

**Technology, Interpretation, and Education 2010**

AAM Web Conference

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*Presented in partnership with the AAM Committee on Education (EdCom), the AAM Media and Technology Committee (M&T), the National Association for Museum Exhibition (NAME), and LearningTimes*



**PRESENTERS**



**Dana Allen-Greil**  
**New Media Project Manager**  
**National Museum of American History**  
**Washington, DC**

Dana Allen-Greil manages a range of new media projects for the Smithsonian's National Museum of American History, including online exhibitions, e-mail newsletters, interactive kiosks, mobile interpretation, online fundraising campaigns, blogs, and social media strategies. Projects she's most proud of include: the "O Say Can You See?" blog (for which she's managing editor); the Smithsonian's first YouTube contest (a national anthem singing competition); and the major redesign of the museum's Web site in 2005. She teaches the graduate course, "Museums and Technology," at The George Washington University. Dana holds an M.A. in Museum Studies from The George Washington University and a B.A. in English and Women Studies from St. Mary's College of Maryland.

**Christine Baron**  
**Principal**  
**Baron Consulting**  
**Beverly, MA**



Christine Baron is Principal of Baron Consulting, Beverly, MA and lecturer in the School of Education at Salem State College, Salem, MA. A former high school history teacher and museum educator, Dr. Baron works with museums and historic sites to develop education programs designed to bridge the gap between historic resources and the schools they seek to serve. Most recently, Dr. Baron directed the development of educational and interpretation programs at the Old North Church, Boston. Additionally, she conceived of and developed, in partnership with MIT's HyperStudio Digital Humanities Lab, *Tories, Timid, or True Blue?* a hypermedia-based education program designed to encourage historical thinking at historic sites. She received the 2010 National Council on Public History's Award for Excellence in Consulting. Dr. Baron holds a Bachelor's Degree in History from Marist College, a Master of Science in Education from Simmons College, and a doctorate in History Education from Boston University.



**Dan Beck**  
**Multimedia Developer**  
**Minnesota Historical Society**  
**St. Paul, MN**

Dan Beck has worked in electronic media for 27 years. Prior to his position with MHS, Dan worked at the University of Wisconsin, Madison's Educational Sciences Department and the Minneapolis Institute of Arts. For the past 18 years he has been a member of the exhibit media group at MHS, involved in all phases of the group's work, from pre-production through production, installation and maintenance of exhibit media at the Minnesota History Center and at the Society's network of historic sites. Dan holds a BA in Communication Arts from the University of Wisconsin, Madison.

**Scott Burg**  
**Senior Researcher**  
**Rockman Et Al**  
**San Francisco, CA**



Scott has a formal background in adult education, instructional systems design, education technology product development and evaluation, and qualitative research. Since coming to Rockman, Scott has managed multiple/concurrent qualitative evaluation projects in informal science (exhibits, media, teacher professional development, youth development) with museums such as the California Academy of Sciences in San Francisco and the Tech Museum of Innovation in San Jose. Scott's other projects have included evaluation of nutrition and diet intervention in the Oakland (CA) public schools, and the role of organizational partnerships for the KQED/Quest science series and other informal science collaborations. Scott is a reviewer for the National Institute's of Health (NIH) Small Business Innovation Research (SBIR) grant program.



**Tim Carrigan**  
**Program Specialist**  
**Institute of Museum and Library Services**  
**Washington, DC**

Tim Carrigan has been with the Institute of Museum and Library Services since 2007, where he currently serves as a program specialist in the Office of Museum Services for National Leadership Grants and the agency's 21<sup>st</sup> Century Skills initiative. Previously, he served as a program specialist for the Museums for America grants program, and as the assistant to the Deputy Director for Museums. Prior to coming to IMLS, Tim worked at the National Building Museum and Pittsburgh Opera. He earned his masters degree in arts management from the H. John Heinz III School of Public Policy and Management at Carnegie Mellon University, and his bachelor of science in interdisciplinary studies (marketing and art history) from Plymouth State University.

**Hillary Cook**  
**Teen and Museum Partnership Programs Coordinator**  
**The Art Institute of Chicago**  
**Chicago, IL**



Hillary Cook currently is the Teen and Museum Partnership Programs Coordinator at the Art Institute of Chicago, where she designs and implements programs for teens, including Chicago Public School classes, after-school programs, drop-in workshops, and one-day studio workshops, all of which combine learning about art in the museum galleries with art making and technology. She has worked in museum education at the Palmer Museum of Art, the Mattress Factory Museum, and the Museum of Contemporary Art Chicago. She received her BFA in Painting and BS in Museum Education from the Pennsylvania State University, and her MA in Art History and Arts Administration from the School of the Art Institute of Chicago.



