Tacoma, Washington

Tacoma, the “City of Destiny,” welcomes you to the 2018 ALHFAM conference!

Tacoma’s roots run deep. Situated in the shadow of Mount Rainier on the waters of the southern Puget Sound, the Tacoma area has been home to the Lushootseed-speaking Southern Coast Salish peoples for thousands of years. The city owes its name to the famous mountain – “Tacoma” is an anglicized version of Mount Rainier’s original Lushootseed name.

In 1833, the Hudson’s Bay Company established Fort Nisqually, Puget Sound’s first globally connected settlement, in nearby present-day Dupont. Quaker pioneer Job Carr staked the first claim in what is now considered the "Old Town" neighborhood of Tacoma in 1865.

Tacoma quickly boomed after it won the spot as the western terminus for the Northern Pacific Railroad in 1873. Attracting immigrants from all corners of the globe, Tacoma established itself as an important port city and was for a long time in contention with Seattle to be western Washington’s “biggest city”. The city continued to carry on through setbacks in the first half of the twentieth century, becoming home to the founders of Baskin & Robbins, Almond Roca, Mars, and glass artist Dale Chihuly. Tacoma’s largest employer is Joint-Base Lewis McCard, located just 13 miles south of the city.

Today, Tacoma is a vibrant and eclectic city. Thanks in part to revitalization efforts started in the 1990s, Tacoma is now a center for international trade, shipping, technology, and the arts.

Photo Credit: City of Tacoma
Plan Your Visit

TRAVEL TO TACOMA

Tacoma is 25 miles south of Seattle-Tacoma International Airport. Bus service from the airport to the hotel will take approximately one hour using Route 574 & 594. Buses arrive every 30 minutes. Light Rail service is also available for portions of this journey – check the public transit schedules on Google Maps for the most efficient route for your timeframe.

All major car rental companies offer services at Sea-Tac Airport. For those renting cars: please consider coordinating transportation with others who are flying in and share rental cars. We will help connect those who are flying in to coordinate vehicles if needed.

Traffic in and around Tacoma can be extremely congested. Be sure to plan plenty of time when driving, and check with your traffic app of choice before setting out to avoid extra delays.

ACCOMMODATIONS

Official Conference Hotel
Courtyard Tacoma Downtown
1515 Commerce St, Tacoma, WA 98402
$129.00 USD per night

Marriott hotels are offering a special rate for our group via this link: BOOK YOUR HOTEL

Last day to book: 10/10/18
Start date: 10/31/18
End date: 11/4/18

WEATHER IN TACOMA

Average temperatures for the first week of November are between 54°F and 43°F, but can dip into the mid-30s. Plan for rain every day, and consider bringing additional gloves, hats, galoshes, or other cool-weather gear for days when you will be outside.

AUCTION

Please bring an item to be auctioned off during the meeting. The money raised goes toward a fellowship to allow an ALHFAM Western Region member to attend the annual meeting.
CONFERENCE PROGRAM

Wednesday, October 31

SCHEDULE

3pm | Hotel Check-in opens
4pm | Registration open @ Hotel

THINGS TO DO IN TACOMA

If you find yourself with extra time on Wednesday, consider exploring these local Tacoma attractions.

WRIGHT PARK & W. W. SEYMOUR BOTANICAL CONSERVATORY

Let your inner Victorian dandy out as you stroll this 130-year-old, 27-acre arboretum. A collection of over 600 trees awaits you, along with beautiful public art and bird watching opportunities. The Botanical Conservatory is the cherry on the sundae, featuring 250 hothouse plant species. Free Admission ($3 suggested donation to Conservatory); Conservatory hours 10am – 4:30pm; Wright Park hours 6:30am – 6:30pm.

UNIVERSITY OF WASHINGTON TACOMA CAMPUS WALK

See where new and old meet on the University of Washington Tacoma Campus. The 25-year-old campus has repurposed the historic warehouse district of Tacoma, and evidence of the area’s previous life can be seen in the preserved brick facades and ghost signs of campus buildings and creative green space construction honoring the area’s railroading history. Free admission; outside space open all day.

POINT DEFIANCE PARK

Get your hike on in this 760-acre park and urban forest. Boasting miles of forested hiking and walking trails, saltwater beaches, and spectacular views of south Puget Sound, Point Defiance Park is also home to Point Defiance Zoo & Aquarium, Fort Nisqually Living History Museum, and the vibrant fall colors of the Japanese Garden. Park admission free; attraction prices vary. Park hours 6:30am – 6:30pm; Attraction hours vary, check website for details.
As we kick off the conference, sessions on best practices for attracting new audiences and building new programs will be presented at the Washington State History Museum in downtown Tacoma. While there, you will have an opportunity to tour the latest permanent exhibit, Washington, My Home. Many people have called Washington State home. Through this poetic exhibition, the Washington State History Museum helps us all to learn about diverse journeys to our state, and to share our own.

