



Marketing
Our
Knowledge

2005

Spring Heritage Conference

April 28 - 30, 2005 | Annapolis Basin Conference Center | Cornwallis, NS
Presented by the Council of Nova Scotia Archives and the Federation of Nova Scotian Heritage



Conference Welcome

This year's Spring Heritage Conference dives into the topics of marketing, retail and audience development through a wide range of sessions planned by a partnership between the Council of Nova Scotia Archives and the Federation of Nova Scotian Heritage. Together we have designed workshops, tours, seminars and gatherings suited to staff and volunteers who work at archives, community museums and historical societies of all sizes.

As non-profits we face the increasing pressures of revenue generation, visitation, community relevance and sustainability. We are challenged to compete within the marketplace as businesses selling a product and servicing customers. Our knowledge, our collections and the unique experiences we share have a value beyond dollars. Are you challenged by the need to revitalize your position within your community? Your future viability and vitality depend upon your unique identity, your reach and your ability to connect.

We invite you to discover how non-profits can benefit from the business of marketing. We offer you an opportunity to learn, visit new sites, share, unwind, and explore your potential. Plan to attend as we join with our hosts the Town of Annapolis Royal, recently designated one of five Cultural Capitals of Canada, and the Annapolis Heritage Society to bring you the 2005 Spring Heritage Conference "Marketing our Knowledge."

David Huddleston
President
Federation of Nova Scotian Heritage

Michael Moosberger
President
Council of Nova Scotia Archives

CONFERENCE PROGRAM WORKING GROUP

- Susan Charles, Federation of Nova Scotian Heritage
- Paul Collins, Heritage Division, Nova Scotia Department of Tourism, Culture & Heritage
- Rhianna Edwards, Council of Nova Scotia Archives
- Margrete Kristiansen, Federation of Nova Scotian Heritage
- Sheryl Stanton, Council of Nova Scotia Archives
- Joliene Stockley, Federation of Nova Scotian Heritage
- Karen White, Council of Nova Scotia Archives
- Trina Whitehurst, Federation of Nova Scotian Heritage

CONFERENCE VOLUNTEERS

- Kathryn Harvey, CNSA Joanne McCarthy, CNSA
- Maggie MacIntyre, FNSH Lorraine Slopek, CNSA

LOCAL AREA ARRANGEMENTS

- Gerry Cann, Cornwallis Military Museum
- John Kirby, Annapolis Royal Historic Gardens Society
- Peter Nordland, Cornwallis Military Museum
- Ryan Scranton, Annapolis Heritage Society
- Hal Theriault, Bear River First Nation Heritage & Cultural Center

PLEASE ADDRESS CONFERENCE CORRESPONDENCE TO:

Federation of Nova Scotian Heritage
1113 Marginal Road, Halifax NS, B3H 4P7
Tel: 902-423-4677 Toll-free: 1-800-355-6873
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CONFERENCE IDENTITY designed by David Carter

The 2005 Spring Heritage Conference is presented thanks to the financial support of:



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Heritage**

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canadien**



Tourism, Culture and Heritage

Conference Highlights



Robert Ferguson, Knowledge Marketing Group and MUSE magazine

Robert Ferguson has worked with a diverse range of organizations including museums, archives and universities. He created Knowledge Marketing Group in 1999 to “show how an organization’s identity and its knowledge assets work in sync to deepen its brand, extend awareness, and create enduring relationships.” Robert is best known to the heritage community for his column “Identity Crisis” in the Canadian Museum Association’s magazine *Muse*. Through his writing for *Muse*, Robert discusses his views on strategic marketing management and identity.



Paul Bogaard, Trustee, Tantramar Heritage Trust



Paul A. Bogaard was educated in the U.S. and holds a PhD from Emory University in the history and philosophy of science. He taught Philosophy at Mount Allison University for 35 years. Paul was a founding Director of the Tantramar Heritage Trust (THT) in Sackville, New Brunswick, its President for two years and a frequent speaker and organizer of the Trust’s outreach activities. He has been active in producing THT-sponsored publications, and has helped in the planning and design of the Trust’s Campbell Carriage Factory Museum, and its Boultenhouse Heritage Centre. The Rotary Club of Sackville has awarded Paul with the Paul Harris Medal for his many community-based volunteer activities.

