



# ASSOCIATION UPDATE

WINTER 2012-13

**WNYAHA Board of Trustees**

**President**

Joan Schumaker

*Nunda Historical Society*

**Vice President**

Melissa Brown

*Buffalo & Erie County Historical Society*

**Secretary**

Anna Kowalchuk

*Livingston County Historical Society*

**Treasurer**

Joni Blackman

*Fenton History Center*

Deborah Brundage

*Cobblestone Society & Museum*

Jare' Cardinal

*Seneca-Iroquois National Museum*

Jeff Donahue

*Holland Land Office Museum*

Susan Eck

Robert Kelley

*Wyoming Federation of Historical Societies*

Nona McQuay

*History Center of Niagara County*

Brian Nagel

*Genesee Country Village & Museum*

**Ex-officio**

Lynne Belluscio

*LeRoy Historical Society*

**Administrative Coordinator**

Terry C. Abrams

## News from WNYAHA

As 2012 comes to a close, and we prepare for the holidays, we reflect back on this past year, and look forward to the year ahead. It has been an exciting and challenging year for WNYAHA. Our new technical assistance workshops have done well; thank you to our members who took advantage of this opportunity. It was a great pleasure to be able to go out and visit with your organizations, and learn first-hand about the challenges you face, and what you are doing to sustain your museum, historical society, or in one case, your cemetery association!

Speaking of cemeteries, our annual Grave Matters workshop was the most successful it's been in its five year run. We are talking about a possible "advanced Grave Matters" workshop. Thank you again to our host, the Cobblestone Museum, and our sponsor, Christopher Mitchell Funeral Homes.

Once again we had a very well received program for the annual meeting. Genesee Country Village & Museum did a fantastic job of hosting, and provided us with an excellent behind-the-scenes tour of their new gallery and collections storage facility. Unfortunately, our attendance has been declining the past few years, and we will examine what we are doing, and decide if any changes are needed. Photos of the annual meeting are on page 4.

We are in the midst of strategic planning, and with the help of facilitator Sally Treanor, courtesy of a Get Set Grant, we will examine all of our services and benefits, and hopefully, we will continue to provide our members the tools you need to be successful.

In order to remain fiscally responsible, it is necessary to look for ways to cut costs, wherever possible. Therefore, we are asking if you would like to receive the newsletter via e-mail, or continue to receive the print version. Advantages to the e-newsletter are: photos are in color; you will receive it earlier; and it is much easier to pass along. We hope you will take advantage of this offer. Thanks again for your support, and best wishes for a safe and happy holiday.



*Dicci Montaldi of the North Collins Historical Society accepts an Organizational Merit Award for the society's "Modern Military" exhibit. The awards were given out at the annual meeting held at Genesee Country Village in November. Looking on are WNYAHA board member Deborah Brundage of the Cobblestone Museum and WNYAHA administrative coordinator Terry Abrams. More photos on page 4.*

*Photo by Susan Eck*

# Mobilizing Your Volunteer Force

*Editor's note: part of this article is based on the keynote address at the WNYAHA annual meeting, titled Mobilizing Your Workforce, by Lee Simonson. Our thanks for permission to use ideas from his presentation.*

One of the biggest challenges facing museums and historical societies today is attracting volunteers. How do we recruit people to donate their time and energy to our institutions and events? And once we do recruit them, how do we keep them? Everyone's time is valuable, and it seems, increasingly more scarce. Finding and keeping volunteers is becoming more and more difficult. It is especially difficult to get volunteers in the younger age ranges (30-50) because many are busy with work and family obligations.

Today, many people don't want to make an open-ended commitment. They are, however, willing to make very specific, task-oriented commitments. For example, they may be willing to help out on a mailing, or a one-night fundraiser. Another possibility is family volunteering. Recruiting not just individuals, but entire families for specific events or tasks can ease the burden. If you have family memberships, they can be a source of volunteers for specific events.

Nora McClintock in *Quick Tips for Volunteer Management*, says, "More than fifty percent of people who volunteer do so because they are asked to by a friend, co-worker or acquaintance." Volunteers should be looked at as unpaid staff. You should have job descriptions, an application process, (including interviews), evaluation forms, and background checks. While it may seem counter-intuitive to create a seemingly exclusionary process, it is important to have high quality volunteers, not just bodies. In fact, you will attract people serious

about their commitment, because you are demonstrating your seriousness about committing to them. By creating an atmosphere of professionalism, you are saying they are worth the investment, and giving them a stake in your institution.

You should have a procedural handbook for volunteers to refer to when performing their duties. For those volunteers who work with the public, whether they are sitting at the reception desk, or leading tours, or doing programs, having a manual for reference is useful when dealing with unexpected issues.

Because volunteers are not paid, you must have something in place to reward them for their effort. Volunteers will respond well if they know they are valued and appreciated. Recognition is important, and need not be expensive. Recognition should be public, as well as private. An annual dinner or luncheon for your volunteers may not seem like a big deal, but it is surprising how effective it is. A small token, such as a certificate, or a trinket from the gift shop can be given out. You may want to have something special, a book or personally engraved item for long-term volunteers celebrating milestone anniversaries such as 10 years, 20 years, etc.

Don't underestimate the value of being an "insider." As a volunteer, they have access to non-public areas of your museum, giving them status over the general public. Giving them an ID badge, or a shirt that says "staff" on it, goes a long way to attracting volunteers.

According to Lee Simonson, there are three things to remember: everyone is good at something; volunteers come and go; the most valued trait is enthusiasm! Money cannot buy enthusiasm. To quote Dale Carnegie, "Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success."

Your institution is never bigger than the people associated with it. One toxic person can destroy it. One leader can drive it to unimaginable heights. Avoid the Peter Principle: don't over-promote. Separate the Doers from the Talkers with one simple question: "Would you like to be in charge of that?" Your best volunteer leaders have a track record of experience and achievement in the private, public and non-profit sectors: they get things done, they make things happen, and they accept responsibility. The world is looking for Super-volunteers (force multipliers): expert organizers, influential, respected, creative, expressive; self-directed leaders. Where do you find a super-volunteer? More often than not, they find you: Retired military officers; retired business executives; entrepreneurs; small business owners; former elected officials. If you find a super-volunteer you only need to do three things: Get out of their way; Ask them, "What can I do for you?" Listen and learn!



Standards and Excellence Program  
for History Organizations

For more information, contact the American Association for State and Local History (AASLH) at 1717 Church St, Nashville, TN 37203-2991

Phone: 615-320-3203

[www.aaslh.org/steps](http://www.aaslh.org/steps)

## WNYAHA Awards

Two awards were given out at the Annual Meeting held at Genesee Country Village & Museum on November 3. Both were Organizational Awards of Merit for Exhibits.

The North Collins Historical Society received an award for *Modern Military Exhibit*. This exhibit generated more support from the community than any previous exhibit as well as the largest attendance. This exhibit included photographs of North Collins area military veterans, a seated area with table where visitors could view materials from the Spanish American War through Afghanistan, and an autobiography of a local 50-year Army veteran. Objects that were on loan from community members included uniforms, military passes, shells, scrapbooks and memory service photos, souve-

nirs, gas masks, and other materials that not only documented the soldiers' experiences, but also that of the people at home. The photographic and documentary materials gathered for this exhibit have an educational value to the community for years to come, reflecting the true mission of a small community historical society with little resources beyond an incredibly dedicated staff.

The next award went to the Holland Land Office Museum for the exhibit, *Treasured Memories Wedding Gown*. This exhibit demonstrates how an historical society can commemorate community stories from its collection pieces, creating an exhibit that can have an impact on our understanding of the past, present, and future. This particular

exhibit displayed thirty wedding gowns that dated from the 1840s through the 1980s. The exhibit also included five cases that displayed memorabilia from local brides. One of these cases focused on the brides of World War II. One dress on display, which caught the interest of visitors, was a wedding dress made from parachute material. By collecting oral histories and contemporary community resources with compelling stories that reach all age groups, this exhibit serves as a model for small historical societies and other organizations with limited budgets.

*More on the annual meeting can be found on page 4*

## Northeast Document Conservation Center Training Calendar

The Northeast Document Conservation Center (NEDCC) is a nonprofit, regional conservation center specializing in the preservation of paper-based materials. NEDCC serves libraries, archives, museums, historical societies and other collections-holding institutions, as well as private collections.

Education is key to NEDCC's mission. NEDCC's Preservation Services staff and conservators offer a variety of programs each year to help cultural institutions and individuals preserve their valuable collections.

### **Free Webinar**

**COLLECTIONS CARE: Writing your NEH Preservation Assistance Grant 14 March 2013**  
When: 2-4 PM ET  
Where: Live Online

### **Beginner**

Instructor: Angelina Altobellis, Preservation Specialist, NEDCC

This live, online webinar will cover the important issues that should be considered when preparing to submit an NEH Preservation Assistance Grant. Emphasis will be on preparing the grant narrative, making the case for your project, getting requisite information from consultants, and putting together a good budget. This webinar is for those who have identified a PAG-eligible project, and want to learn strategies for preparing a strong application.

The National Endowment for the Humanities Preservation Assistance Grants for Smaller Institutions help small and mid-sized cultural heritage institutions 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. Preservation Assistance Grants also support education and training in best practices for sustaining digital collections, standards for digital preservation, and the care and handling of collections during digitization.

The 2013 guidelines for Preservation Assistance Grants for Smaller Institutions will be available at <http://www.neh.gov/grants/guidelines/pag.html>.

*(continued on page 5)*

# WNYAHA Annual Meeting



The Annual Meeting was held at Genesee Country Village. Clockwise from top: Lee Simonson, of the Historical Association of Lewiston; Doug Kohler, Erie County Historian talks about using the War of 1812 in the school curriculum; Members of the Stafford Historical Society take a break; Jeff Donahue accepts an Organizational Merit award on behalf of the Holland Land Office Museum; Patricia Tice, curator at Genesee Country Village shows off mannequin forms in a behind the scenes tour.

*Photos 1-4 by Susan Eck; photo 5 by Terry C. Abrams*



## Grants News & Notes

### NY State Archives Announces 2012-2013 Grants

The New York State Archives is pleased to announce the award of grants to applicants to its Local Government Records Management Improvement Fund (LGRMIF) program and Documentary Heritage Program (DHP).

This year, the LGRMIF will distribute \$4.59 million to support 136 grant projects that will address a wide variety of archives and records management needs in New York's local governments. Funded projects include many focused on electronic records, as well as those to expand access to historical records and to increase use of records in the classroom. This year, the LGRMIF has funded nine shared services projects that will develop permanent solutions to shared records management problems for dozens of local governments across the state.

The Documentary Heritage Program will award six grants for a total of \$64,533. The DHP provides funding to historical records repositories across the state to expand access to records and to ensure the documentation of underdocumented communities and topics. The DHP awardees include a variety of institutions, such as colleges and historical societies. For more information go to the NY State Archives website at [www.nysarchives.us.ny.gov](http://www.nysarchives.us.ny.gov)

### Charity Corps.

Nonprofits needing help navigating complex laws governing charity groups will have more legal resources thanks to the expansion of Charity Corps, an initiative pairing nonprofits with volunteer lawyers. The joint initiative of the Attorney General's Office and New York State Bar Association provided volunteer lawyers to 56 nonprofit organizations in a pilot program this year. Next year, it will serve up to 100 more groups. Volunteer attorneys assist the groups on matters involving corporate law, governance and compliance with

fundraising requirements.

Of 80,000 charities in New York, only about a quarter have access to legal counsel, according to Charity Corps' chair Lesley Rosenthal, general counsel of the Lincoln Center for the Performing Arts.

"There's a need for more and greater work by charity groups because the economic times have been so challenging," Rosenthal said. Charity Corps trains its volunteer attorneys on strict regulatory, fundraising and registration legal matters that nonprofits face. It also educates nonprofit leaders on how to navigate a tricky legal climate themselves.

Nonprofits seeking assistance from Charity Corps beginning next year **must apply by Jan. 15**. Groups must have 501(c)(3) nonprofit status and demonstrate they cannot afford counsel. Attorneys interested in volunteering can visit the state bar's website.

## NEDCC Training Calendar (continued from page 3)

You will also find sample project descriptions, sample narratives, and a list of frequently asked questions. The anticipated deadline for applications is early May, 2013.

The Academy of Certified Archivists will award 2 Accreditation Recertification Credits (ARCs) to eligible Certified Archivists (CAs) attending this webinar.

**\*This is a free webinar, but please register to reserve your seat.**

### Webinar

COLLECTIONS CARE: Care and Handling of Multimedia Materials  
26 March 2013

When: 2-4 PM ET

Where: Live Online

Beginner

Instructor: Jessica Bitely, Preservation Specialist, NEDCC

This live online webinar will cover the preservation of multimedia materials commonly found in archival collections, such as audio tapes, video tapes, motion picture film, and optical discs. The structure and deterioration of these materials and the proper preservation environments are discussed.

The Academy of Certified Archivists will award 2 Accreditation Recertification Credits (ARCs) to eligible Certified Archivists (CAs) attending this webinar.

To register for any of these free webinars go to <http://www.nedcc.org/education/training.calendar.php>

# Conferences and Workshops



## Museums in Conversation

The 2013 Museums in Conversation Conference will be held at the Doubletree by Hilton in East Syracuse, New York, April 14-16, 2013!

Museumwise and the Museum Association of New York are proud to be partnering again to bring the New York State museum community together to talk about our work! This year's theme will be "What Does it Mean to Be Diverse?"

This theme builds directly on our 2012 conversations with keynoter Ron Chew! Call for proposals for 2013 will be issued soon and we want to see you involved! Check out the conference website <http://www.museumwise.org/> for details!

## Small Museum Association 29th Annual Conference

Sunday, February 17 - Tuesday, February 19, 2013

Clarion Resort Fontainebleau Hotel, Ocean City, MD

The SMA conference attracts more than 200 museum professionals every year from a wide variety of small museums. Attendees go to sessions on topics ranging from collections and education to staffing and board issues. We offer a large Museum Resource Hall and plenty of informal networking opportunities for you to talk with (and get ideas from!) small

museum professionals and volunteers.

**Theme:** *Superheros: The Extraordinary Power of Small Museums*

### Registration Options & Rates

Registration for the 2013 Small Museum Association Conference is now open. A printable registration form is available here:

[http://www.smallmuseum.org/uploads/5/1/3/4/5134145/2013\\_sma\\_conference\\_registration\\_form.pdf](http://www.smallmuseum.org/uploads/5/1/3/4/5134145/2013_sma_conference_registration_form.pdf)

### Online Registration

Full Registration, all sessions, meals & banquet: Early Bird (ends Feb. 15) \$160.00; Late/Walk-in \$192.00

Full Registration student, all sessions, meals & banquet (student ID required): Early Bird \$135.00; Late/Walk-in \$162.00

Monday Only (Monday sessions, breakfast, lunch & banquet): Early Bird \$115.00; Late/Walk-in \$138.00

Tuesday Only (Tuesday sessions & breakfast): Early Bird \$60.00; Late/Walk-in \$72.00

Guest Meal Add-on (Includes all meals, Mon. & Tues. breakfast, Monday lunch & banquet): Early Bird \$115.00; Late/Walk-in \$138.00

Banquet Add-on (For Tuesday only registrant or guest): Early Bird \$35.00; Late/Walk-in \$42.00

### Location

The Small Museum Association Annual Conference is held each year at the Clarion Resort Fontainebleau Hotel in Ocean City, Maryland.

### Scholarships

Be sure to remember our **Lesley van der Lee Scholarship** opportunity for the conference!

The Small Museum Association's Lesley van der Lee Scholarships offer funding for ten SMA Conference attendees. The scholarship covers the cost of the conference registration, room, meals and a one-year membership in the SMA. Past conference attendees are encouraged to apply, but previous Lesley van der Lee Scholarship winners are not eligible.

### New this Year: Additional scholarship opportunities!

The Small Museum Association has partnered with the Historic House Consortium of Washington, D.C. (HHMC) and the Maryland Association of History Museums (MAHM) to be able to offer additional scholarships to this year's conference. The HHMC scholarship will cover registration, hotel, and meal costs and will be awarded to a staff member (paid or unpaid) at an HHMC member site.

MAHM is sponsoring two scholarships, one which will cover registration, hotel, and meal costs, and one which will cover registration and meals. These scholarships are open to staff members at MAHM member sites and graduate students attending a program in Maryland or Washington, D.C. No additional actions are needed to be considered for these scholarships.

### Awards

The Small Museum Association, Inc. (SMA) requests nominations for its Annual Small Museum Awards. This is an excellent opportunity to acknowledge the hard work of those in the small museum field.

*(continued on page 7)*

## Conferences and Workshops (continued from page 6)

Nominations recognize an individual who has made a significant contribution to a local small museum and/or the small museum field. The awards will be presented at the SMA Annual Conference. This year, two awards will be presented in the following categories:

The Hunter-Burley Award for an individual's outstanding contributions to the advancement of public access and professional growth for an individual institution;

The Small Museum Association Award for an individual's outstanding contributions to the advancement of funding for, professional growth within, and/or the accessibility of information to the small museum community on a regional or state level.

**The deadline is December 31, 2012.**

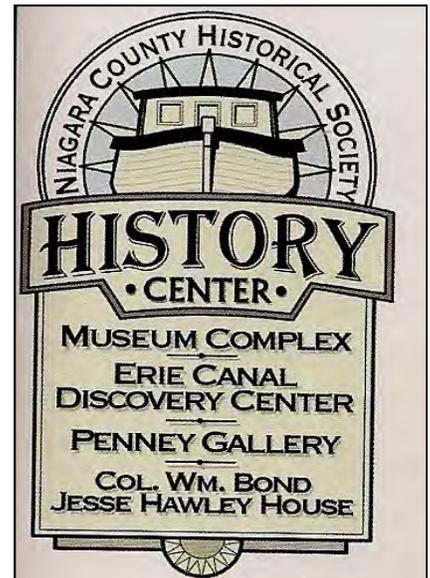
### Call for Proposals:

#### 2013 Conference on NYS History

The 2013 Conference on New York State History will be held at the New York State Historical Association in Cooperstown on June 6-8, 2013. They are seeking proposals for the conference. Presentations may consider any aspect of New York State's History. To mark the Civil War sesquicentennial, we are also soliciting proposals for one set of sessions that will examine aspects of the New York City draft riots of July 1863.

Guidelines and proposal forms are available at [www.nysha.org/cnysh](http://www.nysha.org/cnysh). Proposals are due January 7, 2013.

The New York State Historical Association is proud to sponsor the Conference along with the New York State Archives Partnership Trust, with the support of the New York Council for the Humanities.



**Niagara County  
Historical Society**  
215 Niagara St. • Lockport, NY  
**716-434-7433**  
[history11@verizon.net](mailto:history11@verizon.net)

**Erie Canal  
Discovery Center**  
(located in the Lockport  
Visitors' Center)  
24 Church St. • Lockport, NY  
**716-439-0431**  
[canaldiscovery@aol.com](mailto:canaldiscovery@aol.com)

## New and Renewal Memberships

Just a reminder, all memberships come up for renewal at the end of the year. You can renew your individual or organizational membership now, using the form on page 8. Your dues help us with our mission of providing services for cultural and historical agencies. Thanks to all for your support of WNYAHA.

The following are new or renewal memberships since September 15.

### Individual

Enid Mitchell

Sally Florence

Marybeth Whiting\*

\*Indicates new membership

### Contributions to the Annual Fund

Marybeth Whiting

## ASSOCIATION UPDATE

is published by  
the Western New York Association of  
Historical Agencies (WNYAHA)  
P. O. Box 39, Getzville NY, 14068  
Phone number: (716) 439-6293  
Email address: [wnyaha@yahoo.com](mailto:wnyaha@yahoo.com)  
Website: <http://www.wnyaha.org>

Newsletter editor: Terry C. Abrams

Special thanks to Ann Marie Linnabery of the History Center of Niagara County for assistance with proofreading and editing.

## Technical Assistance Workshops from WNYAHA

We all need a little help from our friends! Now you can call on WNYAHA to bring affordable, professional information and advice to your museum or historical society.

2 – 4 hour workshop sessions are designed to bring you the help you need to meet your institutional goals!



Sarah LeCount of the Rochester Museum and Science Center assesses the Livingston County Historical Society's clothing

### Topics Include:

*Creating Child-Friendly Programs*

*Museum Security*

*Standard Museum Nomenclature*

*Educating and Engaging Children*

*Registering & Cataloging Collections*

*Grant Writing*

*Cleaning and Exhibiting Artifacts*

*Elements of Strategic Planning*

*Grant Funding Research*

*Museum Storage*

*Box Making 101*

*Collections Records*

*Engaging and Training New and Seasoned Docents*

*Don't see the topic you need? Call us!*

Contact the WNYAHA office today to plan your presentation! 716-439-6293 or wnyaha@yahoo.com

Cost for One Presentation:      Members: \$60    Non-Members: \$75

Series of Three Presentations:    Members: \$150    Non-Members: \$200

### Membership Application

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ County \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### Membership Categories:

Student \$15 \_\_\_ Individual \$30\_\_\_ Organizational \$50\_\_\_ Organizational Supporting \$100\_\_\_

Yes! I would like to make an additional contribution: \$10 \_\_\_ \$20 \_\_\_ \$50 \_\_\_ Other \_\_\_\_\_

Mail Check or money order to:

Western New York Association of Historical Agencies, P.O Box 39, Getzville, NY 14068

Phone: (716) 439-6293    email: wnyaha@yahoo.com