**SCHEDULE**

- **8:00am** | Registration open @ Washington State History Museum
- **8:30am** | Opening remarks @ Washington State History Museum
- **8:45am** | Breakout Sessions @ Washington State History Museum
- **9:45am** | Break
- **10am** | Breakout Sessions @ Washington State History Museum
- **11am** | Breakout Sessions @ Washington State History Museum
- **12pm** | Lunch on your own
- **1:30pm** | Breakout Sessions @ Washington State History Museum
- **3:30pm** | Break
- **3:45pm** | Breakout Sessions @ Washington State History Museum
- **4:30pm** | Self-guided tours @ Washington State History Museum
- **6pm** | Keynote Address: Ļāth Carlson @ Washington State History Museum
- **6:30pm** | Evening Reception @ Washington State History Museum

**KEYNOTE SPEAKER: ĻĀTH CARLSON**

Ľāth Carlson is the founding Executive Director at Living Computers: Museum + Labs in Seattle, where he oversees strategic vision and operations at the museum. Under his direction, the museum has transitioned from Paul Allen’s private collection to one of the highest rated museums in Seattle. Dedicated to reimagining the role of museums in users lives, Ļath previously held the position of Vice President—Exhibits and Content Development at The Tech Museum of Innovation in Silicon Valley. Over the course of a three-year overhaul, The Tech became a community resource for innovation, and in 2015 was awarded the highest honor an American museum can achieve, a National Medal for Museum and Library Service. Ļath has also taught in the Museum Exhibition, Planning and Design master’s program at Philadelphia’s University of the Arts and managed Art Guild, Inc., one of the nation’s leading museum exhibit fabrication firms.
BREAKOUT SESSIONS

8:45-9:45am
MANAGING THE MASSES | Activity Room
Lane Sample – Fort Nisqually Living History Museum
"How do I manage a whole group of kids when they are not listening?" is a question I am asked frequently. There are a few keys to effective management and this class will provide an opportunity to learn about effective methods and a time for sharing ideas on what works and what doesn’t in working with groups of students. This class will include a discussion time with everyone sharing ideas on how to manage groups and children in effective ways.

YES, BUT IS IT HAUNTED? | Mezzanine
Hilary Pittenger – White River Valley Museum & Mary Olson Farm
“Did somebody die here?” "Are there any ghosts here?” “Did they actually believe that?” “Is that story true?” Many heritage sites have to contend with questions from the public about topics of a spiritual nature. Some sites even depend on the lure of “spooky tourism” to engage audiences. Finding a way to be both fun and educational, respectful and mysterious can be tricky. Learn from the successes and failures of the White River Valley Museum and other Puget Sound-area institutions that deal with death, hauntings, psychics, cryptids, religious objects, and other areas of spiritual or paranormal interest, and pick up some tips & tricks for thinking about how your site can best serve an audience interested the world beyond.

WHO GETS TO LIVE HISTORY? | Board Room
Zachary A. Stocks – Grays Harbor Historical Seaport
How do living history institutions maintain relevancy as society becomes more and more removed from the skills, lifeways, and technologies on display? Immersive built environments alone do not engage visitors beyond the level of spectators in a diorama. In order to attract a population that increasingly values active participation over traditional interpretation, museums and historic sites must utilize their resources to create experiential education opportunities for guests to investigate and understand the past. Zachary Stocks will discuss how sites need to prioritize “doing things” over “seeing things” in order to reach new audiences.

10:00-11:00am
WHAT’S IN YOUR KIT | Mezzanine
Mick Woodcock – Sharlot Hall Museum
This session looks at one way to engage visitors through a process of show and tell. While this is not a ground-breaking concept, it is one that will give the visitor a deeper understanding of the past that you are trying to deliver as well as giving them a hands-on experience which will facilitate learning. The subject will be the contents of a carpetbag and how allowing the visitor to explore these and interact with them gives them a richer and more meaningful experience at your site.
RIVERS, ROADS, ROUTES, RIGS | Board Room
Josiah Pollock – Fort Nisqually Living History Museum
The Hudson’s Bay Company (HBC) played a major role in developing the way we travel around Washington State today. This session will focus on the first paths and eventual roads used by the HBC and the vessels utilized in the transportation of goods.

