

October 5 - 8, 2010 · Delta Chelsea Hotel · Toronto, ON



**Attracting Visitors,
Transforming Lives**



**Don't forget to *register by September 15, 2010* to take advantage of
Early Bird registration rates!**

Keynote Speakers

Dr. Ian E. Wilson

**“To see a world in a grain of sand...Hold infinity in the palm of your hand”
- William Blake**



These lines from a poem by William Blake, written over 200 years ago were mystical in their time but today seem prescient. Digital media from the web to gaming and from digital asset management to data mining are transforming our institutions and our society. The challenge, indeed the demand, to make authoritative Canadian content easily available online touches all the information professions and opens extraordinary opportunities to engage new audiences. And, in this new land, the virtual world, the broad public seeks access across institutional lines. Dr. Wilson will reflect on these issues, drawing on his experience in libraries, archives, museums and now with the Stratford Institute for Digital Media.

Friday, October 8 - 9:30 a.m.

William Thorsell and Dr. Victor Rabinovitch - Legacy Panel



As President and CEO of the Royal Ontario Museum (ROM) (to September 2010), **William Thorsell** led the museum's Renaissance ROM project from 2000 to its final completion in 2010. This major project saw the construction or renovation of more than 350,000 square feet of gallery space, education facilities, and public amenities, and included renovation of several significant heritage buildings and the construction of the Michael Lee-Chin Crystal. Plans included the creation of twenty-seven new galleries consistent with the ROM's joint mandates of World Cultures and Natural History.



Dr. Victor Rabinovitch is President and Chief Executive Officer of the Canadian Museum of Civilization Corporation, which is responsible for Canada's largest museum (the Canadian Museum of Civilization) and the national museum of military history (the Canadian War Museum). During his ten years of cultural leadership in this position, the Museums have dramatically expanded their range of public exhibitions, their audiences and their research collections.

Friday, October 8 - 3:50 p.m.

Nina Simon - Come Go With Me: Visitors as Agents of Change



Nina Simon is an independent exhibit designer who has been described as a “museum visionary” by Smithsonian Magazine. She is the principal of Museum 2.0, a design firm that works with cultural institutions worldwide on innovative projects that invite visitors to engage as collaborators and active participants. Nina is the author of [The Participatory Museum](#) (2010) and the popular Museum 2.0 blog. Previously, Nina served as curator at The Tech Museum of Innovation in San Jose, CA, and was the Experience Development Specialist at the International Spy Museum in Washington, D.C.

Schedule at a Glance

Tuesday, October 5

5:00 - 7:00 p.m.	<i>Ontario Museums at Queen's Park Reception</i> *pre-registration required
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Wednesday, October 6

6:00 - 8:30 p.m.	Conference Opening Reception
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Thursday, October 7

7:30 a.m. - 6:00 p.m.	Conference Registration
7:00 a.m. - 6:00 p.m.	Tradeshow
8:00 a.m. - 7:30 p.m.	Silent Auction
9:00 - 10:00 a.m.	Opening Address and Keynote Speaker: Dr. Ian Wilson
10:00 - 10:30 a.m.	Networking Break
10:30 - 11:45 a.m.	Concurrent Sessions <ul style="list-style-type: none">- Envisioning a Future Museum Community- Support for Culture: Engaging your Community- 1812 History – A Digital Partnership
11:45 a.m. - 12:45 p.m.	Networking Lunch
12:45 - 1:45 p.m.	Special Sessions <ul style="list-style-type: none">- Ministry of Tourism and Culture - Update (including CMOG program)- Special Interest Roundtables
1:45 - 2:00 p.m.	Health Break
2:00 - 3:15 p.m.	Concurrent Sessions <ul style="list-style-type: none">- The Good, the Bad and the Ugly – Accessibility Challenge- Friends, Followers, Feedback: Social Media Policies & Evaluation Tools- Conservation Viability in the Community Museum & the Cultural Heritage Sector
3:15 - 3:45 p.m.	Networking Break
3:45 - 5:00 p.m.	Concurrent Sessions <ul style="list-style-type: none">- Convergence: Green Museums – Protecting Collections, Preserving Budgets- Mythbusting: Marketing and Museum Programs- Digital Access to Ontario's Collections: From Digital to Online Publishing
5:00 - 6:00 p.m.	President's Reception - Delta Chelsea, Toronto
6:00 p.m.	Awards Ceremony and Banquet - Delta Chelsea, Toronto