Annapolis Royal Mayor’s Reception and Open House

The Town of Annapolis Royal is celebrating its 400th anniversary as a European settlement and the Mayor is inviting you to a night on the town! Come see why the town was voted the World’s Most Livable Small Community with a population under 20,000 and why it has been recently designated as a cultural capital in Canada. The Annapolis Heritage Society welcomes you to explore O’Dell House, a Victorian stagecoach tavern and inn, and Sinclair Inn, an 18th century tavern and inn of early frame construction. For those who are brave of heart, Alan Melanson will offer a nighttime tour of the graveyard at Fort Anne.



We would like to gratefully acknowledge our conference sponsors:



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Conference Program

Thursday, April 28

8:00 - 9:00 am	Registration
8:00 - 9:00 am	Breakfast
9:00 am - 12:00 pm	Adding to Archway: Training on the New Remote Data Entry Module

Adding to Archway: Training on the New Remote Data Entry Module (CNSA Members only)*

This half-day workshop will offer hands-on training to CNSA members on how to use the new Data Entry Module for ArchWay, our online database of archival descriptions. The Data Entry Module allows members to enter descriptions remotely from their place of work through the Internet. Each participant will have the use of a computer and will learn how to enter, save and review their fonds and series level descriptions and where to go for help. Participants are asked to bring their RAD descriptions for data entry practice.



Registration is limited to 20 people. Workshop sponsored by the Digby Area Learning Association.

Presenter: Karen White, Education, Outreach and Network Archivist, Council of Nova Scotia Archives

Fee: \$25/person **Location: Digby Area Learning Association Community Education Center**

11:00 am - 1:30 pm	Registration
12:00 - 1:00 pm	Lunch

Is Your Institution a CHIN Member?



Join CHIN.

CHIN is the Canadian Heritage Information Network – a network of heritage institutions that serves professionals and volunteers like you.

Investment programs, digitization expertise, networking and training opportunities are just some of the things CHIN provides to help you get your stories heard.



Visit our booth and learn how we support you.
Or visit us at www.chin.gc.ca.

Conference Program

Thursday, April 28



1:30 - 4:30 pm

Three Concurrent Sessions

1 Understanding Audiences Pre-Conference Workshop*

Who is the “general public”? Have you ever thought about looking at statistics to see who your potential and current users are? Paula Saulnier and Donna Hatt will explore how your site can use surveys and statistics to gain insights that can be used for marketing, audience development, programming – you name it. By identifying your audience you can then start to develop relationships and learn about your local community and tailor your services to match your audience’s needs.

Presenters: Paula Saulnier, Director of Planning & Development, Halifax Public Libraries and Donna Hatt, Donna Hatt Consulting

2 Historic Gardens Tour Pre-Conference Local Learning Tour*

Experience the blossoming Annapolis Royal Historic Gardens as you learn first-hand about how the Gardens have incorporated audience development into their marketing initiatives and even their walking tours. How do the Historic Gardens keep people coming back for more? It’s more than just flowers – come and see for yourself! *Registration is limited to 25 people.*

Presenter: John Kirby, Former Marketing & Special Events Coordinator, Annapolis Royal Historic Gardens

(Participants should be prepared for inclement weather and muddy terrain. Rain clothes and comfortable shoes are strongly recommended.)

3 Publishing Your Heritage Materials Pre-Conference Workshop*

Did you ever want to make your archival materials and stories more accessible to your community and visitors by publishing them? Does publishing your heritage materials seem like an arduous task that you are unsure how to begin? This session will offer advice from those who have been there to better help you understand what you are really getting into!