11:00am-12:00pm
PLAYTIME: GAMES OF THE 19TH CENTURY | Activity Room
Anne Foster – Montana Heritage Commission
Take a break from the serious sessions and try your hand at some period games and activities. Riddles, conundrums, stories, parlor games, gambling, and card games will be explored. Brief histories and citations of some of the more popular games will be shared. Both adult and children’s games included. Participants will be encouraged to share games and activities that are popular at their sites. Forfeits will be claimed. Bring your inner child!

RESTORATION OF HORSE DRAWN VEHICLES | Board Room
Jerry Bowman – Northwest Carriage Museum
Museum Curator Jerry Bowman will share restoration and conservation techniques on various carriages, sleighs and wagons that have been brought back to life over the years.

1:30-3:30pm
BENDING THE RULES: 19TH CENTURY CLOTHING CONSTRUCTION | Activity Room
Kay Demlow – Lavender’s Green Historic Clothing
If you learned to sew in the last 100 years, then you still have more to learn! Before the 1920s, women’s clothing used different methods of construction and finishing than the ones they taught in Home Economics. I will review some of the differences in clothing construction (illustrated with images and sample garments) and we will discuss reasons for the shifts in style.

THE HONORABLE HARVEST | Mezzanine
Joel Johnson – Fort Nisqually Living History Museum
One of the most delicate challenges in historical interpretation is the need for non-indigenous historians to effectively and respectfully interpret indigenous history. Indigenous history is a major part of the story of our places, but non-indigenous interpreters must be wary of misrepresenting or appropriating a culture that is not one’s own. The sense of rightfully learning from the ancestors of our homeland should be replicated. Of course, there are boundaries to such a relationship. In addition to providing time for group discussion, I would like to pass on some stories shared with me by Bernard Siquieros, curator of the Tohono O’odham Cultural Center, about the importance of asking for permission. I believe the guidelines of the Honorable Harvest, as described by Potawatomi ecologist Robin Wall Kimmerer, are useful guidelines, not
only for the harvesting of medicinal plants, but also for the gathering of stories and culture. Practiced within these guidelines, we can interpret in a way that promotes growth and healing across cultures.

3:45-4:30
MESSAGE FROM THE FUTURE | Activity Room
Katrinka and Tigist Mannelly – Fort Nisqually Living History Museum
Hear from student panelists ranging from elementary to high school age to frankly discuss what will and won’t attract them to living history museums now and in the future. We propose to cover topics including: what they like and don’t like about living history museums, whether they believe digital technology has a place in living history, if so, what it might be, and their wildest imaginings of the kinds of exhibits, programs, and events they’d like to participate in, in the future. Ideally the panel will be made up of kids who are both involved and not personally involved in living history. A portion at the end would be reserved for audience questions. Panel questions would be distributed to panelists ahead of time and a discussion/practice session would be held prior to the conference.

SURVIVING THE OREGON TRAIL | Mezzanine
Linda Evans – High Desert Museum
In an effort to bring young professionals to the High Desert Museum we developed an event “Survive the Oregon Trail”. Inspiration came from Museum Hack, Fort Nisqually’s Escape Room and ALHFAM conferences. Linda will share how we developed this program, broke the mold and step outside the wagon to create and draw a new audience. This session will have lively photos and go over the two key components to draw our younger audience. At the end of presentation, we can share ideas for your site!

SHARING AMERICA’S HISTORY THROUGH SONG | Board Room
Cecelia Otto – An American Songline
For the last five years, I’ve performed a unique historic concert program all over the country that’s entertained and given them a new perspective on American History. Likened to “Hamilton the musical but in reverse,” these themed concerts share songs as they would have been performed for the time, but 21st century commentary is interjected throughout the program. Combined with wearing period vintage attire and including some sing along songs, this all helps the audience member “travel back in time” easier and people walk away from the experience with knowledge and wonderful memories.
Have you ever wondered what it would be like to step back in time at a real fort from the fur-trade era? Fort Nisqually Living History Museum will give you that opportunity! Hands-on workshops on needle craft, wagon repair, and arts of the fur trade and many other topics will get your creativity flowing on how you can break the mold with your own interpretation. Participants will also get an in-person look at what it takes to put on your very own escape game if you sign up for Trapped: Escape Fort Nisqually.

