



Newsletter

Vol. 4, No. 1

U.S. FEDERATION OF FRIENDS OF MUSEUMS

2001 K Street, N.W. , Suite 400, Washington, D.C. 20006-1040 • www.usffm.com

The U.S. Federation of Friends of Museums was founded in 1989 as the U.S. member of the World Federation of Friends of Museums (WFFM). Its purpose is to encourage volunteer efforts for museums, to facilitate an exchange of information among Friends organizations both nationally and internationally, and to promote the role of museums in cultural preservation.

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CURRENT NEWS

WFFM 14TH TRIENNIAL CONGRESS, GENOA, ITALY

September 18–23, 2011



WFFM will hold its next triennial Congress, *Spatium Artis; Museums and their Friends in the Future*, at the Palazzo Ducale in Genoa, Italy. **All members of USFFM and their guests** are invited to this gala event which is organized by the Italian Federation of Friends of Museums (FIDAM). We urge you to come.

The Congress will start with greetings from the Mayor of Genoa and other dignitaries from the Regione Liguria. The morning sessions throughout the week will be devoted to presentations by some 20 guest speakers on museum architecture, technologies and new developments in the museum world.

Afternoon visits during the Congress are planned to the historical center; to the many museums in Genoa; to Portofino; and to Genova–Nervi.

In addition, Congress participants will be welcomed at a number of receptions and dinners.

The waterfront of Genoa, Italy (left) and a map of Italy highlighting Genoa (right).

The registration fee for the five-day Congress is 700 Euros. Hotels in various price categories are available through the Secretariat.

For more information and to register, contact

Congress Secretariat BIZ ORN SRL
(Tel:011-39-(0)10-59-58-400)
info@bizorfun.com, or
jbarnum@mcguirewoods.com.
See also www.wffm.com. *

A Word from the President

2010 was an exceptional year of Board Member participation in a number of museum volunteer programs. USFFM conference participants gathered information from the presentations by volunteers from around the world and then disseminated this information to their local organizations. During the year I found a much larger, more informed and more engaged group of volunteers than ever before with a thirst for more knowledge. Museum staffs recognize more than ever that volunteers play a vital role in the success of their museums as increasing budget constraints magnify the importance of all volunteer programs. The insights and information gained by our board members will be available on our website, in

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ICOM GENERAL CONFERENCE SHANGHAI, CHINA

Danny Ben-Natan, President of WFFM, reported that at the ICOM (International Council of Museums) General Conference, in which both he and USFFM President Murray Tarnapoll participated, he was able to introduce WFFM to the ICOM Advisory Committee and membership. With some 3,360 participants from 120 countries, it was ICOM's largest General Conference ever. In partnership with the Chinese, WFFM held a first ever Open Forum on museum volunteers. President Ben-Natan gave an overview on the subject and used this opportunity to focus on the centrality of WFFM and its member Federations in the museum world.



USFFM President Murray Tarnapoll addressing the ICOM meeting in Shanghai, China

Prizes were awarded at the Conference to the top ten volunteers in China, chosen from several million volunteers, and Mr. Ben-Natan was given the honor of being part of the presentations. The forum and ceremony were held with simultaneous English and Chinese translation. *

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WFFM Membership Grows

WFFM announced in Copenhagen in April that three new Associate Members have joined

- Sociedade dos Amigos do Museu de Estado de Pernambuco, Brasil
- Friends of the Estonian Museum of Fine Arts, Estonia
- Hermitage Friends Club of the State Hermitage Museum of St. Petersburg, Russia *

Websites

- WFFM (World Federation of Friends of Museums) www.wffm.org
- MTA (Museum Trustee Association) www.office@mta-hq.org
- AAM (American Association of Museums) www.AAM.org
- AAMV (American Association for Museum Volunteers) ... www.AAMV.org

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our Newsletter, and in future conference reports.

USFFM will continue to strengthen its ties with other museum organizations around the world. In November 2010, I had the opportunity to represent USFFM at the ICOM General Conference in Shanghai, China, and to speak to world museum leaders about museum volunteer board structure and governance. Most museums around the world are state-run, with little or no volunteer leadership. They are, however, becoming more aware of the value of community involvement and of volunteerism.

