



TUCSON ASSOCIATION OF MUSEUMS
MARCH 2010 MONTHLY NEWSLETTER

From the President:

We are updating the TAM website to include additional information on membership and sponsorship. We also plan to redesign the front page to attract the general public. If you have any suggestions for the website, please attend the April meeting or send me an email.

– Heather Ingram

Upcoming TAM Meetings

Date/Time: **April 6th, 3:30 PM to 5:00 PM**

Presentation: **Arizona Memory Project with Richard Prouty and Charlotte Cushman**

Find out more about the project and how your organization can get involved.

Location: **Postal History Foundation** 920 N. First Ave. Please park in church parking lot at 2nd St. and 1st Ave.

We will also be discussing updating the TAM website with Sharon Hunt at this meeting

Date/Time: **May 4th, 3:30 PM to 5:00 PM**

Presentation: **PR Roundtable Discussion with Kristine Massey and Heather Ingram**

Learn more about promoting your programs- what works, what doesn't.

Location: **International Wildlife Museum** 4800 West Gates Pass Rd.

Other TAM Business

New **TAM Brochures** are printed and available for pickup. Just contact Emily Spargo-Guerrero at esg@azhs.gov for details.

Renee Angle, our **TAM Secretary**, has asked to step down. We have split her position into 2-3 jobs. If you, or someone you know is interested, please contact Heather at hingram@azhs.gov.

We are still waiting on a few organizations to provide their facility information. This will help in scheduling meetings and with collaboration between TAM members and their organizations. If you need a form sent or to turn in your form, please email Lisa Dembowski at ldembowski.phf@mindspring.com

Southern Arizona Attractions Alliance News

Mexico Marketing: SAAA February Meeting- Kelly McLearn

24 million visitors a year to Tucson; \$2.7 million spent per day in Pima County-primarily shopping, eating, medical services, entertainment.

Hermosillo Convention Visitors Office offers assistance in marketing Tucson venues to the Mexico market. This market is culturally different...they want to know you, not the property/venue. Their focus is on making venues colorful, touchy/feely. They offer a weekly Tucson TV segment and send anchors to Tucson. They also run daily radio ads. The visitors center in downtown Hermosillo focuses on drawing in women to browse the informational materials.

We can send them event information, promotions, coupons, brochures, goodie bags with coupons and our logo. Visuals are very important. English materials are ok. Send information to: To learn more visit www.vamanos.com or email mromero@visittucson.org.

Museum Association of Arizona News

Laraine Daly Jones is now our official MAA rep for TAM. Thank you for your hard work.

Dennis Kavanaugh Keynoter for the 2010 Museum Association of Arizona Annual Meeting

In these days of financial exigency, our museums and arts and cultural institutions depend on advocacy from every quarter. We need knowledgeable people and institutions promoting us, and we need to learn how to better become our own advocates. Dennis Kavanaugh is an inspired choice as keynoter at "Speaking Up for Museums," MAA's 28th Annual Meeting in Sedona on June 3, 2010.

Mr. Kavanaugh has been in the Arizona arts-and-cultural trenches for a very long time and has specific words of wisdom to impart about effective advocacy in our state. His extensive experience also enables him to speak with authority on national advocacy issues. He was the recipient of the Shelley Award for Advocacy at the 2008 Governor's Arts Awards and served on the Arizona Commission on the Arts Board (ACA) from 1999 to 2005 and as ACA chair from 2003 to 2005. A member of the Mesa City Council from 1996 to 2004, Mr. Kavanaugh was vice mayor from 2002 to 2004. Mesa voters, elected him again to the Mesa City Council where he now serves. He is also currently board chair for the Child Crisis Center-East Valley and was just elected to a two-year term as a board member for the National League of Cities where he will assist in national advocacy work on behalf of America's 19,000 cities and towns.