Presenters: Sheila Chambers, Curator, LaHave Islands Marine Museum; Tom Sheppard, Writer; Andrew Steeves, Co-owner, Senior Editor and Typographer, Gaspereau Press; and Jolienne Stockley, Writer

4:30 - 6:00 pm

Dinner on your own (Dinner is available on-site at an additional charge)

6:00 pm

Bus Departs for the Annapolis Royal Mayor’s Reception & Open House and Graveyard Tour

Annapolis Royal Mayor’s Reception & Open House and Graveyard Tour

Our hosts, the Annapolis Heritage Society and the Town of Annapolis Royal, welcome you to experience why Annapolis Royal was ranked the World’s Most Livable Community with a population under 20 000 in 2004. Enjoy dessert and Annapolis Valley hospitality at the Mayor’s Reception, walk through town to savour Annapolis Royal’s unique historical architecture with visits to the Sinclair Inn and O’Dell House Museums and Fort Anne National Historic Site. As an optional ending to the evening, take part in the eerily entertaining candlelight graveyard tour organized by the Annapolis Royal Historical Association. Delegates will be bussed between Cornwallis and Annapolis Royal for the evening. Participants should be prepared for inclement weather and muddy terrain. Rain clothes and comfortable shoes are strongly recommended. *Registration is limited to 80 people for the graveyard tour.*

6:00 pm - 1:00 am

A cash bar will be open adjacent to the Cornwallis Room in the Pearson Peacekeeping Centre for those who want to kick back after the evening events and continue the camaraderie that is the Spring Heritage Conference.



Conference Program

Friday, April 29

8:00 - 10:00 am	Registration and Silent Auction Begins
8:00 - 10:00 am	CNSA Annual General Meeting and Breakfast
10:00 - 10:15 am	Conference Welcome
10:15 - 11:00 am	Keynote Address

Marketing Our Knowledge Keynote Address

“Knowledge marketing”, “intellectual leadership” and “branding” are terms that are appearing with more frequency in today’s marketing trends. How do these concepts fit into the Nova Scotian heritage community? Rob Ferguson, of Knowledge Marketing Group, will present the idea of identity - who you are and what you have to offer - and suggest how marketing principles may be incorporated to keep the Nova Scotia heritage sector top of mind in an age of increased competition for attention.

Presenter: Robert Ferguson, Director, Knowledge Marketing Group

11:00 am - 12:00 pm Three Concurrent Sessions

1 What’s the Heritage Product? Focus Session

What do we, as museums, archives and other heritage institutions, have to offer? What is our product? Is it a sense of nostalgia? Is it a tourist destination? Is it information relating to the past? Donna Hatt will give an overview of the heritage product in Nova Scotia and offer insight into what each of us has to offer the buyers of heritage goods and services.

Presenter: Donna Hatt, Donna Hatt Consulting

2 Creating Indexes Using RAD Focus Session

Name indexes and subject indexes are a special type of finding aid; they point researchers to the location of specific bits of information. This session will outline 6 steps for creating indexes, introduce Part II of the *Rules for Archival Description* (RAD) and walk participants through the process of choosing access points and formatting headings.

Presenter: Karen White, Education, Outreach and Network Archivist, Council of Nova Scotia Archives

3 Nova Scotia Register of Historic Places Focus Session

Learn about the new Historic Places Initiative, a cross-Canada program that’s building an online inventory of all our registered historic buildings, structures, and places. In Nova Scotia, the online register is growing and linked to the federal register. Local registrar, Meghan Hallett, will demonstrate the new Nova Scotia Register, provide an overview of the initiative, and highlight some key projects. Heritage enthusiasts, teachers, students, developers, historic home owners, travellers, and many others will find the Historic Places Initiative site valuable and engaging. Drop by to learn all about it!

Presenter: Meghan Hallett, Senior Registrar, Historic Places Initiative

12:00 - 1:00 pm Lunch *Sponsored by the Historic Places Initiative*

Conference Program

Friday, April 29



1:00 - 2:30 pm

Two Concurrent Sessions

1

Grassroots Marketing

Focus Session

Museums and archives have the unique ability to enter into a relationship with their users, to be catalysts for their communities and to use their vision and mission to create their own unique brand. Are you ready to create your brand? How will you fit into the provincial marketing puzzle? In this session Rob Ferguson, of Knowledge Marketing Group, will ask about your aspirations, what you are capable of doing right now and the roadblocks you face.

Presenter: Robert Ferguson, Director, Knowledge Marketing Group

2

Partnership and Sponsorship How-to

Focus Session

It is often said that many hands lighten the load, but how exactly can you get all the hands lifting together and in the right direction? Despite all the controversy, sponsorship is not a dirty word; it is when a group or person feels that what you are doing is worthwhile and is willing to contribute to your cause. Donna Hatt will give you some valuable tips on how to partner with others and get people to believe in and contribute to your cause in a meaningful way.