Schedule at a Glance

Friday, October 8

7:30 a.m. - 5:00 p.m.	Conference Registration
7:00 a.m. - 4:00 p.m.	Tradeshow
8:15 - 9:30 a.m.	Breakfast and Annual General Meeting
9:30 - 10:15 a.m.	Legacy Panel - Dr. Victor Rabinovitch and William Thorsell
10:15 - 10:45 a.m.	Networking Break
10:45 a.m. - 12:00 p.m.	Concurrent Sessions <ul style="list-style-type: none">- Determining Community Heritage Values: Role & Implications- Print Publication in a Digital Age - Why?- Doing the Right Thing: Repatriation of First Nation Human Remains
12:00 - 1:00 p.m.	Networking Lunch
1:00 - 2:15 p.m.	Concurrent Sessions <ul style="list-style-type: none">- Interpreting Black Heritage and the Underground Railroad in Ontario Museums- Interpretation and Planning: Why, How, and So What?- Fundraising in the 21st Century
2:15 - 2:30 p.m.	Health Break
2:30 - 3:45 p.m.	Concurrent Sessions <ul style="list-style-type: none">- Not just a SCAAGM - Marketing Simcoe County's Archives, Art Galleries, Museums and Heritage Sites- Attracting Audiences: Successful Strategies to Raise Awareness of your Museum- Retelling 1812: The Fort York Bicentennial Commemorative Project
3:50 - 4:45 p.m.	Conference Closing Keynote Address - Nina Simon
4:45 - 5:00 p.m.	Preview - OMA Conference 2011

Please note that sessions are subject to change. To get the latest information and updates, please visit the OMA website at www.museumsonario.com.

Tuesday, October 5

5:00 - 7:00 p.m.

Ontario Museums at Queen's Park Reception

Due to security and room restrictions, attendance at this event is limited. Please contact the Ontario Museum Association to indicate your interest, and we will contact you as space allows. The Legislative Assembly agenda changes with little notice, which could result in last minute event cancellation.

Wednesday, October 6

6:00 - 8:00 p.m.

Conference Opening Reception

Catch up and network with your colleagues at the OMA's 2010 Conference Opening Reception.

Thursday, October 7

7:30 a.m. - 6:00 p.m.

Conference Registration

7:00 a.m - 6:00 p.m.

Tradeshow

8:00 a.m. - 7:30 p.m.

Silent Auction

9:00 - 10:00 a.m.

Opening Address and Keynote Speaker

Dr. Ian E. Wilson

"To see a world in a grain of sand...Hold infinity in the palm of your hand"

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These lines from a poem by William Blake, written over 200 years ago were mystical in their time but today seem prescient. Digital media from the web to gaming and from digital asset management to data mining are transforming our institutions and our society. The challenge, indeed the demand, to make authoritative Canadian content easily available online touches all the information professions and opens extraordinary opportunities to engage new audiences. And, in this new land, the virtual world, the broad public seeks access across institutional lines. Dr. Wilson will reflect on these issues, drawing on his experience in libraries, archives, museums and now with the Stratford Institute for Digital Media.

10:00 - 10:30 a.m.

Networking Break

10:30 - 11:45 a.m.

Concurrent Sessions

Envisioning a Future Museum Community: The Town of Markham Experience

Presenters: John Ryerson, Director of Culture, Town of Markham; Helene Moussa, Curator, St. Mark's Coptic Museum

Markham is an interurban city that is still rapidly growing, and there is significant opportunity for building greater community capacity, integration of culture and, in particular, Markham museums into goals of social equity, cultural vibrancy, high quality of life and strengthening life-long learning combined with financial and environmental goals.