Member Events

March

Salvador Corona: Matador to Muralist Exhibition

March 13th– September 18th, 2010

Arizona State Museum ♦ 1013 E. University Blvd ♦ Tucson, AZ 85718

For more information visit <http://www.statemuseum.arizona.edu/exhibits/>

Meet Tucson's Pioneers and Decode Gravestones on Cemetery Tour

Saturday, March 20, 2010

9:00 a.m. – 12:30 p.m. (\$10.00 Tucson's Pioneers tour; \$5.00 Decoding Gravestones tour)

Evergreen Cemetery ♦ 3015 N. Oracle Rd. ♦ Tucson, AZ

Living interpreters present on the lives of eight Tucson pioneers. Betty Cook deciphers mysterious symbols & illustrates tombstone rubbings during the Decoding Gravestones tour at 11:30 a.m. Presented by the Arizona Historical Society Docent Council. For more information, contact Betty Cook at 520-886-3363 or cbetty@cox.net.

Southwest Indian Art Fair Benefit for Arizona State Museum

Friday, March 27th and Saturday, March 28th, 2010

Saturday 10:00 a.m.–5:00 p.m.; Sunday 10:00 a.m.–4:00 p.m. (\$6.00)

Desert Diamond Casino ♦ I19 and Pima Mine Road

Meet 100 Native artists and shop for top-quality handmade artwork including pottery, Hopi kachina dolls, paintings, jewelry, baskets, rugs, blankets, and more. For more information, visit <http://www.statemuseum.arizona.edu/events/swiaf/index.shtml>

Oaxacan Folk Art Show and Sale

Friday, March 27th and Saturday, March 28th, 2010

10:00 a.m.– 4:00 p.m.

Tohono Chul Park Education Center ♦ 7366 N Paseo del Norte ♦ Tucson, AZ 85704

Come and experience the art of Oaxacan wood carvings. Each piece is the expression of talented carvers created by hand from copal wood & painted with amazing patterns. Other Mexican folk art will be available for sale, including Mata Ortiz pottery & Zapotec rugs.

For more information on the Park, please call (520) 742-6455 or visit www.tohonochulpark.org.

April

One Mammoth of a Lecture Series, 12,000 years in the making!

Thursdays, April 1st, 8th, 15th, 22nd & 24th, 2010. Site tour of mammoth kill sites April 24th, 2010. (\$10 per lecture / \$35 for all four; \$120/100 for day trip)

Arizona State Museum ♦ 1013 E. University Blvd ♦ Tucson, AZ 85718

In conjunction with the exhibit *Ice Age Arizona: Preserving the Naco Mammoth*, enjoy a month-long exploration of what this region was like 12,000 yrs ago. Four discussions & a day trip focus on the museum's mammoth skeleton. Light refreshments at each talk. For details visit <http://www.statemuseum.arizona.edu/public/index.shtml> or call 520-626-8381.

Member Events Continued

Crazy Cats and Kittens: Tiny Tales Story Time for Tots

Saturday, April 10, 2010

10:00 a.m. – 11:00 a.m. (Free with paid admission)

Mini-Time Machine Museum of Miniatures ♦ 4455 E. Camp Lowell Dr. ♦ Tucson, AZ 85712

Cats have a mind of their own. Featured stories include: *Three Little Kittens*, *Nobody Asked Me*, & *Cat's Colors*. Create cute cats and kittens out of clay. A literacy program in collaboration with Make Way for Books for families with children ages 2-6. For more information call (520) 881-0606.

Kids Create Family Fun Program

Saturday, April 10, 2010

1:00 p.m. – 4:00 p.m. (Free with paid admission)

Mini-Time Machine Museum of Miniatures ♦ 4455 E. Camp Lowell Dr. ♦ Tucson, AZ 85712

Kids Create is designed to help you appreciate, learn about, talk about, and create miniatures. Kids and adults - Join us in the classroom the 2nd Saturday of each month and create a miniature work of art! Create a dancing dragon from colorful paper and cardboard.