A U.S. volunteer has been chosen to receive a USFFM scholarship to attend the WFFM five-day triennial Congress in Genoa, Italy in September 2011. A number of our Board Members plan to attend the conference, where delegates from the more than thirty-six member countries will gather. USFFM has always prided itself on being an organization that educates volunteers through the exchange of information. We diligently work to ensure that the opportunities for volunteers will continue to expand throughout the world. *

Trip To Paris for Young Museum 'Friends'

In early June 2011, through WFFM, the French Ministry of Foreign Affairs offered an expense-free visit to Paris to young 'Friends' of museums between the ages of 18 and 25. This opportunity to learn about the cultural life of France through visits to major areas and museums of Paris and to attend concerts and theatre performances is scheduled for September 13-19. Participants from any country in the world are eligible. USFFM proposed several candidates. *



Walters Art Museum, Baltimore, Maryland

USFFM ANNUAL BOARD MEETING, 2010

The Trustees of USFFM gathered for the Annual Board Meeting on February 9 at the Walters Art Museum in Baltimore, Maryland. Trustees Nancy Barnum, Mary Sharp and Murray Tarnapoll were re-elected for three-year terms. The Board also elected the following for one-year terms: Murray Tarnapoll, President; Meredith Boren, Vice President; Betty Zucker, Treasurer; and Alison Sharp, Secretary.

USFFM President Tarnapoll reported on his experiences while attending the triennial meeting of the International Council of Museums (ICOM) held in Shanghai, China in November, 2010. He noted that nearly 3,000 museum professionals and other experts from all over the world met for an intensive week to discuss *Volunteering Spirit and Volunteering Culture* and to exchange ideas. Tarnapoll also delivered a paper on best board governance practices in the United States.

The USFFM Board agreed to undertake a brief research project to begin identifying common challenges and characteristics among Friends groups at museums of all sizes in various parts of the country. Individual Board members will contact Friends groups in several cities to conduct telephone interviews. The results will be used to reposition USFFM member benefits, programs and services. *

Highlighting our Trustees **Susanna Saunders**



Susanna Saunders, USFFM Trustee from the Philadelphia area, was named Curator of *Art Ability* at Bryn Mawr Rehab Hospital. Established in 1996, *Art Ability* encourages people with disabilities to reach beyond their limitations and find fulfillment and inspiration through art. *Art Ability's* numerous components include the country's largest international juried exhibition and sale of art and fine crafts created by artists with cognitive, physical, hearing and visual disabilities.

Sheila Bourke McGinity

USFFM Trustee from Santa Barbara, CA, has submitted her resignation from the Board. The Board is grateful for Sheila's many excellent contributions to USFFM and for her sage and experienced advice. She has assumed additional duties at other museums and we wish her well in her future activities. *

NexGen Update

NexGen is the program developed by the Los Angeles County Museum (LACMA) to ensure that young people will become future museum-goers and volunteers. It offers free admission and membership to any child (17 and under) that comes into the museum with a parent or guardian. From then on, the child, now the member, may visit the museum with one adult at any time and never pay a fee. Over 130,000 children have enrolled during 2003-2010 and an evaluation study showed that they come to make art and to look at art, using the museum for learning and social development. One of the biggest benefits the survey found, according to these young members and their parents, was "working together as a family" in the educational programs offered by the museum. *

Young 'Friend' of Museums **USFFM REACHING OUT**



Timothy Hyde, a senior at the American International School in Vienna, Austria, had a highly rewarding summer internship at the National Air and Space Museum in Washington, D.C., thanks to Maretta Hemsley-Wood, Manager of the Docent Program and a member of the speakers' panel at the North American Regional Meeting. Timothy was assigned to the museum's Observatory, and was also asked to work at the Discovery Stations describing and demonstrating features of space such as Black Holes and Solar Flares. *

North American Regional Meeting

WASHINGTON, DC; APRIL 18–20, 2010



On April 18–20, 2010, delegations from the Canadian, Mexican and US Federations met in Washington DC for the first North American Regional Meeting since the meeting in 2004, also in Washington, DC. As John Barnum, WFFM Vice President for North America and host for the occasion, said, “this time quality was just as important as quantity.” In 2004 we had as many as 100 people with a full program of lectures and panel discussions with 10 guest speakers at three different museums, whereas this time we had around 25 in attendance.

This year the three constituencies were represented by two delegates from Canada: Martha Wilder and Cynthia Armour; the Mexican delegation of six, led by Elias Sacal Cababie, President of the Mexican Federation; and seven USFFM Trustees. Also present were three Washington area museum volunteers and three British friends visiting from the UK. Cultural highlights were visits to the Smithsonian Museum of the American Indian, a curatorial visit to the Diplomatic Rooms of the US State Department and a reception in a typical Georgetown home.

