The Michigan Archival Association invites you to join friends and colleagues for the 2014 Annual Meeting on historic Mackinac Island! With the beautiful island atmosphere, wonderful attractions, and a great program, this conference promises to be one of our best. This year’s meeting site is Mission Point Resort, located on the southeastern tip of the island overlooking Lake Huron. Bring your bicycle and good walking shoes as the island is automobile free.

In addition to an impressive list of sessions, conference highlights include a reception at the Manoogian Mackinac Art Museum, sponsored by the Bentley Historical Library, and tours of the Governor’s Residence, Fort Mackinac, the Arnold Docks, and the historic Mission Point Resort. The island offers a wide array of cultural and recreational opportunities, such as biking, golfing, hiking, shopping, and historic battlefield tours. In addition, you can choose from a number of organized social activities like a pub crawl, fudge crawl, or a showing of Somewhere in Time, which was famously filmed throughout Mackinac Island (including the Mission Point Theater where the showing will be held). Be sure to check your welcome packet for a listing of activities and recreational offerings.

Keynote Speaker
Joining us as our keynote speaker this year is Bob Brown, former General Manager of Arnold Transit Company. Mr. Brown started out as a deckhand in 1970 at the age of 19. He worked every position on Arnold boats – deckhand, purser, engineer, and captain – before taking a management position in 1977. Upon retirement in 2013, Mr. Brown told the Mackinac Island Town Crier that history is what makes Arnold Transit so special, as it is the oldest local ferry company operating today.

The Arnold Transit Company began as the Arnold and Coats Ferry Line, started in 1878 by George T. Arnold and L.B. Coats in response to commercial and residential growth in the straits. After a number of changes and acquisitions, Arnold Transit Company grew to be a successful business. In 1935, the Arnold heirs sold their interests in the ferry line to Otto W. Lang and Prentiss M. Brown, Sr. – Mr. Brown’s grandfather.
Registration
For your convenience, the conference registration desk, located in the hall outside the meeting rooms, will be open 8:00 a.m. – 12:00 p.m. on Thursday and Friday.

Hotel Information
Historic Mission Point Resort on Mackinac Island is our conference hotel. Set on the sunrise side of the island, the resort is just a short horse-drawn carriage ride or a 15-minute walk from downtown and the ferry docks. All lunches and sessions will take place at Mission Point. Continental breakfast will be served near the meeting rooms on Thursday and Friday. There are two restaurants and a market on site.

A block of rooms has been reserved for June 25 – 27. Room rates per night, not including taxes, are as follows: single/double, $139; family suite, $159; hot tub suite, $179. In addition, there is a luggage transport fee of $6.00 per person that will be charged to your room. The reservation deadline is May 5, 2014 for the conference rate. Please call 906-847-3000 to make reservations, and mention that you are staying as part of the Michigan Archival Association conference to receive the discounted rate.

Transportation
We have arranged for a round-trip ferry rate with Arnold Transit at $18.00 for adults and $9.00 for children 5-12 (children under 5 are free). In order to receive the discounted rate, you must pay for the ferry with your conference registration before May 30. A list of pre-paid names will be provided to Arnold Transit and verified prior to ferry boarding. There are two mainland docks to choose from for your departure:

- Mackinaw City Dock - 801 S. Huron Ave., Mackinaw City, MI 49701
- St. Ignace Dock - 99 N. State St., St. Ignace, MI 49781

On the island, you will find horse-drawn shuttles waiting to take you to Mission Point or you can enjoy the 15-minute walk from the dock to the resort. The Mission Point shuttle is $4.75 per person, one way, and only cash is accepted. Luggage is automatically delivered to the resort as part of the handling fee that is charged to your room.

Tours
On Thursday, June 26, tours of the historic Governor’s Residence, Fort Mackinac, Mission Point Hotel and grounds, and the Arnold Docks will be offered from 4:00 p.m. – 6:00 p.m.

A private tour of the grounds and first floor of the Mackinac Island Governor’s Residence has been organized specifically for MAA. This historic home, situated next to Fort Mackinac overlooking the harbor, has functioned as a summer home for nine Michigan governors and their families since the 1940s. It has also hosted many dignitaries, including five U.S. Presidents. The original house was built in 1902 and was purchased by the Mackinac Island State Park Commission in 1944. It is listed on the National and Michigan Registers of Historic Places. Space is limited and you must pre-register for the tour, as a brief security check will be conducted by the Governor’s Office prior to the conference.

Built by the British army during the American Revolution, Fort Mackinac is located 150 feet above the Mackinac Island Harbor and the downtown area. The stone Officer’s Quarters structure is considered the oldest building in the state of Michigan. The Fort is part of the Mackinac Island State Park, which became Michigan’s first state park in 1895 after serving as the country’s second National Park from 1875-1895. Steve Brisson, Deputy Director of Mackinac State Historic Parks, will lead a tour that explores the storied history of the Fort and details new plans for the Mackinac Island State Park.

Bob Brown, former General Manager of Arnold Transit Company and this year’s keynote speaker, will lead a tour of the facilities of Arnold Lines, including the docks and warehouses. Arnold Lines began service in 1878, making it the oldest and longest operating ferry line on the straits. Today, Arnold Lines operates three classes of boats – catamarans, ferries, and freight – which transport goods, supplies, and animals daily to the island.
Bradley McCallum, Manager of Mission Point Resort and current member of the Mackinac Island Historic District Commission, will lead a tour of the Mission Point Hotel and grounds. Mr. McCallum will discuss the original Mission Church, one of the first Protestant churches in the Midwest and Mission Point’s namesake, the location’s ties to multi-national evangelistic group Moral Re-Armament (MRA) in the 1950s, sale of the land to evangelist Rex Humbard, and the property’s transition into a hotel in 1977.

Silent Auction
This year MAA will hold a silent auction to raise funds for Michigan History Day, the Marilyn McNitt Memorial Scholarship, and the fall workshop grant. Items will be on display to view and place bids. The highest bidder must be present at the end of the conference to accept their winnings. Auction items this year include tickets to Frederik Meijer Gardens and Sculpture Park, a Herman Miller tour and lunch, a Japanese-themed basket, and an autographed ball from Tigers’ pitcher Max Scherzer. Please check your welcome packet when you arrive for a complete list.

Reception
Mackinac State Historic Parks is hosting our reception at The Richard and Jane Manoogian Mackinac Art Museum on Thursday, June 26, from 6:00 p.m. – 8:00 p.m. The museum, which is located down the hill from Fort Mackinac, houses one of the most diverse art collections in the region. It showcases Mackinac-related art and photography dating back to the 17th century and features the work of William H. Gardiner. The Bentley Historical Library is sponsoring this year’s reception. Reception attendees can utilize one of the horse-drawn shuttles or walk (15 minutes) from the resort to the museum.
Thursday June 26, 2014

8:00 a.m. – 12:00 p.m.
Registration

9:00 a.m. – 10:15 a.m.
Unique Partnerships
In this session, speakers will discuss partnerships they developed that exist outside of typical disciplines and associations. Through these unique partnerships, archivists were able to create and strengthen connections with entities to which they may have been unknown before, and promote access to their collections with new audiences. Presentations will describe situations that arose while working with historical newspapers, reaching across the college quad to administrative offices in order to create an exhibit, and collaboration with science departments.

- Kim Hagerty, Clarke Historical Library
- Nicole Garrett Smeltekop, Albion College
- Elise Reynolds, Bentley Historical Library
- Chair: Christiane Evaskis-Garrett, Proquest

Reference and Assessment
Reference is one of the key services provided by archives of all types and sizes. Evaluating reference services can often lead to surprising results, which may impact both procedures and resources. This session will include presentations on website assessment through a multi-step process to gauge user interaction, the use of LibAnalytics to define reference as part of a library-wide assessment, and the relationship between assessment and digital reference.

- Jill Arnold, Archives of Michigan
- Melinda Isler, Ferris State University
- Karen Jania, Bentley Historical Library
- Chair: Kristen Chinery, Walter P. Reuther Library

10:15 a.m. – 10:45 a.m.
Break

10:45 a.m. – 12:00 p.m.
Archaeology at Fort Michilimackinac
The past 55 seasons of archaeological excavations at Fort Michilimackinac, in Mackinaw City, Michigan, have revealed volumes about the largest eighteenth-century fur trade entrepot in the Great Lakes region. About two-thirds of the Fort has been excavated to date, and the over one million artifacts found on this project speak to issues of dietary preferences, religious practices, trade activities, military operations, consumerist tendencies, and survival amidst the inter-ethnic negotiations of identity. This presentation will focus on the 2010-2013 excavations at House E of the Fort’s Southeast Rowhouse and the significance of this work for professional archaeologists and the public alike.

- Kelly Beattie, Mackinac State Historic Parks
- Alexandra Conell, Mackinac State Historic Parks
- Chair: Rebecca Bizonet, The Henry Ford

12:00 p.m. – 2:00 p.m.
Lunch and Keynote Speaker

2:00 p.m. – 3:30 p.m.
Social Media: Getting the Word Out
Many institutions are interested in working with social media, but are not sure where to begin. This session will highlight ways institutions can effectively use social media, including blogs, Facebook, Twitter, and YouTube, to promote collections, staff, and institutional news. The presenters will address collaboration, how to scale social media programs designed for large institutions down to manageable size for smaller archives, and the process of setting goals, measuring outcomes, and establishing workflows.