**Colette Crossman, Ph.D.**  
**Independent Scholar and Museum Professional**  
**Washington, DC**

Dr. Colette Crossman brings a distinct combination of experience in curatorial, education, and academic roles at institutions such as the Kimbell Art Museum, Hirshhorn Museum and Sculpture Garden, and Oberlin College's Allen Memorial Art Museum (AMAM). Most recently, as Curator of Academic Programs at the AMAM she was tasked with integrating the collection more deeply into all aspects of the college curriculum. The exhibitions, pedagogical workshops, class tours, internships, and other initiatives she organized resulted in unprecedented numbers of Oberlin students and faculty utilizing the museum as a provocative space for teaching and learning. Her passion is for interdisciplinary programming and interpretive methods that dynamically engage visitors, introduce a diversity of voices, and promote critical thinking and visual literacy skills. A specialist in Victorian religious art, Colette holds a Ph.D. in art history from the University of Maryland and a M.A. in art history from the Courtauld Institute of Art.

**Karen Elinich**  
**Director, Educational Technology**  
**The Franklin Institute**  
**Philadelphia, PA**



Karen Elinich, M.Ed., is Director of Educational Technology & Integrated Learning Programs at The Franklin Institute. Ms. Elinich joined the staff of The Franklin Institute in 1994 to participate in a national project called the Science Learning Network and to serve as lead developer for the Institute web presence at [www.fi.edu](http://www.fi.edu). Since that time, she has continued to advance the Institute's profile as a leading site for innovative uses of technology in K-12 science learning. She has served as the Principal Investigator for an NSF project entitled "Investigating Internet2: A New Channel for Science Education." Currently, she is co-P.I. for "Augmented Reality for Interpretive and Experiential Learning," an NSF Informal Science Education project that explores the use of AR technologies for informal science learning. Ms. Elinich holds a master of arts in education, with a specialization in educational technology, from Pepperdine University where she is currently a doctoral candidate.



**Beth Harris**  
**Director of Digital Learning**  
**Museum of Modern Art**  
**New York, NY**

Dr. Beth Harris is Director of Digital Learning at The Museum of Modern Art. Before that, she was assistant professor of art history at the Fashion Institute of Technology and directed FIT's large distance learning program. She is a Victorian Studies specialist and edited and contributed to *Famine and Fashion: Needlewomen in the Nineteenth Century* (2005). She has presented papers on instructional technology at conferences across the country and authored essays on teaching with image technology including "The Slide Library: A Posthumous Assessment in the Service of Our Digital Future," *Teaching Art History with Technology: Case Studies* (2008). Her work has been cited three times in the New Media Consortium's *Horizon Report* and together with Steven Zucker, she organized two conferences on using technology to teach with images. She received her Master's degree from the Courtauld Institute of Art in London, and her Doctorate in Art History from the Graduate Center of the City University of New York.

**Jesse Heinzen**  
**Multimedia Producer**  
**Minnesota Historical Society**  
**St. Paul, MN**



As Multimedia Producer with the Minnesota Historical Society, Jesse plays an instrumental role in the development, production, and implementation of innovative multimedia experiences at the Minnesota History Center, Mill City Museum and other historic sites. During his nine years with the Society, some of his roles have included producer, editor, sound designer, and show control programmer on immersive projects like the *Flour Tower* at Mill City Museum and *This Must Be Hell* (the C-47 plane experience) at the Minnesota History Center. In 2006, Jesse had the opportunity to take advantage of his film school background by directing and editing Mill City Museum's documentary, *Minneapolis in 19 Minutes Flat*. Jesse holds a BFA in film production from New York University's Tisch School of the Arts.



**Anna Gibson Holloway**  
**Vice President of Museum Collections and Programs**  
**The Mariners' Museum**  
**Newport News, VA**

Anna Holloway is the Vice President of Collections and Programs and curator of the USS *Monitor* Center at The Mariners' Museum in Newport News, VA. In a former life she worked as Manager of School Tour Programs for the Chrysler Museum of Art in Norfolk, VA, as a sailor at Jamestown Settlement, and was a puppeteer and understudy fire eater for the Colonial Williamsburg Foundation. She is currently completing work for her PhD for the Department of History at the College of William and Mary. She attended The University of North Carolina at Greensboro, earning baccalaureate degrees in English Literature and Medieval Civilization, neither of which was very helpful in fulfilling her goal of being a rock star. She received her Masters degree in Tudor/Stuart History from the College of William and Mary.