During the substantive meeting on Tuesday, reports were given by each country. Martha Wilder reported that

much had changed in Canada since our last meeting. The central office has been moved from Toronto to Ottawa, membership is at 200 (50 museums and approximately 150 individual members). Joan Goldfarb and Marie Tremblay McNiven are now the co-presidents. A Volunteer Award has been inaugurated and the Federation is conducting a survey to plan for the future. FEMAM’s report delivered by Dr. Gerardo Estrada who told of a robust and dynamic Federation in Mexico. Of the 77 “important” museums, 90% are government-owned and 55 are members of their Federation. Board training is new in Mexico and FEMAM is positioning itself for this role. The US report was given by Mr. Barnum in the absence of Murray Tarnapoll, USFFM President. It appears that both the US and Canada are having problems with declining individual membership. It was also noted that the Mexican Federation was more akin to European and South American Federations which have similar problems with the unions. In Mexico a FEMAM member can be a museum guide provided there is a union member accompanying her or him.

Jack Rasmussen, Director and Curator of American University’s Katzen Arts Center, spoke on “The Future

USFFM Trustee Members at N.A. Regional Meeting (above back) Stuart Yunis, Nancy Barnum, Susanna Saunders, Meredith Boren and John Barnum and (above front) Pam Peabody, Enid Hyde, Sheila McGinity.

of Museums”, noting the challenges of adjusting to the digital age and to problems of conservation and storage of new forms of art.

Today’s artists are not only making objects, but are creating environments. Because they love technology, more high-tech activity will be needed to encourage children to visit museums.

After lunch Susie Saunders, a USFFM trustee and a history of art professor in Philadelphia, led a panel of DC museum people on the subject of how to attract young people to museums. Carol Wilson of the Smithsonian American Art Museum told of the changing of the ways that tours are given. The traditional lecture style is being supplanted by a more interactive, free-choice learning style. Blogs on the website encourage exchange of ideas. Maretta Hemsley-Wood of the Smithsonian Air and Space Museum noted that most of the volunteer guides (docents) at her museums are retired military. Young children love the museum. They have many family programs featuring astronaut visits, storytime

and activity time. They also have a program for high school and college students to study and get hired as paid interns. Connie Pirtle talked of the various museum support systems in the United States that relate to the museum volunteer such as the American Association for Museum Volunteers (AAMV), the American Association of Museums (AAM) and the Museum Trustee Association (MTA). This latter was of special interest to the Mexican delegation.

Finally Cynthia Armour from Canada led a round table discussion to brainstorm common challenges and strategies. This concluded with an interesting and productive list of ideas for the participants to take home with them. *



(left-right) John Barnum, WFFM Vice President for North America; Martha Wilder, Canadian Federation of Friends of Museums; and Dr. Gerardo Estrado, Mexican Federation of Friends of Museums (FEMAM).

Additional Highlights from Mexico

Museum director Dr. Gerardo Estrado, a member of FEMAM, the Mexican Federation of Friends of Museums and a delegate to the North American Regional Meeting, reported that under the leadership of their new president Elias Sacal Cababie, great progress had been made in expanding the role of FEMAM and in affiliating with more Friends groups throughout Mexico. FEMAM recently succeeded in creating two new regional chapters—one in Zacatecas, a city where some of the best examples of Colonial Art in Mexico can be found, and another in Monterrey, which has many outstanding museums.

Non-profit organizations such as FEMAM are a fairly recent development in Mexico. Earlier, the Mexican government was the principal agency responsible for supporting and sponsoring Mexican culture. *



Rua Augusta Arch at Palace Square, Lisbon

WFFM Council Meeting in Lisbon

John Barnum, WFFM Vice President for North America and former President, USFFM, and Murray Tarnapoll, the current President, attended the Council meeting in Lisbon, Portugal in the spring of 2010. The National Museum of Korea in Seoul, which was represented, has had Associate status for several years, and the recently formed Korean Federation of Friends of Museums (KFFM), from South Korea, sent a sizeable delegation to the meetings. They were looking forward to being admitted to full WFFM Active membership.

Danny Ben-Natan, WFFM President, reported that there is increasing interest in the support that Friends groups can give to museums in countries around the world where previously there has been little or no community involvement. Reports made by the various regional vice presidents enlarged upon this theme. Mr. Ben-Natan also reported to the Lisbon gathering that plans were being developed for the triennial Congress in Genoa in September 2011. *

Group picture with Carolyn Forster, President of the Australian Friends and WFFM Vice President for Africa, Asia and Pacific, John Toomey, delegate from the National Museum of Bangkok (an Associate Member of WFFM), Rick Forster and four delegates from the National Museum of Korea in Seoul, South Korea, and the Korean Federation of Friends of Museums.





