

**Sustainability, Relevance,  
and the Future of Historic  
House Museums:**

## **A Virtual Summit**



**July 11-12,  
2023**

Registration  
now open  
at [aaslh.org](https://aaslh.org)

## **TUESDAY, JULY 11**

### **OPENING PLENARY: WHERE ARE WE NOW? | Noon – 1:30 p.m. ET**

Attendees from the 2007 Kykuit Forum will discuss the findings from that summit and how local, state, national, and global changes to our world have impacted our field. They will discuss what the historic house museum field looks like in 2023 and what can it look like in the future.

**David Janssen**, Chief Executive Officer, BruceMaree, Cedar Rapids, IA

**Gretchen Sullivan Sorin, Ph.D.**, Director and Distinguished Service Professor, Cooperstown Graduate Program, Cooperstown, NY

*Moderated by **Bethany Hawkins**, Chief of Operations, American Association for State and Local History*

### **Everything Starts Here: How Have Historic House Museum Missions Changed to Maintain Relevance? | 2 – 3 p.m. ET**

This session delves into the evolution of mission statements, highlighting their increasing relevance in today's world. Panelists will explore innovative strategies for expanding their museums' roles, engaging diverse audiences, and fostering community connections based on a reimagined mission. Discover how embracing contemporary issues, integrating technology, and promoting inclusivity can transform house museums into more dynamic, educational, and inspirational spaces.

**Shawn Halifax**, Executive Director, Woodlawn Plantation, Alexandria, VA

**Dakota Russell**, Executive Director, The House of the Seven Gables, Salem, MA

*Moderated by **Max van Balgooy**, Principal, Engaging Places, LLC*

### **How Do You Measure Success When the Metrics Change? | 3:15 – 4:30 p.m. ET**

The Measurement of Museum Social Impact Study (MOMSI) addresses the critical need to establish best practices for measuring the social impact museums have on visitors and developing a tool for museums to better understand their social impact on individuals and communities. Learn about MOMSI and how evaluation can be scaled and implemented for historic house museums and why numbers can't be our only measure of success.

**Tammi Flynn**, Director of Marketing, Florence Griswold House, Old Lyme, CT

**Emily Johnson**, Museums Field Services Manager, Utah Division of Arts and Museums, Salt Lake City, UT

**Jen Kindick**, Museum Education Specialist, Molly Brown House Museum, Denver, CO

*Moderated by **Andrea Malcomb**, Museum Director, Molly Brown House and Museum*

### **Who Wants to Have Some Fun? Historic House Happy Hour | 4:45 – 5:30 p.m. ET**

Grab your favorite beverage and settle in for some fun games and networking!

*Facilitated by the AASLH Historic House Affinity Committee*



**REGISTRATION IS OPEN. LEARN MORE AT [AASLH.ORG](https://aaslh.org).**

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## **WEDNESDAY, JULY 12**

### **PLENARY: AM I IN A RUT? INSPRIATION FROM CREATIVE HISTORIC HOUSE INTERPRETATION | Noon - 1:30 p.m. ET**

Representatives from historic sites will share creative ways they have tried to engage with visitors on different levels than a typical tour. You will be inspired by their creativity and want to steal some ideas!

**Chris Danemayer**, Principal, Proun Exhibit Design, Somerville, MA

**Karen Leathem**, Museum Historian, Louisiana State Museum, Madam John's House, New Orleans, LA

**Barbara Silberman**, Director, Special Projects, The Forbes House, Milton, MA

*Moderated by **Kenneth C. Turino**, Manager of Community Partnerships and Resource Development, Historic New England*

### **Are You Prepared? Stewardship of Buildings and Landscapes in Unpredictable Circumstances | 1:30 - 2:45 p.m. ET**

Historic buildings and landscapes are, by nature, irreplaceable artifacts. How do we ensure that we are best stewarding these assets when modern, commercially available solutions may not be appropriate? As life—and our climate—becomes increasingly unpredictable, it's important to remain agile, responsive, and calm. Join our panel to discuss how they approach unanticipated threats to historic buildings and landscapes and offer ways to be prepared when a “plan” doesn't exist.

**Hal Simon-Hassell**, Chief Interpretive Specialist, Historic Sites Division, Texas Historical Commission, Austin, TX

*Moderated by **Mark Heppner**, President and CEO, The Ford House*

### **How Can Telling Everyone's Story Help My Site Be More Relevant? | 3 - 4:30 p.m. ET**

Since 2007, much of the historic house museum field has embraced broader interpretation of their sites. Curators and interpreters are digging deep in their archives and site histories to include the stories of the enslaved, paid domestic workers, and people whose stories were repressed or ignored because it involved something controversial, such as mental illness or LGBTQ+ relationships. This session will highlight sites that have changed their interpretation to be more inclusive and how it has impacted their organization's ability to connect to audiences in and out of their local community.

**Cassandra Andrews**, South District Visitor Services Supervisor, George Washington Memorial Parkway, McLean, VA

**Brigette Jones**, Director of Equitable Partnerships, Belle Meade Historic Site and Winery, Nashville, TN

**Zunny Matema-Miller**, Brahnam Family Descendant, Arlington House, Arlington, VA

**Brooke Steinhauer**, Program Director, Emily Dickinson House, Amherst, MA

**Cecelia Torres**, Gray Family Descendant, Arlington House, Arlington, VA

*Moderated by **Ahmad Ward**, Executive Director, Historic Mitchelville Freedom Park*

### **CLOSING PLENARY: WHERE DO WE GO FROM HERE? | 4:30 - 5 p.m. ET**

The co-chairs of AASLH's Historic House Affinity Committee and the American Alliance of Museums' former Historic House Professional Network will reflect on the discussion of the past two days and look toward the future of the historic house museum field.

**Rena Lawrence**, Historic Site Supervisor, Log Cabin Village, Fort Worth, TX

**Julie Bly DeVere**, Faculty Lecturer and Independent Museum Consultant, Mountain View, CA

**Cara Seitchek**, Smithsonian Institution, Washington, DC

**Lisa Worley**, Director of Material Culture, The Ford House, Grosse Pointe Shores, MI