An example of Markham's cultural integration is the planned Coptic-Canadian Village. The village is a multifaceted complex spearheaded by St. Mark's Coptic Church, and one of the buildings in this complex will be the new home of St. Mark's Coptic Museum.

Learn about the vision for the Coptic Museum and planned programs that will offer Canadians and other visitors a cultural experience of two thousand and twenty years of Coptic-Egyptian art history – including the Canadian experience, in a culturally vibrant and rapidly evolving community.

Support for Culture: Engaging Your Community

Presenters: Louise Sicuro, President and CEO; Culture pour tous, Warren Garrett, (Executive Director, CCI- Ontario Presenting Network), Chair, Ontario Task Force, Culture Days; Helen Yung, Community Engagement Manager, Culture Days; Wayne Kelly, Manager, Public Education and Community Development, Ontario Heritage Trust

Learn how several community events work to engage your communities, create awareness of your museum and culture, and how they enlist and foster public support that translates into political goodwill. Presented events will include the well-established, **Les Journées de la Culture**, now in its 14th year, as well as **Culture Days/Fête de la Culture**, a collaborative pan-Canadian volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities. Also learn about the **Doors Open** program and how it can help promote your community's heritage and culture sector.

1812 History - A Digital Partnership

Presenters: David Sharron, Head of Special Collections and Archives, Brock University; Clark Bernat, Managing Director, Niagara Historical Society & Museum; Loren Fantin, Project Manager, Our Ontario / Knowledge Ontario; Sarah Mahoney, Registrar, Port Colborne Historical and Marine Museum

Learn from this discussion about the vision and process of digitizing artefacts and records from the 1812 era for the upcoming War of 1812 bicentennial and for the new Website - www.1812history.com

This collaborative Project between six Niagara museums, Our Ontario and Brock University will inspire delegates to participate in the 1812 initiative as well as encourage them to look for partnerships in future digitization projects.

11:45 a.m. - 12:45 p.m.

Networking Lunch

12:45 - 1:45 p.m.

Special Sessions

Ministry of Tourism and Culture: Update (including CMOG program)

Special Interest Roundtables

1:45 - 2:00 p.m.

Health Break

2:00 - 3:15 p.m.

Concurrent Sessions

The Good, the Bad and the Ugly: Facing the Accessibility Challenge

Presenters: Gale Fewings, Curator, Hutchison House Museum; Barbara McIntosh, Volunteer, Hutchison House Museum

There are a few, if any, guidelines for heritage buildings facing the Ontarians with Disabilities regulation for Customer Service. Hutchison House Museum recently undertook the challenge of making the historic building more physically accessible.

Staff from the Hutchison House look forward to sharing their experience with fellow members of the OMA, especially those from historic sites facing similar challenges.

Friends, Followers, Feedback: Social Media Policies and Evaluation Tools

Presenters: Nicole Drake, Fund Development Officer, Brant Historical Society; Katrina Urban, Education and Community Relations Officer, Museum of Ontario Archaeology

Many museums now use social media tools such as Facebook and Twitter, but few are effectively monitoring their online activity or achieving their full potential to engage new audiences.

This session results from the speakers' efforts to develop best practices and policies for their respective museums to responsibly engage the public online. By combining panel presentations with activities and discussion, the presenters will provide participants with the tools to do the same. Focus will be on developing social media policies and practices that work for museums, and evaluating your online presence.