SCHEDULE

Registration open @ hotel
8am | Buses to Fort Nisqually depart hotel
9am | Hands-on workshops @ Fort Nisqually
10am | Break
10:15am | Hands-on workshops @ Fort Nisqually
12:15pm | Boxed lunch provided @ Fort Nisqually
1:15pm | Hands-on workshops @ Fort Nisqually
2:15pm | Break
2:30pm | Self-guided tours @ Fort Nisqually
4:30pm | Buses return to hotel
5:30pm | Walk to Harmon Brewery
6pm | Dinner & Auction @ Harmon Brewery (Living History attire preferred)
HANDS-ON WORKSHOPS

9:00-10:00am
WRITING LIFE INTO HISTORY | Great Room
Henry Amick – Freelance Writer
Expand your audience through the written word. This is a micro-workshop on the craft of writing. Museums, especially the education departments, produce a vast repertoire. And yet little professional development has been offered to the thousands in our field who spend the majority of their work life writing. The history field suffers an outmoded reputation of languid prose. That is changing. And you can and are pivotal in that transformation. We will look at academics who have bridged the gap, such as Erica Armstrong Dunbar, who’s NEVER CAUGHT (2017) was such a page-turner it spurred a book review for the Bulletin. In this session, we will work on our writing. Bring paper and pens. Amick, an ALFHAM member since 1989, has written and edited interpretive plans, tours, brochures, group-visit programs, classroom curriculum and other museum publications. He’s also the author of Newspapers-in-Education articles and other external publications. Amick is currently in query mode for his first novel, The Road Les [sic] Took, based on his years of work in living history.

BLACK POWDER DEMO | Laborer’s Dwelling
Peggy Barchi – Fort Nisqually Living History Museum
This demonstration will include planning and safety for black powder firearms at historic sites. We’ll consider legal issues and all around safety. This workshop will attempt to address putting together black powder rules for your site or event and share resources for this. The types of firearms that will be used in demonstration include flintlock and percussion rifles, as well as, flintlock and percussion handguns. Finally, the workshop will address research sources, and other considerations like time period, social status and cultural considerations.

1850s LAUNDRY | Wash House & Garden
Jessica Smith – Fort Nisqually Living History Museum
Participants will get the opportunity to try their hands at the multi-step process that was laundry in the 1850s. Emphasis will be put on the basic technique and the culture surrounding laundry, then and now.

10:15-11:15am
CONTROL THE BLOB | Factor’s House
Darryl Hall – Fort Nisqually Living History Museum
Gain familiarity with steel nib dip pens. Try your hand at writing with period appropriate pens and ink on paper of the era. Learn why things sometimes go wrong and how you can prevent the blobs.
10:15am-12:15pm
GAME BASED EDUCATION PROGRAMS | Laborer’s Dwelling
Allison Campbell – Fort Nisqually Living History Museum
A 2-hour workshop focused on education programs that enlist puzzles and games to engage visitors in examinations of artifacts and primary source materials. This workshop will include playing Trapped: Escape Fort Nisqually with a half hour Q&A about our goals for the program and outcomes. Topics we will discuss include program/puzzle development, logistics and operations, marketing and evaluation.

19TH CENTURY VIEWS OF THE PACIFIC NORTHWEST | Great Room
Chris Erlich – Fort Nisqually Foundation
This session interweaves a hands-on activity with a presentation on historical context. At the start of the session, participants will be guided to take the first step in the process of creating their own 19th century watercolor. In between each successive step in the process (the paint must dry), they will learn about the artists behind the surviving mid-19th century images of Fort Nisqually (1833-1869) — who they were, why they came west, and what they produced — and discover their place (and that of others like them) within the historical movement to document the west. Participants will also see how the artists’ training, materials, and techniques reflect art historical developments during the “golden age” of watercolor landscape painting. By the end of the session, participants will have completed their own watercolor and understand the significance of the fort’s artists.

11:15am-12:15pm
HARVESTING LAVENDER | Wash House & Garden
Synthia Santos – Fort Nisqually Living History Museum
Interactive demonstration workshop at Fort Nisqually on harvesting lavender and discussing its many uses medicinal, dietary, insecticidal and decorative.
1:15-2:15pm
MID-19TH CENTURY HAIR-DRESSING | Great Room
Elizabeth Korsmo – Fort Nisqually Living History Museum
A short presentation how women’s hairstyles changed from the 1840s to 1870s, and a hands-on workshop for making a simple coiffure with variations. Period methods for handling short and/or thin hair will be discussed, as the basis for adapting modern haircuts to period styles. Children’s hairstyles to be included, as time permits. The objective is for participants to learn basic hairstyling which can be shared with their sites’ staff/volunteers as a free way to “upgrade” their historic look. This will probably work best with 12 or fewer participants.