Presenter: Donna Hatt, Donna Hatt Consulting

2:30 - 3:00 pm

Nutrition Break *Sponsored by the Historic Places Initiative*

Silent Auction

This year's Silent Auction is a great opportunity to shop for Mother's Day while helping to support FNSH training. The auction takes place on Friday, April 29 and Saturday, April 30. For your convenience, we accept cash, cheque or credit card (Visa and Mastercard). Happy bidding!

3:00 pm - 4:30 pm

Three Concurrent Sessions

1

How to Talk to the Media

Focus Session

Do you want more exposure for your organization, but are not sure how to get the media's attention? How do you say the right thing once you have people's attention? Learn how to identify what makes you appealing to the media, how to come up with irresistible story angles and how to sound professional while maintaining your uniqueness.

Presenter: Gerry Lunn, Curator of Public Programs, Information & Marketing, Maritime Museum of the Atlantic

2

Websites as Marketing Tools

Focus Session

What is it that makes a website stand out rather than getting tangled in the Worldwide Web? How can you ensure that your site is appealing, conveys its message and ranks high on search engines? Explore how your website fits into your organization's goals, how it's maintained, and compare resources past and present. Get tips on how to use website design to effectively advertise and communicate your message, how to increase website traffic and why to keep your information fresh and current. You'll also find out who's on the web and what advantages websites have over traditional print materials. Watch for a demo of www.museumstoresatlantic.ca – a new retail opportunity for FNSH members.

Presenters: Richard Cloutier, Database Project Manager, Passage Project; Barry King, Executive Director, Community Museums Association of PEI; and Tanya MacLeod, Internet Marketing Officer, NS Department of Tourism, Culture and Heritage, Tourism Division



Conference Program

Friday, April 29

3

Newsletters as Marketing Tools

Focus Session

The Argyle Municipality Historical & Genealogical Society is one of the largest historical societies in Nova Scotia with 655 paying members in 2004. The reason for its success lies squarely with its quarterly newsletter, *The Argus*. This session will share the reasons why *The Argus* has been successful, offer suggestions for the establishment of similar newsletters within other organizations, and suggest ways that such a publication becomes a source of revenue far beyond mere membership dues.

Presenter: Peter Crowell, Municipal Historian and Archivist, Argyle Township Court House and Archives

4:30 pm - 6:00 pm

Wine and Cheese Reception/CNSA Awards Ceremony

Wine and Cheese Reception and CNSA Awards Ceremony

Come enjoy a complimentary glass of wine, sample the food trays and find out who this year's winners are for the Blakeley, the Carroll and the Anna Hamilton Awards.

Sponsored by Nova Scotia Archives & Records Management.



6:00 pm

Bus departs for Bear River First Nation

6:30 - 9:30 pm

“The People’s Story” and Traditional Mi’kmaq Dinner

or Cornwallis Military Museum Dinner and Open House

“The People’s Story” and Traditional Mi’kmaq Dinner

In Bear River, we will visit the Bear River First Nation Heritage and Cultural Center and immerse ourselves in its unique architecture and collection of artifacts that date back thousands of years. We’ll experience a customary welcome, honor song and smudging ceremony. Enjoy traditional seafood chowder or greens before delighting in the main course of venison with maple syrup and cranberry sauce and traditional vegetables served with *luski*. Savour homemade blueberry fungi for dessert! During our evening at Bear River we will also experience part of an interpretive play written by Hal Theriault. The performance is a historic outline of the life of pre-contact Mi’kmaq presented by local actors.

Fee: \$35/person. Open to all delegates and their guests. Pre-registration required.

Dinner and Cornwallis Military Museum Open House

Begin the evening with a dinner of glazed ham accompanied by scalloped potatoes, vegetables, rolls and a selection of desserts at the Annapolis Basin Conference Centre. Following dinner, enjoy an open house at the Cornwallis Military Museum. This special pre-season opening of the museum will give delegates a chance to learn about the pivotal place that Cornwallis occupies in Canadian military history. During WWII, Cornwallis was the largest naval training base in the British Commonwealth. Discover more about this unique part of Nova Scotia’s military history as you tour the museum and enjoy light refreshments.