Very Nearly Annual Discount Benefit Booksale

Friday April 16 and Saturday, April 17, 2010

Arizona State Museum ♦ 1013 E. University Blvd ♦ Tucson, AZ 85718

10:00 a.m.-4:00 p.m. (Free) ASM members admitted 1 hour early on Friday

For more information visit <http://www.statemuseum.arizona.edu/public/index.shtml>

The New Deal: CCC in Arizona with Robin Pinto

Saturday, April 17th, 2010

10:00 a.m. - 11:30 a.m. (\$15.00; \$12.00 AHS members)

Arizona History Museum ♦ 949 E. 2nd St. ♦ Tucson, AZ 85719

Join us for a continental breakfast and presentation. Immediately after his inauguration, President Roosevelt created back-to-work programs under the New Deal. Pinto discusses the Civilian Conservation Corps, one of the most significant and successful of these programs, providing opportunity for thousands of Arizona families. For more information contact Emily Spargo-Guerrero at 520-617-1153 or esg@azhs.gov.

Tohono Chul Park's Silver "Birthday Bash"

Saturday, April 17th, 2010

10:00 a.m. – 2:00 p.m. (Free for Park members, regular admission for general public)

Tohono Chul Park ♦ 7366 N Paseo del Norte ♦ Tucson, AZ 85704

This year is Tohono Chul Park's 25th Anniversary —Join us for a day of family fun. Enjoy Stories That Soar, Tucson's premiere literacy and performing arts group, help build an interactive ground spiral of desert branches, view our Art That Heals exhibit, read with local children's book authors, and other hands-on with craft activities for all ages. Cake and ice cream will be served.

Other

JOB OPENING AT TOHONO CHUL PARK

Assistant Exhibits Curator

32 hrs a week with benefits

Applications Due: March 26

Tohono Chul Park seeks an organized and team-oriented Assistant Exhibits Curator who will thrive in a fast-paced environment and who is well-suited to working with a small staff. The Assistant Exhibits Curator develops creative art exhibits that represent the Park's mission of connecting nature, art and culture. Job duties include exhibit planning and development, art handling and installation, research and writing interpretive materials, docent training, coordinating receptions and some public events. The position reports to the Curator of Exhibitions. For more information on this position, visit <http://www.tohonochulpark.org/wordpress/art-exhibits/employment/>

The Bead Museum invites you to attend an important special event for Arizona Museum Advocacy Day

On March 23rd, museum professionals from around the country will visit members of Congress in Washington, D.C. to mark Museum Advocacy Day. Join your museum colleagues at a ceremony and breakfast where Governor Jan Brewer will read a proclamation designating Arizona Museum Advocacy Day. The event starts at 8:00 AM. Enjoy a continental breakfast courtesy of Paradise Bakery and there is no cost to attend. This is a wonderful opportunity to show that museums matter in Arizona. Please plan to attend and bring your colleagues and members. The Bead Museum is located in Glendale at 5754 West Glenn Drive, one block north of Glendale Avenue at 58th Avenue, next to the Glendale Civic Center. For more information contact Bead Museum Director, Kelly Norton at klsnorton@msn.com.

The Arizona Geographic Bee 2010 will be held at the Tucson Convention Center, Friday, April 9, 2010. Volunteers are still needed. This is an opportunity for teachers, especially Alliance members who live in Tucson, to participate. If you would like to be a moderator, please contact Beckie Seybert at 520-240-6234 or bseybert@amphi.com.

GRANT OPPORTUNITY

National Endowment For The Humanities Division Of Preservation And Access

Preservation Assistance Grants for Smaller Institutions help small and mid-sized institutions, such as libraries, museums, historical societies, archival repositories, town and county records offices, and colleges and universities, improve their ability to preserve and care for their humanities collections. Awards of up to \$6000 support preservation related collection assessments, consultations, training and workshops, and institutional and collaborative disaster and emergency planning. Grants cover consultant fees, workshop registration fees, related travel and per diem expenses, and the costs of purchasing and shipping preservation supplies and equipment. All applications to the NEH must be submitted through Grants.gov.