PEASE PORRIDGE HOT, PEASE PORRIDGE COLD | Factor’s House
Nancy Keller-Scholz – Fort Nisqually Living History Museum
Participants will be able to grind field peas and observe how the peasemeal is made into pease porridge and peasemeal biscuits using period equipment and period woodstove. They may be invited to sample the foods as well. Takes place in Fort Nisqually period kitchen. I will explain and demonstrate the importance and use of peasemeal (made from field peas) in historic Scots recipes at HBC posts.
Saturday, November 3

SCHEDULE

Registration open @ hotel
8am | Buses to field trips depart hotel
8:45am | Field Trip @ Mary Olson Farm
10:15am | Field Trip @ White River Valley Museum
12:15pm | Lunch on your own @ Bair Bistro
1:45pm | Field Trip @ Fort Steilacoom Museum
3:30pm | Field Trip @ Harbor History Museum
5pm | Closing Reception @ Harbor History Museum
7pm | Buses depart Museum for hotel

FIELD TRIPS: EXPERIENCE HISTORY IN ACTION

Participants will visit one of the few remaining examples of a working farm in the greater Tacoma-Seattle area when we visit Mary Olson Farm. It is said to be King County's best preserved subsistence farm and has been fully restored.

A visit to the White River Valley Museum will highlight how the mission to preserve and share the history of the South King County area, known by pioneers as the White River Valley, is accomplished.

Participants will also visit the Historic Fort Steilacoom Museum and learn about the challenges of programming the first U.S. Army post in the Pacific Northwest.

The conference will wrap-up a full day of site visits by going to the Harbor History Museum. While touring the facility, participants will learn first-hand about creating opportunities to experience heritage through a local community museum.
Sunday, November 4

SCHEDULE

Conference Concludes
Post-Conference field trips on your own
12pm | Hotel Check-out

KEEP ON EXPLORING

Make the most of your remaining hours in Tacoma with visits to other fascinating local sites.

**Theater District** – Catch a live show at one of Tacoma’s three beautiful historic theaters, now operated jointly by Broadway Center for the Performing Arts.

**Stadium District** – Visit the campus of beautiful Stadium High School, originally built as a luxury hotel in 1891. Catch a film at the independent Grand Cinema theater or feed your inner bookworm at King’s Books.

**Northwest Trek Wildlife Park** – Learn about northwest native animals at the region’s best wildlife park. Take a tram to see free-roaming animals, walk trails to see forest animals, or have an adventure on a zipline.

**Tacoma Art Museum** – Find the intersection between arts, heritage, and the history of the West with TAM’s unique exhibit lineup. Don’t miss Native Portraiture: Power and Perception while you’re there.

**Museum of Glass** – Learn about the unique history of glass in the Pacific Northwest and visit a live kiln studio with working artists at the Museum of Glass. Be sure to see the outdoor Chihuly Bridge of Glass and take in the waterfront views at the outdoor plaza.

**Foss Waterway Seaport** – Experience the rich maritime heritage of the Pacific Northwest at the Foss Waterway Seaport. Don’t miss their newest exhibit First on the Waterways: The Puyallup People, (spuyalapabš), celebrating the heritage of Tacoma’s native peoples.

**LeMay – America’s Car Museum** – Motorheads rejoice! The Lemay Museum offers 3.5 acres of historical vehicles interpreting American history through the lens of automotive history and design.
Registration Form

Join us in Tacoma! Fill out the following form and mail along with payment to:
Jim Lauderdale
Fort Nisqually Living History Museum
5400 N. Pearl #11
Tacoma, WA 98407

Please make checks out to:
FORT NISQUALLY FOUNDATION

You may also register online for an additional fee at this link:
https://alfhamwesternregional.eventbrite.com

*To avoid the processing fee, please use the mail in form and payment.

REGISTRATIONS DUE OCTOBER 18TH

2018 ALHFAM WESTERN REGION CONFERENCE REGISTRATION FORM

Name ______________________________ Signature_____________________

Affiliation _______________________________________________________

Address ______________________________ City________________ State ____ Zip________________

Telephone ___________________________ Cell __________________ Email____________________

Food Allergies/Restrictions _______________________________________

**Please circle Friday workshop preference.

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<tr>
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<tr>
<td>9:00-10:00</td>
<td>Writing Life into History</td>
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<td>10:15-11:15</td>
<td>Black Powder Demo</td>
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<td>10:15-12:15</td>
<td>Game Based Education</td>
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<td>11:15-12:15</td>
<td>19th C. Views of PNW</td>
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<td>11:15-12:15</td>
<td>Harvesting Lavender</td>
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<td>1:15-2:15</td>
<td>Mid 19th C. Hair-Dressing</td>
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☐ Yes, I am interested in volunteering during the conference.
☐ Yes, I am interested in joining ALHFAM.

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<thead>
<tr>
<th>CONFEREE FEES</th>
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<tr>
<td>Full Conference Registration (ALHFAM Member)</td>
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