2019 ANNUAL CONFERENCE
Wisconsin Maritime Museum
April 24-26, 2019
Program and Schedule

Tuesday, April 23, 2019

All Day: Arrival & check in at Baymont and Holiday Inn Hotels or your accommodations.

5:00pm: NEW Informal evening meet and greet at Holla restaurant (directly across from the Wisconsin Maritime Museum, 75 Maritime Drive, Manitowoc, Wisconsin)

Wednesday, April 24, 2019

All Sessions take place at the Wisconsin Maritime Museum: 75 Maritime Drive, Manitowoc, Wisconsin
www.wisconsinmaritime.org

8am- 8:45am: BREAKFAST at Hotel
8am- 8:45am: Registration at Wisconsin Maritime Museum - Lobby
8:45 am: Welcome and announcements – Riverview Room

9am – 11:25 MORNING SESSION – Great Projects on the Great Lakes
Riverview Room
Moderator: Greg Gorga, CAMM President

9:00-9:10 Cathy Green, Acting Executive Director, Wisconsin Maritime Museum
Welcome to the Wisconsin Maritime Museum

9:10-9:45am Tamara Thomsen, Wisconsin State Historic Preservation Office
Great Shipwrecks of Wisconsin

9:45-10:00 BREAK

10:00-11:00 Panel Discussion: Engaging Public Support and Community Partnerships for the Preservation of the Maritime Landscape: Wisconsin-Lake Michigan National Marine Sanctuary Case Study
Cathy Green (moderator), Wisconsin Maritime Museum; Kris Sari, CEO National Marine Sanctuary Foundation; Justin Nickels, Mayor of Manitowoc; Chad Pelishek, City of Sheboygan Development Manager; Greg Buckley, Two Rivers City Manager

11:00-11:25 Brandon Schroeder, Michigan Sea Grant, Michigan State University; Titus Seilheimer, Wisconsin Sea Grant, University of Wisconsin – Madison, Gail Vander Stoep, Michigan State University

*Great Lakes Fisheries Heritage Trail: When History, Ecology, and Coastal Tourism Collide*

11:30-12:45pm: LUNCH

12:45pm- 3:00pm: **AFTERNOON SESSION – Navigating Change in the 21st Century**

**Riverview Room**

**Moderator: Marifrances Trivelli, CAMM Vice President**

12:45-1:45pm A Spirited "Talk Back Live" Roundtable: *Navigating Change in the 21st Century - Part I*

Roundtable with Museum and Nonprofit Experts, and our CAMM members, moderated by Rolf "Wisconsin" Johnson.

Panelists include: Kristen Greenaway: President, Chesapeake Bay Maritime Museum

Greg Vadney: President, Wisconsin Federation of Museums, Executive Director of the Rahr-West Art Museum

Steve Strang: Senior Consultant & Practice Director, Spectrum Nonprofit Services

Anne W. Ackerson: museum consultant and author of the book, "Leadership Matters: Conversations with History Museum Leaders." (She will be joining us via teleconference)

Marifrances Trivelli: CEO Los Angeles Maritime Museum and President-elect of CAMM

1:45-2:00 BREAK

2:00-3:00 A Spirited “Talk Back Live” Roundtable: Part II

*The Keys to Navigating Change Successfully*

3:00-4:15pm *Rigged for Red* Tours of the Submarine USS Cobia. Meet in the WMM “Rasher Submarine Concourse.”

4:15pm Depart for Evening Reception - Board Buses in front of Wisconsin Maritime Museum

4:30-6:00pm **EVENING RECEPTION** Sponsored by Split Rock Studios

Farm Wisconsin Discovery Center, Manitowoc.