Conservation Viability in the Community Museum and Cultural Heritage Sector

Presenters: Andrea Miller, Executive Director, Ottawa Museum Network; Mike Steinhauer, Director, Bytown Museum; Pilar Hernandez Romero, Conservator; Emily Bracewell, Collections Manager, Nepean Museum; Wendy Baker, President, Canadian Association for Conservation of Cultural Property

The Ottawa Museum Network (OMN) undertook a special project in 2009 to enhance the conservation standards of 11 member museums. By using economies of scale and sharing the expertise of a professional Conservator, the OMN delivered specialized conservation assessments and treatments to each of the member museums. The OMN will demonstrate how this project was successful and made possible by using centralized project management.

3:15 - 3:45 p.m.

Networking Break

3:45 - 5:00 p.m.

Concurrent Sessions

Convergence: Green Museums - Protecting Collections, Preserving Budgets

Presenters: Michael Lundholm, Principal, Lundholm Associates Architects; Charlie Costain, Associate Director General, Canadian Conservation Institute

This panel discussion will look at initiatives for museums that want to be 'greener' and more environmentally conscious, while still protecting their collections. The speakers will focus on a variety of sustainable design concepts that can be incorporated into museum design, and areas where these can lead to cost savings. There will be a particular emphasis on the revised classes or environmental guidelines for temperature and relative humidity in museums, and the opportunities that this presents for reduced building and operational costs.

The session will also include case studies from recent Leadership in Energy and Environmental Design (LEED) rated museum projects.

Mythbusting: Marketing and Museum Programs - A discussion

Presenters: M. Christine Castle, Consultant, Museum Education & Interpretation; Valerie Lapp, Valerie Lapp Communications

"Marketing is all about selling stuff." "Museum programs change lives." "The marketing department just wants to dumb down everything." "Programmers can do just fine without marketing." Myths?

Two professionals in conversation with one another and session participants will talk about "myths" surrounding museum marketing and its relationship to programming. The presenters will look at synergies and separate roles of marketing and museum programs in small to medium-size museums. Research and resources from marketing and programming to help attract visitors and change lives will be presented.

Digital Access to Ontario's Collections: From Digital to Online Publishing

Presenters: Madeleine Lafaille, Heritage Information Analyst; Dany Vallerand, Membership Communications and Marketing Advisor, Canadian Heritage Information Network

This panel discussion will look at tools and resources available for the description and digitization of museum collections. As social media and new technologies become increasingly commonplace for organizations, the panel will show delegates how to repurpose and multi-publish digitized content for promoting their site, reaching new audiences and making it possible for visitors to play an active role in improving their museum experience.

5:00 - 6:00 p.m.

President's Reception

6:00 p.m.

Awards Banquet

Join us as we celebrate and recognize this year's CMS Graduates and Awards of Excellence Recipients.

7:30 a.m. - 5:00 p.m.

Conference Registration

7:00 a.m. - 4:00 p.m.

Tradeshow

8:15 - 9:30 a.m.

Breakfast and Annual General Meeting

9:30 - 10:15 a.m.

Legacy Panel: William Thorsell and Victor Rabinovitch

As President and CEO of the Royal Ontario Museum (ROM) (to September 2010), **William Thorsell** led the museum's Renaissance ROM project from 2000 to its final completion in 2010. This major project saw the construction or renovation of more than 350,000 square feet of gallery space, education facilities, and public amenities, and included renovation of several significant heritage buildings and the construction of the Michael Lee-Chin Crystal. Plans included the creation of twenty-seven new galleries consistent with the ROM's joint mandates of World Cultures and Natural History.

Prior to his appointment at the ROM, Mr. Thorsell served as Editor-in-Chief of The Globe and Mail for 10 years, where he led the newspaper through a complete redesign. During his tenure, The Globe's staff of 320 won significant awards for design, journalistic excellence, public service and marketing. As a member of The Globe's editorial board between 1984 and 2000, Mr. Thorsell specialized in national politics, law and constitution, economics and culture.

Dr. Victor Rabinovitch is President and Chief Executive Officer of the Canadian Museum of Civilization Corporation, which is responsible for Canada's largest museum (the Canadian Museum of Civilization) and the national museum of military history (the Canadian War Museum). During his ten years of cultural leadership in this position, the Museums have dramatically expanded their range of public exhibitions, their audiences and their research collections.