Fee: \$20/person. Open to all delegates and their guests. Pre-registration required.

6:00 pm - 1:00 am

A cash bar will be open adjacent to the Cornwallis Room in the Pearson Peacekeeping Centre for those who want to kick back after the evening events and continue the camaraderie that is the Spring Heritage Conference.

Conference Program

Saturday, April 30



8:00 - 11:30 am	Registration
8:00 - 10:00 am	FNSH Annual General Meeting and Breakfast
10:00 - 10:30 am	Heritage Sector Strategy Update
10:30 - 11:30 am	Four Concurrent Sessions

1 Growing a Historical Society Focus Session

Why is one historical society vibrant, growing and proactive, while another is stagnant and in danger of going out of existence? Paul Bogaard of the Tantramar Heritage Trust in Sackville, New Brunswick will identify the elements that make the Trust one of the most successful heritage organizations in New Brunswick. He will address member recruitment and nurturing, ‘care and feeding’ of board members, project management strategies, building advantageous partnerships and identifying fundraising events that capture the imagination.

Presenter: Paul Bogaard, Trustee, Tantramar Heritage Trust

2 Stuff That Sells Focus Session

Gift shop goods that are made in Taiwan simply don't cut it anymore. People want products that are related to your site, your collections or your geographic area. What hidden potential does your museum or archives have to generate additional revenue from products and services? How do you search out or develop new and different products that visitors want and are willing to pay for? What really sells and why? Roeland Hakkert will offer his expertise to help you get your goods in order.

Presenter: Roeland Hakkert, Fengrove Heritage Consulting

3 The Mouse That Roared: Archives Advocacy Comes of Age in Canada Focus Session

What is ‘archives advocacy’? Why bother with it? What will happen if you don't? What is the sound of one archives organization shouting - i.e. using advocacy as a strategic tool? This session will review advocacy activities underway at the national level, looking especially at how the Nova Scotia example has been influential. Even the smallest archives can become a contributor to the proverbial ‘mouse that roared’.

Presenter: Lois Yorke, Manager, Public & Support Services, Nova Scotia Archives and Records Management

4 Isle Haute - the Mysterious Landmark in the Bay of Fundy Illustrated Historical Talk

In this illustrated presentation, Dan Conlin will paint a vivid picture of Isle Haute, a mysterious island that sits in the Bay of Fundy. Dan will tell us about the island's geological history, the rise and fall of its lighthouse and its important place in aboriginal history. The archaeological potential of Isle Haute will also be discussed along with the dangers that treasure hunting poses to the island's history.

Presenter: Dan Conlin, Curator of Marine History, Maritime Museum of the Atlantic



Conference Program

Saturday, April 30

11:30 am - 12:30 pm

Four Concurrent Sessions

1

Serving Communities Focus Session

The recent closure of the South Rawdon Museum stands as a red flag for Nova Scotia's heritage community and as a catalyst for this session. Several community groups are successfully developing new means of celebrating and preserving their heritage. Learn how "four old farts" took on the reinterpretation of the Orangedale Railway Museum and uncovered their true value to the community; how the Tatamagouche Creamery Square Project represents a leap of faith for several smaller heritage groups; how the family heritage of Hubbards is celebrated tongue-in-cheek; and how genealogy, Celtic music, oral history, and a kitchen party all come alive in Judique.

Presenters: Linda Byers, Tatamagouche Creamery Square Project; Paul Collins, Curator, Community Museum Assistance Program, NS Department of Tourism, Culture and Heritage; Judy Hopkins, Hubbard's Heritage Society; and Joyce Rankin, Celtic Music Interpretation Center

2

Grantsmanship Focus Session

Whether it's an outright grant from a large foundation or a cost-shared grant from a government summer student program, those institutions that know how to identify relevant funders and how to write a persuasive application have an opportunity to mount projects that could not be accomplished otherwise. Learn the strategies and practicalities of grantsmanship from the perspective of someone who has enriched her institution by using 'other people's money'.