[https://farmwisconsin.org/](https://farmwisconsin.org/)

Cash bar and heavy appetizers
Thursday, April 25, 2019
All Sessions take place at the Wisconsin Maritime Museum: 75 Maritime Drive, Manitowoc, Wisconsin www.wisconsinmaritime.org

8am-8:45am: BREAKFAST at Hotel
8am-8:45am: Registration at Wisconsin Maritime Museum
8:45 am: Welcome and announcements

THURSDAY MORNING SESSIONS ARE CONCURRENT

9:00-11:30am MORNING SESSION – History & Community (Concurrent)
Riverview Room
Moderator: Pete Lesher, CAMM Board

9:00-9:25am Wayne Yanda
Murals on the High Seas: America’s Little “Ships of State”
9:25-9:50am Joel Stone, Detroit Historical Society & Dossin Great Lakes Museum
Autos … and So Much More: A Detroit Perspective on the Decline of the Passenger Steamship Industry on the Great Lakes
9:50-10:15am Wayne Wheeler, U.S. Lighthouse Society
Saving One of America’s Last Lightships – LV 605 RELIEF

10:15-10:35am BREAK
10:35-11:00am Kevin Osgood & Sam Perlman, Door County Maritime Museum
Maritime Lighthouse Tower Project
11:00-11:20am Kurt Van Dahm, The Nautical Research Guild
Ship Modelling as a Living Art in Museums

9:00-11:30am MORNING SESSION – Education & Community Engagement (Concurrent)
Cobia Theater
Moderator: Susan Sirota, CAMM Board

9:00-9:25am Abigail Diaz, Wisconsin Maritime Museum
All Hands on Deck: Creating Inclusive Education Programs in Museums
9:25-9:50am Nate Sandel, Columbia River Maritime Museum
Miniboat Program 9:50-10:15am Jessica Rassau, Individual CAMM Member
Lighting the Way to Archaeology

10:15-10:35am BREAK

10:35-11:00am Kurt Hasselbalch, MIT Museum (Hart Nautical Collection)
The Herreshoff Legacy Project

11:00-11:25am Richard Eisenberg, Erie Maritime Foundation
Collaborative Partnership – A Maritime Organization and A Public School

11:30pm-1:00pm LUNCH (CAMM Board meeting in WMM Board Room, Upper floor)

1:00pm-3:45pm AFTERNOON SESSION – Becoming a 21st-Century Maritime Museum
Riverview Room
Moderator: Paul Fontenoy, CAMM Treasurer

1:00-1:25pm Paul Johnston, Smithsonian Institution & CAMM Secretary
CAMM and the Archaeology Bylaw

1:25-1:50pm Jill Ferris, Chesapeake Bay Maritime Museum, and Sherri Ramella, Mystic Seaport Museum
Making the Change: Eliminating Single-Use Plastics at Your Maritime Museum

1:50-2:15pm Marc Nucup, The Mariners’ Museum and Park
Surviving the Museum Sea Change: From Execution to Working Weekends

2:15-2:30pm BREAK

2:30-2:55pm John Brady, Independence Seaport Museum
River Alive! Becoming a 21st Century Maritime Museum

2:55-3:20pm Joseph Rugowski, Digital Design Services, Inc.
Navigating the Technology Minefield

3:20-3:45pm Member Updates (five minutes each)

4:00-5:30pm SubPub Roof Deck Reception, Wisconsin Maritime Museum
Sponsored by the Wisconsin Maritime Museum Board of Trustees

Dinner On Own – Many dining options are walkable from the Wisconsin Maritime Museum in downtown Manitowoc.

Friday, April 26, 2019
All Sessions take place at the Wisconsin Maritime Museum: 75 Maritime Drive, Manitowoc, Wisconsin [www.wisconsinmaritime.org](http://www.wisconsinmaritime.org)

8:00- 8.45am BREAKFAST in Hotel

8:00- 8.45am Registration at Wisconsin Maritime Museum
8.45 am: Welcome and announcements

9:00 – 9:50am  
**MORNING SESSION: Conference-Wide**
Riverview Room
Moderator: Anne Grimes Rand, CAMM Board

9:00-9:50am  Panel Discussion – Dan Goldbacher, Greg Gorga (moderator), Peter Crabbe, Susan Sirota
*Staff Management Tools for Success*

9:50-10:20am  Greg Gorga, Santa Barbara Maritime Museum & CAMM President
*Everything You Need To Know About Fundraising You Learned When Dating*