Previously, Dr. Rabinovitch served as an Assistant Deputy Minister in various federal departments, such as Canada's Old Age Security Pension Program, and was responsible for international relations at Fisheries and Oceans, as well as cultural policies and programs at the Department of Canadian Heritage, notably in broadcasting, publishing, copyright and museums. Before joining the public service, Dr. Rabinovitch was the National Secretary for Health and Safety with the Canadian Labour Congress. He is currently a Fellow of the School of Policy Studies at Queen's University, Chairman of the Friends of the International Council for Canadian Studies and a board member of the City of Gatineau's Economic Development Corporation.

Dr. Rabinovitch was named CEO of the Year in the para-public sector by the Regroupement des gens d'affaires de la Capitale nationale in 2005. He received the Award of Merit from the Association for Canadian Studies in October 2006 for his outstanding contribution and that of the Canadian Museum of Civilization to the dissemination of knowledge of Canada's history. He is a frequent speaker and writer on cultural policy, identity and heritage issues for Canadians and for international audiences.

10:15 - 10:45 a.m.

Networking Break

10:45 a.m. to 12:00 p.m.

Concurrent Sessions

Determining Community Heritage Values: Roles and Implications

Presenter: Patricia Fiori, Linke Fiori Services

This presentation will focus on a project completed in June 2010 in the City of Humboldt, Saskatchewan. The project identifies key heritage themes embodying what the citizens of Humboldt value and the sites, tangible and intangible, that tell or interpret those themes. In 2008, Humboldt and District Museum and Gallery wrote a heritage policy as part of their municipality's community plan, and changed its mandate to assume responsibility for community development in heritage and culture. This project marks the start of the Museum's new role in addressing community issues related to culture and heritage, and positioning heritage to play a larger role in overall community development.

The session will also discuss the project's purpose and benefits to the community, and how Humboldt residents were involved in the participative process using a public survey, a series of workshops and individual interviews. Through a collaborative committee, the community made the decisions about Humboldt's heritage value and sites.

Print Publication in a Digital Age - Why?

Presenters: Madelyn Della Valle, Curator, Windsor's Community Museum; Sarah Beam-Borg, Exhibition Manager and Assistant Curator, The Bata Shoe Museum; Sally Hughes, Senior Lecturer in Publishing, Oxford International Centre for Publishing Studies (remote presentation via Skype TBC)

Why do print publications still have relevance to the museum in this digital age? Through the lens of three different museums, panelists will dissect the public's ongoing attraction to the printed word as a tangible collectible which has perceived value in the rather impermanent digital universe. Projects include self-published exhibition catalogues from the Bata Shoe Museum and a bilingual (Italian-English) book on the story of Italians in Windsor coordinated by Windsor's Community Museum. A bonus of this session will be a brief distance presentation by the Senior Lecturer in Publishing, Oxford International Centre for Publishing Studies, UK, exploring how printed commodities frame museums and exhibitions.

Doing the Right Thing: Repatriation of First Nation Human Remains

Presenters: Kelley Swift Jones, Curator, Simcoe County Museum; other presenters TBC

Staff from the Simcoe County Museum, along with representatives of the Chippewa Tri Council and Huron Wendat Nation, recently completed a two year process to repatriate First Nation human remains that had been kept in the museum's collection for several decades.

This presentation will offer a brief background of the experiences encountered during the process, and information about the project's milestones, challenges and accomplishments. After the presentation, participants will be able to pose specific questions and share their experience or issues, in order to receive feedback from the presenters.

12:00 - 1:00 p.m.

Networking Lunch

1:00 - 2:15 p.m.

Concurrent Sessions

Interpreting Black Heritage and the Underground Railroad in Ontario Museums

Presenter: Steven Cook, Site Manager, Uncle Tom's Cabin Historic Site

This panel discussion will focus on the commemoration of the interpretation of the Underground Railroad in Ontario museums. Steven Cook, site manager of Uncle Tom's Cabin Historic Site in Dresden, will discuss the ongoing work to promote understanding of Ontario's Black history and heritage, build community partnerships and boost tourism.