John J. Toomey presiding over a tea ceremony in Bangkok

WFFM Personalities

John J. Toomey from Thailand

John Toomey, an Asian specialist and a delegate from the Friends of the Bangkok National Museum, attended the recent WFFM Council Meeting in Lisbon. He shared with us some of his involvement in the arts of Asia. Toomey spends a lot of time these days conducting study groups for the Bangkok volunteers and leading tours at the Bangkok National Museum.

In an interview with John Barnum, North American Vice President, WFFM, Toomey discussed his early fascination with Japanese culture and his early contacts with Japanese persons in Chicago. A youthful goal to achieve a PhD in comparative English and Japanese languages at UC Berkeley was frustrated because of quotas. Instead, he accepted an offer to teach for the Department of Defense Overseas Dependents Schools and was first assigned to Okinawa. Later, when transferred to the Tokyo area, he was able to study Far Eastern art history and literature at Sophia University. There, he also learned Japanese ink painting. During Toomey's sixteen years in Japan, he was able to take lessons in Japanese traditional musical instruments, in singing, in Ikebana and in the tea ceremony. He found, however, that the world of Japanese traditional arts is restrictive and unwelcoming to the non-Japanese.

In contrast, he found much greater acceptance and freedom for self-expression in Korea during his next fifteen years. Eventually he was appointed to head the Seoul branch of the Choam Tea School in the tea rooms he had made in his apartment, the only westerner ever to be appointed head of a tea school in the Far East, he believes. Today, a resident of Thailand, he designed and built his own tea rooms in a quiet suburb of Bangkok and often conducts a tea ceremony for visitors.

Most recently, Toomey has been involved in a study of ceramics at the Southeast Asian Ceramic Museum at Bangkok

University and gave a lecture for the Siam Society. A fascinating report from Toomey tells of his June 2010 participation in an International Conference for the Study of Oriental Lacquer for the Revitalization of Thai Wisdom called by HRH Princess Maha Chakri Sirindhorn. Toomey presented his scholarly work *The Relationship of Thai Mother-of-Pearl Inlay Lacquer* to that of other Asian cultures, which led to a discussion with the Princess. An inveterate scholar, author of many learned papers and leader of many study groups on, for example, the Arts of Champa (Viet Nam) and Tantric Tibetan Buddhism. Toomey is an impressive figure in the Bangkok museum world and shares his vast knowledge with the volunteer community there. *

Deborah Young of Indianapolis Receives USFFM Grant Award to Attend WFFM Congress in Genoa



Debbie Young role-playing for a recent exhibition "The Shipwreck of Captain Kidd" at the Children's Museum of Indianapolis.

Deborah Young, the Director of Volunteer Services at the Children's Museum of Indianapolis, is the recipient of a \$1,500 grant from USFFM offered to members of AAMV (American Association for Museum Volunteers) to attend the WFFM Congress in Genoa, Italy in September 2011. Debbie, as she is known, is also the Administrator of *The Power of Children Award* at the museum.

The highly successful volunteer program involves over 400 adult and family volunteers and includes museum guild members, over 60 interns and museum board members. Debbie reports that she has also made presentations at many national conferences such as the AAM, ACM, AMVA and PBS. She is a past Vice President of Central Indiana Association of Volunteer Administrators (CIAVA), and is the Mid-West Representative of the AAMV. *

FUTURE EVENTS OF NOTE

October 21, 2011 | New York City

Museum Trustee Association (MTA) Forum at Frick Art Collection and Museum, Luncheon speaker: Robert Wittman on art crimes. For more information: president@mta-hq.org or (503) 522-9679 or (888) 264-2688

April 19-24, 2012 | Sao Paulo, Brazil

WFFM Council Meeting and General Assembly



WFFM MEETING IN COPENHAGEN

The annual meetings of the WFFM Council and General Assembly, the governing bodies of the parent organization of the USFFM, were held this year in Copenhagen on April 27–29.

The Council is made up of seven officers (the President, the Secretary General, the Treasurer and four regional vice presidents), delegates from the 19 Active Members, which are national federations like USFFM, and delegates from four Associate Members selected by the Council. All Active and Associate Members can send a delegate to the General Assembly. Currently, there are thirty Associate Members from thirty-eight countries that are members of WFFM.

The meetings were held at the National Museum of Denmark, which has recently installed an extensive permanent archeological exhibition that traces Danish pre-history and history from 13,000 BC to 1050 AD. Included are bones from the Jurassic age, the 3,400-year-old Sun Chariot, and treasures from the Vikings' campaigns. Another exhibit of note displays the

world's largest collection of Golden Altars and tells stories of Denmark from 1660 to the present day, while another presents the founding of the Danish sugar empire in the Caribbean (now the U.S. Virgin Islands).