Presenter: Barb Thompson, Curator/Manager, Cumberland County Museum and Archives

3

Research User Fees and Potential Focus Session

Archivists and museum workers are, by nature, uncomfortable with the idea of generating revenue and quantifying the value of what we do. However, generating revenue is fast becoming a reality for many of our institutions. Can we reconcile our feelings with this new reality? It's possible — if we can form a clear distinction between "use" of our institutions and holdings, and "access" to our institutions and holdings - to begin to see the idea of charging fees in a new light. Through a careful and open-minded planning process, heritage workers can not only become comfortable with charging user fees, but even come to see benefits, beyond the financial, for our institutions and our professions.

Presenter: Patti Bannister, Congregational Archivist, Sisters of Charity and Michael Moosberger, President, Council of Nova Scotia Archives

4

Nova Scotia Register of Historic Places Focus Session

Learn about the new Historic Places Initiative, a cross-Canada program that's building an online inventory of all our registered historic buildings, structures, and places. In Nova Scotia, the online register is growing and linked to the federal register. Local registrar, Meghan Hallett, will demonstrate the new Nova Scotia Register, provide an overview of the initiative, and highlight some key projects. Heritage enthusiasts, teachers, students, developers, historic home owners, travellers, and many others will find the Historic Places Initiative site valuable and engaging. Drop by to learn all about it!

Presenter: Meghan Hallett, Senior Registrar, Historic Places Initiative

Conference Program

Saturday, April 30



12:30 - 2:00 pm

Exploring Your Potential Interactive Lunch

Exploring Your Potential Interactive Lunch

What does this conference mean to you? Before you head home, reflect on the conference themes, make some meaningful connections between the areas we've explored and plan some new direction or ideas. This facilitated discussion will provide you with an opportunity to revisit the topics of the past two days. What is your potential for new audiences? In what ways might you partner to make your community a better place?

2:00 - 2:15 pm

Silent Auction Closes

2:00 - 2:30 pm

Conference Goodbye and Dessert

2:30 pm

Silent Auction Pick-up

2005 Spring Heritage Conference Speakers

Patti Bannister, Sisters of Charity

Paul Bogaard, Tantramar Heritage Trust

Linda Byers, Tatamagouche Creamery Square Project

Sheila Chambers, LaHave Islands Marine Museum

Richard Cloutier, Passage Project

Dan Conlin, Maritime Museum of the Atlantic

Peter Crowell, Argyle Township Court House & Archives

Robert Ferguson, Knowledge Marketing Group

Roeland Hakkert, Fengrove Heritage Consulting

Meghan Hallett, Historic Places Initiative

Donna Hatt, Donna Hatt Consulting

Judy Hopkins, Hubbards Heritage Society

Barry King, Community Museums Association PEI

John Kirby, Annapolis Royal Historic Gardens Society

Gerry Lunn, Maritime Museum of the Atlantic

Tanya MacLeod, NS Dept. of Tourism, Culture & Heritage

Michael Moosberger, Council of Nova Scotia Archives

Joyce Rankin, Celtic Music Interpretation Center

Paula Saulnier, Halifax Public Libraries

Tom Sheppard, Writer

Andrew Steeves, Gaspereau Press

Jolene Stockley, Federation of Nova Scotian Heritage

Barb Thompson, Cumberland County Museum & Archives

Karen White, Council of Nova Scotia Archives

Lois Yorke, Nova Scotia Archives & Records Management

Something new is happening to our past.



Nova Scotia is a treasure trove of historical riches. Now there's a new way to discover these gems of our heritage:

The Historic Places Initiative.

It's a cross-country effort. Nova Scotia and the other provinces, the territories, and the federal government. Working together. Helping to preserve and celebrate our built heritage; that's our goal. We are building an online inventory of our past. Images, descriptions, locations, and stories of our designated historic places are yours to discover! Visit the national Historic Places Initiative register at www.historicplaces.ca

To learn about Nova Scotia's role in the Historic Places Initiative, join us at the annual Spring Heritage Conference, on Friday April 29 and Saturday, April 30.

Or contact us at registrarhpi@gov.ns.ca • (902)424-5647



Nova Scotia Archives & Records Management

*Preserving and providing access to Nova Scotia's documentary heritage
in cooperation with the Council of Nova Scotia Archives and the
provincial heritage community*

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Saturday 9:00 am to 5:00 pm

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