- Megan Malone, Michigan State University Archives
- Rebecca Bizonet, The Henry Ford
- Emma Hawker, Bentley Historical Library
- Chair: Bob Garrett, Archives of Michigan

Collection Development: Determining What to Collect
Creating or adding to an archival collection can be difficult, even more so if done without a clear plan of what materials to take. This session will highlight effective strategies and areas of concern when growing archival collections. Presentations will address regional documentation in a specific time period, the effort versus results when working with a long-standing collection development plan, and how best to archive current events for future historical use.

- Frank Boles, Clarke Historical Library
- Len Coombs, Bentley Historical Library
- Terry McDonald, Bentley Historical Library
- Chair: Karen Morgan, University of Michigan-Dearborn

4:00 p.m. – 6:00 p.m.
Tours

6:00 p.m. – 8:00 p.m.
Reception
Friday June 27, 2014

8:00 a.m. – 12:00 p.m.
Registration

9:00 a.m. – 10:15 a.m.
New Digs: The Logistics of Additions and Relocation
This session will address the time, cost, and personnel considerations during relocation necessitated by renovation or new construction. Presenters will describe the opening of a special collections research library, planning for which spanned nearly a decade; renovations and a small addition to an architecturally significant Albert Kahn-designed building, which required relocating the entire collection; and the challenges faced with regards to the move of library and archival materials within a museum during extensive renovation.

- Sharon Carlson, Western Michigan University
- Brian Dunnigan, William L. Clements Library
- Maria Ketcham, Detroit Institute of Arts
- Chair: Whitney Miller, Michigan State University Archives

Oral History: How to Begin and Expand a Program
This session will explore ways in which oral history has become an area of growing interest for many archives. The presenters will discuss issues such as increasing access to transcripts and recordings by utilizing a digital commons and YouTube, the problems an archivist experiences when taking over an oral history project from another person, and how perspective changes when working with different types of projects and people.

- Daniel Golodner, Walter P. Reuther Library
- Geoffrey Reynolds, Joint Archives of Holland, Hope College
- Sarah Roberts, Michigan State University Archives
- Chair: Carol Vandenberg, Madonna University

10:15 a.m. – 10:45 a.m.
Break

10:45 a.m. – 12:00 p.m.
Copyright Evolution and Archives
Copyright is a delicate matter for many archives, especially with respect to digital materials. Proper acknowledgement and reproduction rights can be further complicated by vague deeds of gift or difficulty in identifying a creator. Presentations in this session will address the establishment of reliable and responsible processes for assessing the copyright status of books in a digital library, copyright concerns and licensing agreements for visual resources, and incorporating Creative Commons licenses into a copyright management strategy.

- Rich Adler, Hathi Trust
- Elizabeth Clemens, Walter P. Reuther Library
- Aprille McKay, Bentley Historical Library
- Chair: Elizabeth Skene, Arab American National Museum

12:00 p.m. – 2:00 p.m.
Lunch and Business Meeting

2:00 p.m. – 3:30 p.m.
ArchivesSpace 101
Last year, ArchivesSpace replaced Archivists’ Toolkit and Archon – the two primary collection management systems used by archives. This session will discuss the challenges with ArchivesSpace implementation, migration issues, and lessons learned that will assist other archivists in assessing their institution’s collection management needs. Each panelist represents an institution that is involved in developing an ArchivesSpace review or adoption program, with various stages of implementation.

- Matt Adair, Bentley Historical Library
- Ed Busch, Michigan State University Archives
- Paul Neirink, Walter P. Reuther Library
- Chair: Melinda Isler, Ferris State University

Fundraising and Collection Marketing
Archives and other non-profits are continuously searching for new ways to fund and promote essential programs and services. In this session, speakers will talk about creative ways to advertise collections and garner funding that can make a difference in this difficult budget climate. Presentation topics include the process of starting and building a fundraising program, use of social media to promote collections and reference services, and marketing an institution and educational programs through an on-site store.

- Bob Garrett, Archives of Michigan
- Ann Rock, William L. Clements Library
- Casey Westerman, Walter P. Reuther Library
- Chair: Troy Eller English, Walter P. Reuther Library
Thank you, elected officials and volunteers, for your service!

Michigan Archival Association Board Members
Kristen Chinery, President, Walter P. Reuther Library, Wayne State University
Melinda McMartin Isier, Vice-President, Ferris State University
Cheney Schopieray, Secretary, Clements Library, University of Michigan
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Rebecca Bizinet, Member-at-large, The Henry Ford
Karen Jania, Member-at-large, Bentley Historical Library, University of Michigan
Sarah Roberts, Member-at-large, Michigan State University Archives
Elizabeth Skene, Member-at-large, Arab American National Museum
Nicole Garrett Smeltekop, Member-at-large, Albion College
Carol Vandenberg, Member-at-large, Madonna University

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Elizabeth Clemens
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Please fill out this form and the schedule checklist on the reverse side and send it with your check to: Michigan Archival Association (MAA), C/O Susan Panak, Spring Arbor University White Library, 106 E. Main St. Suite 7, Spring Arbor, MI 49283. Registrations must be postmarked by May 30.