10:20-10:35am  BREAK

**FRIDAY MORNING CONCURRENT SESSIONS**

10:35-12:15pm:  
**MORNING SESSION: History & Museum Case Studies (Concurrent)**
Cobia Theater
Moderator: Sam Heed, CAMM Board

10:35-11:00am  Rhys Kuzdas, Door County Maritime Museum
*The Sinking of the Half-Moon: Sturgeon Bay’s Forgotten Tragedy*

11:00-11:25am  Ryan Smazal, University of Wisconsin – Madison (Undergraduate Researcher) & Wisconsin Historical Society
*Comparative Analysis of Wisconsin’s Dugout Canoes*

11:25-11:50am  Sam Shogren, Shogren Consulting Group and Northwest Maritime Council
*Recent Sightings: New Models for the 21st Century Maritime Museum*

11:50-12:15pm  Deirdre O’Regan, Sea History Magazine
*Connecting with Readers: Turning Your Museum Exhibit into a Magazine Article: Recent Case Studies*

10:35-12:15pm:  
**MORNING SESSION: Maritime Museum Projects and Partnerships (Concurrent)**
Riverview Room
Moderator: Paul Johnston, CAMM Secretary

10:35-11:00am  Tiffany Charles, Wisconsin Maritime Museum
*Storage or Start Anew*

11:00-11:25am  Kevin Cullen and Tamara Thomsen, Wisconsin Underwater Archaeology Association & Wisconsin Historical Society
*How To Grow a Coalition of Underwater Archaeology Volunteers for Maritime Preservation and Advocacy*
11:25-11:50am Paul Fontenoy, North Carolina Maritime Museum  
*Harborside Project: Achieving “the Impossible” Through Public-Private Partnership*

11:50-12:15pm Martina Caruso & Ken Sommer, South Street Seaport Museum  
*To Tweet or Not To Tweet and Other Social Media from the South Street Seaport Museum Perspective*

12:15pm- 1:30pm: LUNCH

1:30pm- 2:00pm: Peter McCracken, ShipIndex  
*ShipIndex & CAMM Partnership: How Can Your Organization Utilize This Powerful Research Tool*

2:05-3:00pm CAMM Annual Meeting (and update from next year’s host Joost Schokkenbroek, Vancouver Maritime Museum)

5:00pm Buses Depart to CAMM Banquet  
5:00pm Holiday Inn  
5:15 Baymont  
5:20 Wisconsin Maritime Museum

5:30pm- 9pm CAMM Banquet at Sepia Chapel, Two Rivers

9:00pm Buses will return to WMM, Baymont, and Holiday Inn

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**Saturday, April 27, 2019**

9:00am -3:00pm Optional Trip to Sturgeon Bay, Door County, Wisconsin  
$40 - Please book in advance on Registration form or contact cgreen@wisconsinmaritime.org

**9:00AM** Meet at the Wisconsin Maritime Museum Lobby

9:00am-10:30am  
Bus ride from Wisconsin Maritime Museum (Manitowoc) to the Door County Maritime Museum (Sturgeon Bay) - Includes en route narration by Maritime Archaeologist Tamara Thomsen.

10:30am-12:30pm  
Tour of the Door County Maritime Museum, led by DCMM staff, including the exhibits The Water Defines Us: DCMM@50 and Shipwrecks of Door County, and gallery lecture by Larry Herbst of the Sturgeon Bay Model Shop (tent.).

[www.dcmm.org](http://www.dcmm.org)
12:45-2:00pm
Lunch at the Door County Fire Company restaurant, including a presentation from the creative team behind the musical Windjammers, inspired by tales and tunes of 19th century Great Lakes sailors; courtesy of Northern Sky Theater.
www.doorcountyfirecompany.com/
www.northernskytheater.com/shows/windjammers/

2:00-2:15pm
Drive past Fincantieri Bay Shipbuilding - Tracing its history back to 1918, Fincantieri Bay Shipbuilding is an industry leader in the construction and repair of large ships and is a highlight of the working waterfront of Sturgeon Bay.
www.fincantieribayshipbuilding.com/

2:15pm-3:30pm
Buses return to Wisconsin Maritime Museum, Manitowoc

Thank you to our sponsors and partners: