international museum theatre alliance

MYSTIC 2017

Navigating the Seas of Change

CONFERENCE PROGRAM

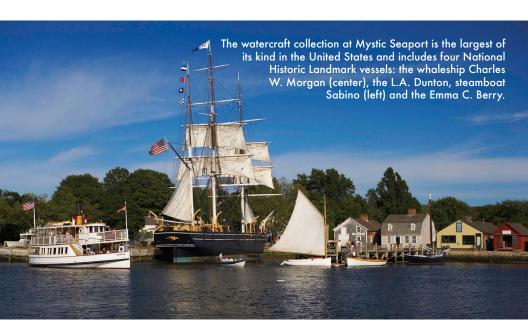


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Navigating the Seas of Change: IMTAL 2017

Welcome to Mystic, Connecticut, and the 2017 IMTAL Americas conference.

We are delighted you are joining us for these days here at Mystic Seaport, and for the sessions we have scheduled. Expect to be challenged, enlightened, entertained, and to enjoy the company of your fellow museum practitioners. Some of us know each other, while some are attending their first conference. Some of us have been IMTAL members for many years (one among us is our founder...) and some of us have only recently joined the organization. Regardless of your tenure, I know that all of us will end these few days stronger in our dedication to the art of museum theatre, stronger in our resolve to present thoughtful work to audiences, and stronger in our friendships.

Enjoy the week!

- Douglas Coler, IMTAL President

GENERAL INFORMATION

Mystic Seaport is an outdoor history museum and re-created seafaring village. The Museum covers 19 public acres and has more than 40 historic and reconstructed buildings. Unpaved roads and cobblestone sidewalks lead to houses, workshops, vessels, and gardens typical of 19th-century rural New England. Boarding vessels is done through a variety of wooden gangways with battens to prevent slippage. Throughout the village and waterfront, the demonstration squad, interpreters and staff re-enact and discuss the daily life, work, and community celebrations of earlier generations. For specific directions, accessibility and safety information, see page 9.

	LOCATION	GET THERE	GET BACK
SUNDAY	Engine Room	Walk or Taxi	Walk or Taxi
MONDAY	Mystic Seaport	Walk *	Walk *
TUESDAY	Mystic Seaport	Walk *	Walk *
WEDNESDAY	Mark Twain House	Bus departs @ 8:30am from Hotel	-
	Gillette Castle State Park	Bus @ 1pm from Mark Twain House	Bus back to Hotel @ 4:15pm
THURSDAY	Mystic Seaport	Walk *	Walk *

^{*} Hotel shuttle may be requested in advance as needed or in the event of bad weather.

SCHEDULE (subject to change) For locations, refer to map on pages 7-8.

Sunday, September 10

4 - 5:30pm

IMTAL BOARD MEETING

Engine Room
14 Holmes Street

Open to all IMTAL members.

7 - 9pm

IMTAL SOCIAL HOUR

Engine Room Mingle with fellow IMTAL members and conference attendees at this informal meet-and-greet at Engine Room gastropub in downtown Mystic!

Monday, September 11

9 - 9:45am

WELCOME - Douglas Coler, IMTAL President
Erik Ingmundson - Director of Interpretation, Mystic Seaport

Thompson
Exhibition Bldg.
Masin Room (#1)

9:45 - 10:50am

Bringing Historic Documents Alive with Theater

Thompson
Exhibition Bldg.
Masin Room (#1)

How do we engage young students with challenging 18th century texts? How can they see the people behind the words? Come see a performance of the *Isaiah Thomas-Patriot Printer* program and then engage in a discussion of how to incorporate historical documents and language into performances that are both historically accurate and entertaining.

Presenters: James David Moran, American Antiquarian Society

Neil Gustafson, American Antiquarian Society Performance with Discussion • For Everyone

11 - 12pm

KEYNOTE PRESENTATION

Yes Anding Our Way Forward Jen Brown, The Engaging Educator

Thompson Exhibition Bldg. - Masin Room (#1)

We know improv is more than just a tool for actors. It's a way of life: from a method to navigate the present in everyday situations with your coworkers to customer service interactions all the way to focusing energy forward, whether that be institutionally or personally. Improv-based thinking, coupled with a greater awareness of self, can lead to a flexibility that allows even the most Type-A overachievers clarity.



12-1pm

LUNCH (provided)

1 - 2:45pm (concurrent)

Thompson Exhibition Bldg. Masin Room (#1)

HiSTORY

Sal St. George and Doug Minerd have spent a lifetime finding ways to use the power of story to create engaging, entertaining and informative experiences for living history museums, site based attractions, theme parks and theater. Storytelling is a craft that can be taught and learned using time honored principles that span generations. Come learn this trade in a master class that will change forever how you educate and make memories for guests.

Presenters: Sal St. George, St. George Living History Productions

Doug Minerd, Minerd Music Works

Workshop • For Everyone

1 - 2:45pm (concurrent)

Stillman Building CCA / Olin Stephens Reading Room (#6)

The Shortest Distance Between Two People is a Story

The stories we create reflect and reveal us: who we are, where we come from, what we believe. Audiences who see themselves reflected in our stories may form powerful connections to those stories. Exploring the stories that form our identity—experimenting with re-interpreting, reframing, and changing them—helps us create powerful, compelling connections with our audience. When we change the story, we change ourselves—and, perhaps, the world.

Presenter: Judy Fort Brenneman, Greenfire Creative, LLC Workshop • For Everyone

2:45 - 3pm

BREAK

3 - 5pm KEYNOTE WORKSHOP Improv Development

CCA / Olin Stephens Reading Room (#6)

Stillman Building

Jen Brown, The Engaging Educator

Have a goal? Is there something you want to do, accomplish or work towards? Through this truly improvised session, we'll survey our own personal and professional development wants and use improv based activities and thinking to get us moving towards action. Be prepared with one personal or professional development area you want to focus on. Get ready to go to the gym for your brain and begin to develop that skill set. Because this workshop is customized to the participants, please come ready to think, move and laugh.



Photo credit: The Engaging Educator

5:30 - 9pm

Sabino Steamboat & Latitude 41°

STEAMBOAT CRUISE and COCKTAIL RECEPTION

L.A. Dunton Dock Join us for a cruise aboard the newly restored Sabino steamboat and receive one free drink ticket for the onboard bar. Afterwards, back on land, enjoy a hosted bar and hors d'oeuvres at Latitude 41° Restaurant.

Tuesday, September 12

9 - 10:30am

Stillman Building CCA / Olin Stephens Reading Room (#6)

Experimenting at the National Museum of American History

What happens when you open a new wing of exhibits, bring a popular civil rights theater program back in a new form, and work with a renowned science museum to rethink visitor participation? All of this took place in 2017 at the Smithsonian's National Museum of American History. The goal—to increase conversation with and among museum visitors—continues to motivate change and action. Staff will share a-ha moments, unintended consequences, lessons learned, and simple creative strategies that any museum can use to provoke curiosity and get people talking.

Presenters: Katharine Mead, National Museum of American History Emma Grahn, National Museum of American History Panel Presentation • For Everyone

10:40 - 12pm

Stillman Building CCA / Olin Stephens Reading Room (#6)

Language, Literature, and Word Play:

How We Use Primary Sources in Script Development

From "Moby-Dick in Minutes" to "Tales of Terror: An Evening with Poe," Mystic Seaport has had both success and failure in developing scripts from classic literature and other primary sources. This session will discuss the development, performance, and evaluation of two new literary scripts that were performed during the summer 2017 season, "Hear Us: Voices from the Past" and "The Tempest: Sea Change On stage." Following a brief discussion of the development process, summer performances, and our evaluation data, each piece will be performed in the exhibits they were created for.

Presenter: Denise Kegler, Mystic Seaport

Performers: Karyn Dawidowicz, Emily Donnel, Nathan Rumney

Performance with Discussion • For Everyone

12 - 3:30pm

LUNCH (on own) and EXPLORE MYSTIC SEAPORT

3:30 - 4:45pm Stillman Building CCA / Olin Stephens Reading Room (#6)

Evolution of Interaction

How do you effectively incorporate audience interaction into a program? At the Children's Museum of Indianapolis, numerous programs have used visitor participation in a variety of ways... and in this session, we'll discuss how our views regarding participation - and our implementation of such - have changed through the years, show video clips of a handful of examples, and even choose a few of you to clown around in one of our most recent participatory programs. Bring your sense of humor.

Presenters: Matt Anderson, Children's Museum of Indianapolis Aaron Bonds, Children's Museum of Indianapolis Interactive Session • For Everyone

Wednesday, September 13

8:30 - 10am TRAVEL from MYSTIC to the MARK TWAIN HOUSE

Bus departs Hyatt Place Mystic at 8:30am.

10 - 1pm Mark Twain House Tour and Talk-Back Lunch (provided)

Experience a Living History Tour with "Lizzie Wills," resident eavesdropping housemaid and busybody, or "Katy Leary," maid to Olivia Clemens for 30 years. The tour will be followed by a talk-back session with the creator and manager, Betsy Maguire during lunch at Wood-N-Tap Bar & Grill.

1 - 2pm TRAVEL from MARK TWAIN HOUSE to GILLETTE CASTLE STATE PARK

2 - 4:15pm Gillette Castle State Park

Join us for a performance of *William Gillette: Senator's Son to Super Sleuth* presented by the East Haddam Stage Company, followed by a Q&A. Then we will tour Gillette Castle, once home to legendary stage actor William Gillette. Best known for his portrayal of Sherlock Holmes, Gillette designed his medieval fortress-like home with elaborate woodwork and furnishings.

4:15 - 5pm TRAVEL back to MYSTIC

Thursday, September 14

9 - 10:25am

Stillman Building

CCA / Olin Stephens

Reading Room (#6)

Responding to Changing Audiences and Programming Needs

Over time, organizational programming needs change and audiences (and their needs!) evolve. Representatives from four organizations will share how they've responded to these changes, the tools they used, and the lessons they've learned along the way.

Presenters: Annie Johnson, Minnesota Historical Society Catherine Hughes, Conner Prairie History Museum Elysia Segal, New York Transit Museum Douglas Coler, Discovery Place Science Panel Presentation • For Everyone

10:25 - 11:45am Just How "Adult" Can Adult Programming Be Before We Stillman Building Cross the Line?

CCA / Olin Stephens
Reading Room (#6)

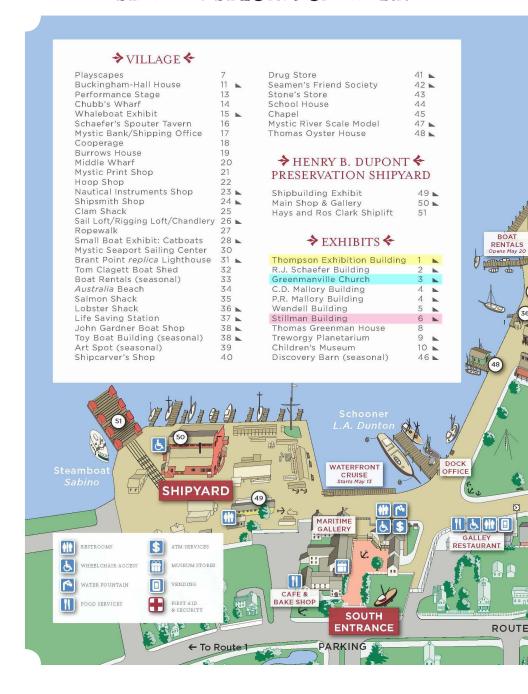
Just how far can we go in presenting activities and shows at adult events? When do we cross over from edgy to poor taste? What are the national, local, and current ideologies that we should consider? Join us for what should be a lively discussion regarding the underbelly of adult programs.

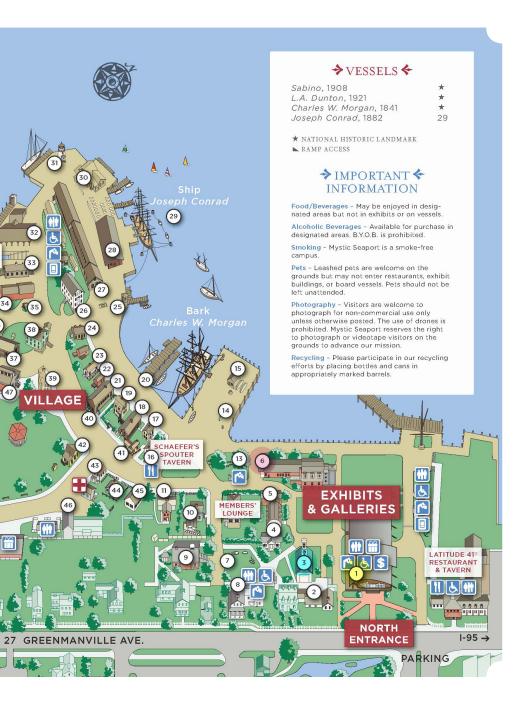
Presenters: Paul Taylor, The Franklin Institute

David Wrigley, *The Franklin Institute* Panel Presentation • For Everyone

11:45 - 12pm CONCLUSION - Douglas Coler, IMTAL President

MAP OF MYSTIC SEAPORT







GETTING AROUND

Conference Hotel: HYATT PLACE MYSTIC

224 Greenmanville Ave Mystic, CT 06355

Sunday Night Events: ENGINE ROOM

> 14 Holmes Street Mystic, CT 06355

Conference sessions will be held at **MYSTIC SEAPORT - Mystic, CT**

North Entrance: 105 Greenmanville Avenue 47 Greenmanville Avenue

South Entrance:

(Rte. 27) (Rte. 27)

Mystic, CT 06355 Mystic, CT 06355

FREE parking is located across the street.

DIRECTIONS TO MYSTIC SEAPORT

If you're walking: Hyatt Place Mystic is located 0.7 miles from Mystic Seaport, about a 15-minute walk. Head directly south on Greenmanville Avenue, Mystic Seaport will be on your right.

If you're driving: Take I-95 to Exit 90 and head south on Route 27 (Greenmanville Avenue) about a mile. Mystic Seaport is on your right, free parking is across the street.

ACCESSIBILITY & SAFETY

Approximately one-third of the buildings have wheelchair-accessible entrances; interior access varies. The village's unpaved roads are generally firm and stable suitable for wheelchairs and strollers. All roads are basically level with a few slight inclines located near the Children's Museum, Treworgy Planetarium and Membership Building.

Wheelchairs are available for loan at the Visitor Reception Center on a first-come, firstserved basis. Service animals are welcome on grounds, in exhibits, and on vessels. First Aid is located within the Security Building. First-aid staff are available during Museum hours.

- Please do not approach, touch, or feed the horses. Animals can be unpredictable.
- Walk carefully Village roads, buildings floors, and vessels are like those of early New England.
- · Some of the historic buildings cannot accommodate strollers.
- Smoking, eating, and drinking are not permitted in buildings or aboard vessels.
- Please do not walk or climb on fences, walls, or trees.

RESTAURANTS at Mystic Scaport

For locations, please refer to the map on pages 7-8.

LATITUDE 41° RESTAURANT & TAVERN (near #1)

Tuesday - Thursday: 11:30am - 9pm Friday & Saturday: 11:30am - 10pm

Sunday: 11am - 9pm

Happy Hour: Tuesday - Friday, 4 - 6pm

Enjoy New American cuisine prepared with the highest quality ingredients. Dine in one of the main dining rooms, gather for casual fare in the classic Shipyard Tavern, warm yourself near one of the fireplaces, or sit back and enjoy the cool breezes of the Mystic River while dining al fresco.

THE GALLEY (across from L.A. Dunton Dock)

Monday - Thursday: 11am - 3pm Friday - Sunday: 11am - 4pm

While exploring the grounds of Mystic Seaport, the Galley Restaurant is perfect for a quick and casual bite. Especially popular with families, the Galley has informal tray service and a convenient location on the Village Green, with both indoor and outdoor seating. Just steps away from the Visitor Center main entrance, this is the place to meet up with friends and family and grab breakfast or a lunch of sandwiches, fish and chips, burgers and their own traditional sodas.

SCHAETER'S SPOUTER TAVERN (#16)

Open daily, 11:30am - 5pm

Enjoy a riverside lunch at Schaefer's Spouter Tavern, which is located in the heart of the Museum's seafaring village alongside the 1841 whaleship Charles W. Morgan. During the winter months, warm up inside by the fire and enjoy casual fare like hearty soups and griddled sandwiches.

CAFE & BAKE SHOP (near the South Entrance)

Open daily, 8am-5pm

The shops at Mystic Seaport are a destination in and of themselves. Attached to the Museum Store, our Cafe & Bake Shop offers a selection of pastries, sandwiches, coffee, juices, and soda you can enjoy indoors or out. Treat yourself to our assorted scones, banana bread, cinnamon twists, freshly made fudge, and more! Seasonal treats are also offered throughout the year.

SESSION PRESENTERS

FEATURED SPEAKER

JEN BROWN (OLENICZAK) is the Founder and Artistic Director of *The Engaging Educator*. Through *EE*, her pedagogical approach of Improv as Continuing Education has reached over 25,000 people – all non-actors!

Since 2012, Jen has given three TEDx Talks on the power of Improv, grown EE to three locations in NYC, Winston-Salem, NC and LA, and recently began The Engaging Educator Foundation, a 501(c)(3) which offers free and low-cost Improv workshops for educators, at-risk adults, teens and students on the Autism Spectrum. Jen holds degrees and accreditation from Marquette University, City College of New York, St. Joseph's University and Second City.

MATT ANDERSON is Lead Actor at the Children's Museum of Indianapolis, where he's worked for almost ten years. Matt has portrayed hundreds of characters there – from Anne Frank's father to a plumber – and also helps direct and write new programs, such as the one you'll be seeing in Tuesday's session.

AARON BONDS is Experience Manager at the Children's Museum of Indianapolis. Aaron manages TCM's actor interpreter unit, and thoroughly enjoys his role in creating world-class interpretive programming. Aaron has been with the museum for over ten years and is excited to exchange ideas with this unique collection of theatre professionals.

JUDY FORT BRENNEMAN, Greenfire Creative, LLC, helps people tell their stories. She creates and presents writing workshops and retreats; is an award-winning author and playwright, writing coach, and speaker; and served as IMTAL's Publications Officer. Judy is the author of *Electric Lemons: Interpretation and the Art of Writing* (forthcoming November 2017).

DOUGLAS COLER is the coordinator for Shows and Floor Programming at Discovery Place Science in Charlotte, NC, and serves as President of IMTAL. In his capacity as president, he serves on the AAM Council of Affiliates. He is a member of Actor's Equity, SAG-AFTRA, and a graduate of The American Academy of Dramatic Arts. He has presented sessions at IMTAL & NISEnet conferences, and at AAM, alongside his fellow IMTAL members.

EMMA GRAHN is a program manager at the National Museum of American History, focusing on theater programming, object-based learning, and museum education. She holds a M.A. in Museum Studies from the George Washington University.

NEIL GUSTAFSON is a professional actor who has worked with the Wheelock Family Theater, the Lyric Stage, and other regional theater companies. Gustafson has appeared in the films *A Midwife's Tale* and *Next Stop Wonderland*, and his television work has included segments of *The Practice and Spenser: For Hire*.

CATHERINE HUGHES is Director of Interpretation and Evaluation at Conner Prairie History Museum and adjunct faculty in the theatre department at Butler University. A theater practitioner, educator, and researcher, she founded the International Museum Theatre Alliance and has worked at the Atlanta History Center; the Museum of Science, Boston; and the London Science Museum. She is the author of *Museum Theatre: Communicating with Visitors through Drama* and received a PhD in Theatre Education from the Ohio State University.

ANNIE JOHNSON is the Interpretive Programs Manager for the Minnesota History Center. She plays an instrumental role in the creation of engaging museum-based educational experiences for visitors of all ages, including hands-on in-gallery activities, museum theater productions, and exhibit development.

DENISE KEGLER is the Performance and Gallery Programs Supervisor at Mystic Seaport. In her work, she has written and adapted seven original scripts, all of which include some element of historic text. She strives for innovation, and has worked to expand the museum's theatrical offerings for daily museum audiences and after-hours programs.

KATHARINE MEAD is a program manager at the National Museum of American History. Her work focuses on facilitation, public programs, and food and agriculture history. She previously worked at Mystic Seaport on the multi-faceted 38th Voyage of the Charles W. Morgan.

JAMES DAVID MORAN is Vice President for Programs and Outreach at the American Antiquarian Society. He is a writer, director, and producer who has created a variety of video, audio, and theatrical presentations for corporations, cultural institutions, and individuals. Moran wrote and staged the presentation of *Isaiah Thomas – Patriot Printer*.

DOUG MINERD is an accomplished producer and storyteller who has created experiences for some of America's best known and loved attractions including Cedar Point, Busch Gardens, SeaWorld and Sesame Place. Recent partners include Busch Gardens, Gaylord National Resort, Thomas Jefferson's Monticello and Elmo. Yes. THAT Elmo.

ELYSIA SEGAL is program writer/senior costumed interpreter at the New York Transit Museum, where she portrays numerous historical characters onboard vintage subway cars and writes interactive shows on topics ranging from electricity in the subway to an Epic Rap Battle about weather preparedness! A graduate of NYU Tisch, she currently serves as IMTAL Secretary and is a member of AEA and SAG-AFTRA.

SESSION PRESENTERS (continued)

SAL ST. GEORGE is a consultant who produces original educational programs for historic landmarks. His company creates award winning presentations depicting the lives of America's Greatest Leaders, Legends and Icons. Clients include Vanderbilt Museum, Southampton Museum, Branson MO, Historic Philadelphia, Ward Melville Heritage, Deepwells Farm and Georgian Court Mansion.

PAUL TAYLOR has specialized in Museum Theatre producing plays at The Philadelphia Zoo, New Jersey State Aquarium, the Absecon Lighthouse and The Franklin Institute. Paul is a member of AEA and currently works as the Traveling Science Show Manager at The Franklin Institute and is a Past President for IMTAL.

DAVID WRIGLEY is Founder and Artistic Director of Brotherly Love Theatre Company. David has trained and created content with Muhlenberg College, Touchstone Theatre, Second City, iO Theatre, Museum of Science and Industry, and now The Franklin Institute.



THANK YOU

Host Organizations

Mystic Seaport Museum, Denise Kegler Mark Twain House, Betsy Maguire Gillette Castle State Park, Philip Yuris East Haddam Stage Company, Kandie Carle



2017 IMTAL Conference Committee

Lindsay Genshaft

Denver Art Museum

Annie Johnson, IMTAL Treasurer Minnesota Historical Society

Denise Kegler

Mystic Seaport Museum

Conference Programs:

Todd D. Norris, Committee Chair, IMTAL Vice President Children's Museum of Indianapolis

Amber Parham

Denver Museum of Nature and Science

Connor Prairie History Museum

Mark Wehlage, IMTAL Membership Officer

Elysia Segal, IMTAL Secretary

New York Transit Museum

KEEP UP

...with IMTAL online and on social media!

Connect with IMTAL Americas on:

Website www.imtal-us.org

f Facebook www.facebook.com/IMTALAmericas

У Twitter @IMTALAmericas

Instagram @IMTALAmericas for posts and pictures about IMTAL news and events!

Use hashtag #IMTAL2017 for all things IMTAL Conference and don't forget to tag us when sharing your own museum theatre related posts and tweets!

The International Museum Theatre Alliance (IMTAL) is a nonprofit, professional membership organization and an affiliate of the American Alliance of Museums. IMTAL's mission is to inspire and support the use of theatre and theatrical technique to cultivate emotional connections, provoke action, and add public value to the museum experience.

IMTAL BOARD

Douglas Coler, President *Discovery Place Science* president@imtal-us.org

Todd D. Norris, Vice President *Children's Museum of Indianapolis* vicepresident@imtal-us.org

Annie Johnson, Treasurer Minnesota Historical Society treasurer@imtal-us.org

Elysia Segal, Secretary/Webmaster New York Transit Museum secretary@imtal-us.org

Mark Wehlage, Membership Officer Connor Prairie History Museum membership@imtal-us.org

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Elizabeth Pickard, Past President Missouri History Museum