PERSONAL INFORMATION

Name ___________________________________________________________________________
Affiliation ___________________________________________________________________________
Address ___________________________________________________________________________
City ___________________________     State ______________     Zip _____________
Daytime Phone Number __________________________  E-mail ____________________________

Are you currently a member of MAA?     □ Yes    □ No

A list of names, addresses, and contact information for all registrants will be included in your conference packet. 
Do you wish to be included in this list?     □ Yes    □ No

REGISTRATION RATES (After May 30, you must register on-site. The on-site rate is $100.00.)

Early-Bird, MAA Members postmarked by April 25, 2014                  $75.00   ______
MAA Members postmarked by May 30, 2014                  $85.00   ______
Non-members postmarked by May 30, 2014                  $90.00   ______
Students postmarked by May 30, 2014                  $50.00   ______

DO NOT MAIL YOUR REGISTRATION AFTER MAY 30, 2014!

Registration rates include all sessions, lunch, and refreshments on both days, and the Thursday reception. On-site registrations cannot be guaranteed lunch.

TRANSPORTATION (Filled on a first-come, first-served basis. Indicate total amount.)

Round-trip ferry rate, adult $18 x _____ = $ ______
Round-trip ferry rate, child (5-12) $9 x _____ = $ ______
Round-trip ferry rate, child (under 5) $0 x _____ = $ ______
Passenger names: ______________________________________________________________________________

TOURS (Filled on a first-come, first-served basis. Tours are non-refundable.)

Governor’s Residence (space limited)                  $10.00 ______
Fort Mackinac                                          $  7.00 ______
Mission Point Hotel and Grounds                  $  5.00 ______
Arnold Docks (space limited)                  $  5.00 ______

MEALS (Please contact Susan Panak to make arrangements for guest meals and/or reception tickets.)

Vegetarian meal requested □ Thursday     □ Friday

DONATION (To help defray MAA meeting costs.) $ ______

TOTAL AMOUNT ENCLOSED (Make your check payable to Michigan Archival Association) $ ______

All registrants will receive an acknowledgment of their registration.

Participation in MAA’s Annual Meeting grants MAA permission to use images of attendees in publications, promotional materials, and on the MAA website.

Remember to fill out the checklist on the reverse side of the form!
Sessions, Tours, and Special Events Checklist

Help us plan! Please tell us what sessions and events you will be attending. This helps us to determine conference room assignments and seating allocation. A map to all conference room assignments will be included in the packet you receive at the Annual Meeting.

Thursday, June 26:

_____ 9:00 a.m. – 10:15 a.m.  Session: Unique Partnerships
_____ 9:00 a.m. – 10:15 a.m.  Session: Reference and Assessment
_____ 10:15 a.m. – 10:45 a.m.  Break
_____ 10:45 a.m. – 12:00 p.m.  Session: Archaeology at Fort Michilimackinac
_____ 10:45 a.m. – 12:00 p.m.  Session: Thinking Digital
_____ 12:00 p.m. – 2:00 p.m.   Lunch and Keynote Speaker, Bob Brown
_____ 2:00 p.m. – 3:15 p.m.   Session: Social Media: Getting the Word Out
_____ 2:00 p.m. – 3:15 p.m.   Session: Collection Development: Determining What to Collect
_____ 4:00 p.m. – 6:00 p.m.   Tour: Governor’s Residence
_____ 4:00 p.m. – 6:00 p.m.   Tour: Fort Mackinac
_____ 4:00 p.m. – 6:00 p.m.   Tour: Mission Point Hotel and Grounds
_____ 4:00 p.m. – 6:00 p.m.   Tour: Arnold Docks
_____ 6:00 p.m. – 8:00 p.m.  Reception at Manoogian Mackinac Art Museum

Friday, June 27:

_____ 9:00 a.m. – 10:15 a.m.  Session: New Digs: The Logistics of Additions and Relocation
_____ 9:00 a.m. – 10:15 a.m.  Session: Oral History: How to Begin and Expand a Program
_____ 10:15 a.m. – 10:45 a.m.  Break
_____ 10:45 a.m. – 12:00 p.m.  Session: Copyright Evolution and Archives
_____ 10:45 a.m. – 12:00 p.m.  Session: Mackinac Island History
_____ 12:00 p.m. – 2:00 p.m.   Lunch and Business Meeting
_____ 2:00 p.m. – 3:15 p.m.   Session: ArchivesSpace 101
_____ 2:00 p.m. – 3:15 p.m.   Session: Fundraising and Collection Marketing