The highlights of the two-day meeting included election of three new members of the Council, one in each category. Ana Luisa Delclaux, President of the Spanish Federation, was elected Secretary General of the World Federation, succeeding Lila de Chaves, President of the Greek Federation, whose term had expired and who was meeting that same week with 1,300 "friends" gathered in Baku, Azerbaijan.

A second election was the admission of the national federation in South Korea to Active Membership. The Korean Federation of Friends of Museums represents some 750 museums in South Korea, one of which, Friends of the National Museum of Korea in Seoul, has been an Associate Member of the World Federation for several years and is currently serving a three-year term as an Associate Member delegate

to the Council. The Korean Federation invited WFFM to hold its 2013 annual meetings in Seoul.

The third election to the Council was an Associate Member, Friends of the Museum of Singapore. Ronald Stride, the President of that Friends' group, was present to accept the nomination and election.

The Copenhagen meetings were also attended by delegates from the German, Italian, Korean and US national federations and a representation from an Associate Member, the Museum of Fine Arts in Budapest, Hungary. The three regional vice presidents present reported to the Council on the activities in the Africa, Asia and Pacific Region, the European Region and the North American Region, and Murray Tarnapoll gave the USFFM report. Financial matters were discussed and the Treasurer reported that WFFM had assets in excess of \$100,000.

Of interest to all conference attendees was a vigorous discussion introduced by Jean Michel Raingard, WFFM Vice President for Europe and President of the French Federation, on whether 'Friends' and their associations "are independent and in partnership, or are a museum branch managed by museum staff as volunteers."

The lighter side of the Copenhagen conference included excellent Danish food, a guided tour of the old and new parts of the city and a reception and dinner at the Workers' Museum. *

EVENTS IN THE MUSEUM WORLD

More than 1,300 museums across the United States are offering free admission to active duty military personnel and their families from Memorial Day through Labor Day. The Blue Star Museums program is available to any active-duty military ID holder and up to five immediate family members. Museums in all 50 states, the District of Columbia, Puerto Rico and American Samoa are participating.

The Los Angeles County Museum of Art (LACMA) opened in May an important exhibition entitled *Human Nature* of major works acquired through donors to the Modern and Contemporary Art Council. The exhibition formed to celebrate the 50th anniversary of the Council tracks the evolution of the collection and the tastes of previous curators. It includes about 20 pieces including works by Nauman, Judd, McMillan and Shonibare. The many volunteer Councils at LACMA which contribute in myriad ways to the success of this large museum represent valuable 'Friends' groups.

Tellus Northwest Georgia Science Museum has recently opened. The museum started as the Weinman Mineral Museum, a 9,000-square-foot facility opened in 1983 to display Georgia's mining history. It now is a mini-Smithsonian welcomed by young and old alike with four galleries—minerals, fossils, transportation and "My Big Backyard," an opportunity for exploration and discovery close to home. Each gallery is filled with interactive displays.

The United Arab Emirates has recently announced that three enormous museums will be built in Abu Dhabi: a branch of the Guggenheim that is 12 times the size of the original in New York; a branch of the Louvre that will cost \$500 million to build; and a museum to exhibit collections from the British Museum.

The Museum of Fine Arts, Budapest, Hungary will sponsor a volunteer training program. The Museum of Fine Arts, a WFFM Associate Member, is offering a five-day training course November 11 – 17, 2011 in *Volunteer Management in Cultural Institutions—Practical Issues and Hints*. The course is directed to coordinators of museum volunteer programs from all countries. The leaders as well as the volunteer participants will share the background of their programs and offer their own experiences in the selection process, interview techniques, induction, continuous training, volunteer appreciation and administrative practices.

Newsletter Editors

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USFFM Membership Form

NAME	
THIS IS MY <input type="radio"/> HOME ADDRESS <input type="radio"/> WORK ADDRESS	
ADDRESS	
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E-MAIL	

Membership Categories

Museum Associate	\$150
Museum	\$100
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Benefactor	\$1,000
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Total amount enclosed \$ _____

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USFFM
C/O Alison Y. Sharp
2001 K Street, N.W., Suite 400
Washington, D.C. 20006-1040

USFFM members are invited to become individual members of the World Federation of Friends of Museum. In this case, please enclose a separate check for \$100 per member payable to WFFM, which is not an IRC 501(c)(3) organization.