Panelists will explore the challenges of researching this area of history, issues related to interpreting race and slavery, and the many successes of those dedicated to keeping this important history alive at museums and sites across Ontario.

Interpretation Planning: Why, How and So What?

Presenters: M. Christine Castle, Consultant, Museum Education & Interpretation; Sheila Johnson, Executive Director, Fanshawe Pioneer Village

Take a look at the theory and explore the real-life experiences of three historic sites with interpretation planning. Why did they do it? How did they do it? And what difference do they hope such planning will make in terms of attracting visitors and making a difference in their lives?

Session participants will understand that the impact of interpretive programs depends upon early decisions regarding subject matter and methodology and their relevance to both visitors and the site.

Fundraising in the 21st Century

Presenters: John Dalrymple, Manager, Major Gifts, Canada's National Ballet School; Ian Ross, Executive Director, Burlington Art Centre

The fundraising environment in Ontario is extremely competitive with hospitals, universities, social services and other arts causes all seeking increasing support from a finite pool of philanthropic funds. Museums represent a unique fundraising challenge with the majority of top professionals and board members drawn to larger organizations in other sectors; as well, any given museum's case for support can be difficult to convey broadly, putting them at a disadvantage to many other charities. Museums must also meet the challenges and realize the opportunities of the current philanthropic trend whereby donors of all types wish to see more measurable results in line with their increasingly sophisticated giving strategies. Government funding increases cannot be expected to meet the demands of this vibrant and growing sector; increased private-sector fundraising capacity is key to any museum's future. Museum-focused fundraising leaders will shed valuable light on the latest issues and offer specific tools and strategies that delegates can take back to their organizations.

2:15 - 2:30 p.m.

Health Break

2:30 - 3:45 p.m.

Concurrent Sessions

Not just a SCAAGM - Marketing Simcoe County's Archives, Art Galleries, Museums and Heritage Sites

Presenters: Kelley Swift Jones, Curator, Simcoe County Museum; Gloria Taylor, Director/Curator, Orillia Museum of Art and History

A panel of speakers from Simcoe County's Archives, Art Galleries, Museums and Heritage Sites will discuss the background, current activities and future direction of their new collaborative marketing strategy. Issues discussed will include developing a collective brand identity, entering into the world of social marketing, implementing and delivering large scale group events, engaging the media, and group finances.

16 member museums, historic sites, archives and art galleries form an association that is internally known as SCAAGM. In 2008, members of SCAAGM were the recipients of a Trillium Grant to conduct a five year marketing strategy that proposes to raise the profile of the member organizations and increase visitor attendance in the next few years.

Attracting Audiences: Successful Strategies to Raise Awareness of your Museum

Presenter: Carolle Séguin, Audience Development Office, City of Ottawa

As museums strive to become and remain relevant to audiences with vastly changing demographics and limited leisure time, audience development is top of mind for museum professionals. This presentation will showcase the successful strategies utilized by a shared resources and matrix management model for museums.

Included in the presentation will be the approach taken to bring awareness of museums to organizations that may otherwise not be aware of them as opportunities for educational, recreational, cultural or natural heritage experiences, and how this differs from and is integrated into marketing and communications activities.

Retelling 1812: The Fort York Bicentennial Commemorative Project

Presenter: David O'Hara, Museum Administrator, Fort York National Historic Site, City of Toronto

With the Bicentennial of the War of 1812 quickly approaching, significant plans are underway to improve access to and expand the physical presence of this 18 hectare (43 acres) national historic site located in the middle of downtown Toronto. Learn about Fort York's plans that include the construction of a new 24,000 square foot Visitor Centre and a significant amount of landscape rehabilitation. When complete, visitors will be able to better understand Fort York within its original context, including a portion of the 1813 battlefield, two military cemeteries, Garrison Creek, and the original Lake Ontario shoreline and bluff.

