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CLHO  
940 Whitney Avenue  
Hamden, CT 06517-4002  
www.clho.org



**PB 2010**

**What You Need to Know  
About Your Museum**

*Funded in part by a  
grant from*



The Connecticut League  
of History Organizations  
Presents  
The 10<sup>th</sup> Anniversary of

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***Professional Basics***  
**What You Need to Know  
About Your Museum**  
(But Didn't Think You Needed to Know It)

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**March 22**  
**April 12, 26, 2010**

Keeney Memorial Cultural Center  
200 Main Street  
Wethersfield, CT 06109

Funded in part by a grant from



***Professional Basics 2010***

**What You Need to Know  
About Your Museum**  
(But Didn't Think You Needed to Know It)

During three intensive seminars, leaders in the museum field will guide you through lectures, discussions, and hands-on activities that will provide you with the tools you need to build upon or strengthen your knowledge of best museum practices.

Presented by the Connecticut League of History Organizations (CLHO), *Professional Basics* will help you network with colleagues from around the state. Faculty are practicing professionals from public history organizations across Connecticut and all are in tune with the needs of small institutions. Each enrolled seminar participant will receive a CD of resources for future reference (think *green!*).

To receive the full benefit of the series, you or your institution should enroll for the entire program. Institutions may choose to send a different staff member or volunteer to each of the seminars. For those who are unable to attend all three sessions, there is an option of registering for individual days.

Enrollment is on a first-come, first-served basis. Space is limited and previous hot topics have been sold out! Tuition includes seminar, lunch, and related materials. Visit [www.clho.org](http://www.clho.org) for more information.

Join us to celebrate the  
10<sup>th</sup> Anniversary of  
**Professional Basics Seminars**

**PB 2010 at a Glance**

All seminars are scheduled for Mondays in March and April from 9:30 am to 4:00 pm at the Keeney Memorial Cultural Center, 200 Main Street, Wethersfield, CT 06109. Exit 26 off of I-91; follow the winding roads to the first stop sign and turn left onto Main Street. Keeney Center is the third building on the left; parking in rear. For site directions: visit [www.clho.org](http://www.clho.org) or call day of seminars: (860) 529-7161.

**Questions?**

Email: [sandy@clho.org](mailto:sandy@clho.org)  
Call: (203) 624-9186

**March 22**  
**Making the**  
**Most of Your**  
**Library**



We will revisit one of the most popular subjects in *PB* history, libraries within historic sites, addressing topics essential for research and genealogy. This includes ways to manage archives, ways to reach genealogists who do research in your library, and ways to manage library conservation on a limited budget. Speakers will include: Linda Hocking, archivist, Litchfield Historical Society; Melissa Watersworth, curator of literary, natural history and rare book collections, Dodd Research Center, UCONN; and Ryan Woods, director of education, New England Historic Genealogical Society.

**April 12**  
**Old Site, New**  
**Thoughts:**  
**Marketing Your**  
**Historic Property**



We will examine different approaches to financial sustainability and marketing through topics such as improving marketing initiatives, utilizing special anniversaries and celebrations to spark interest at your site, and rethinking usage of your space to generate new foot traffic and new audiences. Speakers will include: Christine Ermenc, executive director, Windsor Historical Society; Tammi Flynn, director of marketing, Florence Griswold Museum; Sarah Griswold, assistant curator, Gunn Museum; and Margaret Longey, director of marketing and special events, Wethersfield Historical Society.

**April 22**  
**Playing to the Strength of Your**  
**Collections**



We will address three collection management hot topics: preservation vs. interpretation—curators and educators working together to showcase your collections; maintenance vs. public presentation—practical how-to approach to keeping your collections clean and safe for public viewing, includes developing a cyclical site maintenance plan and a product and resources guide; and albatross or asset—using “legacy collections” to highlight your site’s unique collections. Day includes a visit to a nearby house museum for hands-on learning and on-site instruction. Speakers will include: Cynthia Cormier, director of education and curatorial services, Hill-Stead Museum; Beth Giard, collections manager, Harriet Beecher Stowe Center; and Richard Malley, head of collections, Connecticut Historical Society.

**Registration Form 2010**

Professional Basics Seminar Series: \$125  
(Same low price – same great value!)

Individual days:  
\_\_\_\_\_ Day(s) @ \$50/day = \$ \_\_\_\_\_

Circle the day(s) you plan to attend:

March 22      April 12      April 26

My organization/I would like  
to join CLHO for 2010

- Organization—Affiliate membership      \$50
- Professional—Consultant membership      \$50
- Individual—Friend membership      \$30

Enclosed is my check in the amount of \$ \_\_\_\_\_  
Please make all checks payable to “CLHO”

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

INSTITUTION: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

Visit [www.clho.org](http://www.clho.org) for more information on seminars and membership categories.

By March 15, please return this form and your check to:

CLHO  
Professional Basics Seminars  
940 Whitney Avenue  
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