The 2010 guidelines for Preservation Assistance Grants for Smaller Institutions are available at <http://www.neh.gov/grants/guidelines/pag.html>. You will also find sample project descriptions, sample narratives, and a list of frequently asked questions. The deadline for applications is May 18, 2010. U.S. nonprofit organizations are eligible, as are state and local governmental agencies and tribal governments. Individuals are not eligible to apply. Small and mid-sized institutions that have never received an NEH grant are especially encouraged to apply. For more information, contact the staff of NEH's Division of Preservation and Access at 202-606-8570 and preservation@neh.gov.

Other Continued

What will you do for MayDay?: Cultural institutions prepare for emergencies

Libraries, museums, archives, and arts and historic preservation organizations across the nation will set aside May 1, 2010, to participate in MayDay, a national effort to prepare for disasters. Sponsored by Heritage Preservation and other members of the Heritage Emergency National Task Force, MayDay encourages organizations to take one simple step to protect the art, artifacts, records, and historic sites they hold in trust.

Any organization can participate in MayDay. Last year, staff at the Pennsylvania College of Technology's Roger and Peggy Madigan Library in Williamsport, PA, tagged priority collections with glow-in-the-dark stickers. Staff at the Sam Rayburn House Museum in Bonham, TX, received fire safety and extinguisher training from the Bonham Fire Department. The Balboa Art Conservation Center in San Diego, CA, updated five "Guides to Emergency Preparedness Resources" for states in the West, and made them available as free resources on its Web site.

Heritage Preservation is collecting examples of creative but practical measures like these to share online. Any institution submitting a brief description of 2010 MayDay plans or accomplishments by May 21, 2010, will be entered in a drawing for disaster supplies donated by Gaylord Brothers. Heritage Preservation will also offer its award-winning "Field Guide to Emergency Response" and "Emergency Response and Salvage Wheel" at special MayDay prices from April 14 through May 31.

Visit www.heritagepreservation.org/programs/tflessons/MayDay.html for project ideas, information on prizes and the publications sale, and customized versions of the MayDay logo for publicizing this national event.

Heritage Preservation is a national non-profit organization dedicated to preserving the cultural heritage of the United States. By identifying risks, developing innovative programs, and providing broad public access to expert advice, Heritage Preservation assists museums, libraries, archives, historic preservation and other organizations, as well as individuals, in caring for our endangered heritage. www.heritagepreservation.org.

Mary Rogers, Coordinator of Emergency and Collections Care Programs. Heritage Preservation, Inc. (202) 233-0825

Dear 2009 Awareness Month Participants,

I am writing you to remind you to sign up for the Art Beyond Sight Awareness Month 2010. Unless you let me know, you will NOT be automatically included on the new list, so please take the time to fill out the form below and send it back to me at aeb@artbeyondsight.org, or to send a simple 'yes I wish to participate' and I will include your institution on the 2010 list of participants using the contact info you provided me with last year. I hope that your institution will participate in this year Awareness Month.

For further information and participating organizations go to:

<http://www.artbeyondsight.org/change/aw-index.shtml> or contact Marie, Project Coordinator, Art Education For the Blind at (212) 334-8723 or www.artbeyondsight.org

Citizens For Arts Education

This last year TUSD's instrumental music program took a huge blow. Of its 73 elementary schools, 30 lost their bands and orchestras. That is actually more catastrophic than it may appear. Instrumental music is a three part entity. One level feeds the next, resulting in a loss of middle school and high school programs.

This potential outcome is more catastrophic than it may seem. Tucson has a reputation nationally of being a cultural mecca. It has had good arts programs in the schools which have contributed greatly to making us a cultural community. We have professional symphony, opera, theater and dance companies, and art galleries. We have great youth programs of orchestra, chorus, theater, dance, and fine arts. The result has been that Tucson has been able to attract major businesses to settle here, in great part because our city offered so much to their employees.

Therefore, a group of concerned people have formed an organization called Citizens For Music Education. We hope to rally an overwhelming number people to petition the TUSD Board and administration, and if necessary the State Legislature to find a way to protect our music program. After a budget override to upgrade the district computer system failed, the administration found a way to buy eight million dollars in new computer equipment. If enough people request it, they should be able to support the artistic side of our students as well. If you would like to get involved with Citizens For Music Education please contact dbourret@cox.net.