3:50 - 4:45 p.m.

Conference Closing Keynote Address

Nina Simon - Come Go With Me: Visitors as Agents of Change

Nina Simon is an independent exhibit designer who has been described as a “museum visionary” by Smithsonian Magazine. She is the principal of Museum 2.0, a design firm that works with cultural institutions worldwide on innovative projects that invite visitors to engage as collaborators and active participants. Nina is the author of [The Participatory Museum](#) (2010) and the popular Museum 2.0 blog. Previously, Nina served as curator at The Tech Museum of Innovation in San Jose, CA, and was the Experience Development Specialist at the International Spy Museum in Washington, D.C.

Ms. Simon's Keynote Address will focus very specifically on how non-traditional forms of programming can attract new visitors and change both their lives and the lives of the staff who work with them.

Staying in Toronto for the week?

- City of Toronto Museums will be offering FREE admission to OMA Conference delegates the week of October 4 - 8!

Show your OMA delegate badge and visit the following City of Toronto sites for FREE:

- | | |
|------------------------------------|---------------------------------|
| - Colborne Lodge | - Mackenzie House |
| - Fort York National Historic Site | - Montgomery's Inn |
| - Gibson House Museum | - Scarborough Museum |
| - Historic Zion Schoolhouse | - Todmorden Mills Heritage Site |

For more information on location and hours, visit
<http://www.toronto.ca/culture/museums/locations.htm>

- Other museums and sites in Toronto and the Greater Toronto Area will also be welcoming OMA delegates. Visit the conference section of the OMA website (www.museumsonario.com) for program updates.

The OMA Conference Tradeshow is your one-stop location to find sector suppliers, consultants, funders and potential project partners. The OMA is pleased to confirm and welcome the following 2010 Exhibitors:

- Archives of Ontario
- Brodart Co.
- Canadian Conservation Institute
- Canadian Museum of Civilization Corporation
- Carr McLean
- Canadian Heritage Information Network
- Dundurn Press
- ecentricarts
- Gaylord Bros.
- idéeClic
- Income Manager
- Lord Cultural Resources
- Orpheo Canada
- Parcs Canada / Parks Canada
- Posmosis Technologies
- Public Services Health & Safety Association (formerly ESAO)
- Rhoddy Design
- Spacesaver Solutions Inc.
- Tour- Mate Systems
- Tristan Interactive
- Zone Display Cases

** Visit the OMA's website (www.museumsonario.com) for direct links to these exhibitor's websites, and to access information about all OMA Commercial members through the **Museum Services Directory**.

Word of Welcome

As Co-Chairs of *Convergence: Attracting Visitors, Transforming Lives*, we are delighted to invite you to Toronto for this important annual gathering of museum professionals. This year's theme addresses two converging issues we all face: balancing financial matters with mission-related priorities. It is important to both our public and private funders that we continue to build our capacity as a sector and contribute appreciably to local, provincial and national economies, create jobs and drive knowledge innovation – it is also essential that we find greater financial stability as a sector to ensure the livelihood of individual organizations and meet the needs of the visitors we attract.

Large or small, we make a constructive impact on people's lives. We inspire, educate, preserve and engage, and must continue to assert and expand our role as this positive engine in society. Convergence will bring together innovative thinkers and committed "doers" from across our field to explore these two fundamental and converging threads. How can we face up to our economic realities and thrive? How deeply can we connect to our community and our visitors? These questions and countless more will be explored, debated and hopefully answered this October in Toronto.

We sincerely hope you will join us and add your voice.

John Dalrymple and **Yves Theoret**
Co-Chairs, Conference 2010

2010 Conference Committee

Co-Chairs

John Dalrymple, Manager, Major Gifts, Canada's National Ballet School

Yves Theoret, Managing Director, Museum of Contemporary Canadian Art (MOCCA)

Members

Karen Carter, Heritage Toronto (previously City of Toronto)

Elizabeth Gallacher, City of Toronto

Wayne Kelly, Ontario Heritage Trust

Wayne Reeves, City of Toronto

Michael Wallace, Theatre Museum of Canada

Webster's Dictionary defines convergence as: "coming together" or alternatively, if you prefer the Collins English Dictionary: "concurrence of opinions, results". In the years that I have been involved with the Ontario Museum Association, firstly as a student and today as the Association's President, I have seen first-hand that the strength of the organization lies in its ability to bring together the myriad of members for the greater good of the Museum sector.

I look forward to the OMA's conference every year not only for the excellent content but also for the chance to get re-acquainted with colleagues and to meet a few new ones. There is nothing more interesting than "hanging out" with a group of people who have come together for a common purpose.

Our keynote speakers – Dr. Ian E. Wilson and Nina Simon – as well as the Legacy Panel featuring William Thorsell and Dr. Victor Rabinovitch promise to be exciting and thought provoking. I am looking forward to gaining new insights into the nature of Museum work and taking home a few tips and tricks and some great memories along the way!

I look forward to seeing you in Toronto in October as we look to the future of Museums in Ontario.

Kathleen Powell
President

(Supervisor, Museum Operations, St. Catharines Museum)

OMA Staff

Marie Lalonde, Executive Director

Cathy Blackburn, Professional Development Program Manager

Rebecca Gunness, Membership and Administration Coordinator

Contract Staff

Pierre Bois, Special Projects Manager

Catherine Richards, Special Projects Coordinator

Rhiannon Myers, Summer Experience Student

Avery Brooks-Joiner, Summer Experience Student

Rachel Onufryk, Young Canada Works Intern

Location



Directions

The Delta Chelsea is located at 33 Gerrard Street West in Toronto.

From the East: West on Hwy. 401 to the Don Valley Parkway. South on the Don Valley Parkway to Bayview/Bloor St. Exit. Take the Bloor St. Ramp, turn slight left onto Castle Frank then right onto Bloor Street East. Turn left onto Jarvis St., continue south to Gerrard St., then turn right.

From North: South on Hwy. 400 to Hwy 401. East on Hwy. 401, exit at Yonge Street and continue south to Gerrard St. West and turn right.

From the West: East on QEW to the Gardiner Expressway. East on Gardiner Expressway. Take the Bay St./Yonge St./York St. exit. Follow sign for Bay St. Go north (away from the lake) on Bay St. Continue to Gerrard St. West, turn right onto Gerrard St. West.

For more complete or specific directions, we encourage you to visit www.mapquest.com, or contact the Delta Chelsea directly at 1-800-243-5732. or 416-595-1975.
Website: <http://www.deltahotels.com/>

Accommodations

The conference registration fees do not include accommodations. A limited number of rooms are available for OMA conference delegates at the Delta Chelsea Hotel. Please identify the **Ontario Museum Association** to receive special rates negotiated for OMA conference delegates.

Call the Delta Chelsea at 1-800-243-5732 or 416-595-1975, or visit <http://www.deltachelsea.com/gdsmuseum> to reserve at the special group rate.

Room Rates: \$129 per night and up.
To receive the special rate, please reserve before September 19, 2010

Cancellation

Only written cancellations received by Wednesday, September 22, 2010 will be refunded, minus a 30% administration fee.

Other Accommodations

If you would prefer to stay at a Bed and Breakfast, visit the Federation of Ontario Bed and Breakfast Accommodation (FOBBA) website - www.fobba.com - to find B&B locations in the GTA:

Toronto:

Feathers Bed & Breakfast - 416-534-1923
Islington Bed & Breakfast - 416-236-2707
Pimblett's Toronto Downton Bed & Breakfast - 416-921-6898

Mississauga

Applewood Bed & Breakfast - 905-277-2696
Just Your Cup of Tea - 905-822-3540