**Nik Honeysett**  
**Head of Administration**  
**J. Paul Getty Museum**  
**Los Angeles, CA**



Nik Honeysett is Head of Administration for the J. Paul Getty Museum in Los Angeles, California, overseeing personnel and administrative services across the Getty's two sites in Brentwood and Malibu. Prior to his current role, he managed the Getty's Web Group, responsible for all aspects of their main website and intranets. Before moving to Los Angeles in 2000, he spent 12 years at Cognitive Applications, a UK-based consultancy building interactive kiosks, CD-ROMS, and websites for museums and galleries in Europe and the USA. He is past chair of AAM's Media and Technology SPC; a past chair of the SPC Council and currently sits on AAM's Board of Directors. His hobbies include writing short summary paragraphs about his career and referring to himself in the third person.



**Carolina Kaufman**  
**Education Technology Manager**  
**The Art Institute of Chicago**  
**Chicago, IL**

Carolina Kaufman currently is the Education Technology Manager for the Art Institute of Chicago assisting the Museum's efforts to anticipate and respond to the Museum's evolving education technological needs and opportunities. Bringing over ten years of professional experience in program and project management for non-profit organizations, Ms. Kaufman has worked in diverse educational settings including The Boys and Girls Clubs of America, The Intel Computer Clubhouse Network, The Computer Museum, and The Museum of Fine Arts, Boston. She has not only impacted the lives of over 1,000 youth, but also led professional development trainings for educators and volunteers worldwide in multi-media technology, youth work, and community development. Marrying her interests and experiences in art, technology and education, Ms. Kaufman received her BA from Wheaton College, Norton MA in Art History and Studio Art and earned her master's degree in Education Technology from the Harvard Graduate School of Education.

**Carrie Kotcho**  
**Education Technologist, New Media Program**  
**National Museum of American History**  
**Washington, DC**



In her current position managing online education outreach for the National Museum of American History, Ms. Kotcho leads the development of innovative online learning resources for teachers, students, and parents, including Smithsonian's History Explorer, the Museum's web portal for K-12 educators. Ms. Kotcho began her career producing children's television programming then went on to create educational videos and interactive experiences for a wide range of corporate, non-profit, and museum audiences. She holds a Master of Arts in Teaching and a Bachelor of Science in Television Production as well as certificates in Instructional Design and Multimedia Development. Ms. Kotcho teaches in the Graduate School of Education and Human Development at the George Washington University.



**Marc Marsocci**  
**Manager of Digital Media & Exhibit Technology**  
**The Mariners' Museum**  
**Newport News, VA**

Marc Marsocci is the Manager of Digital Media & Exhibit Technology at The Mariners' Museum in Newport News, VA. At The Mariners' Museum, Marc has been responsible for audiovisual exhibit design, installation and maintenance. He was the main installer for The USS *Monitor* Center, Ironclad Revolution Exhibit and developed the Museum's Exhibit technology department. He is also an integral part of the IVC program in procuring equipment and making sure everything is running properly. Marc holds a BFA in Communication Arts and Design from Virginia Commonwealth University in Richmond, VA, and is currently working on his masters in Instructional Technology from Virginia Tech.

**Lisa Mazzola**  
**Associate Educator**  
**Museum of Modern Art**  
**New York, NY**



Lisa Mazzola is the coordinator of teacher programs within the Education Department of the Museum of Modern Art where she develops and administers programs and resources for K-12 educators that relate to collections, exhibitions and other aspects of the Museum's mission. Prior to her work at MoMA, Lisa coordinated gallery tours and special projects at the Cooper-Hewitt National Design Museum in New York City and the U.S. Holocaust Memorial Museum in Washington, D.C. In addition, Lisa spent three years as an art and design educator developing residency programs in NYC public schools. Lisa has a BA from SUNY Oswego, where she majored in Art History and Museum Studies and an Associates Degree from the Swedish Institute in Massage Therapy and Occupational Studies. Lisa is currently working toward her M.A in Urban Education at the CUNY Graduate Center.



**Alexandra Michel**  
**Freelance Writer and Emerging Museum Professional**  
**Washington, DC**

Alexandra Michel graduated from Oberlin College in 2009 with a B.A. double major in Neuroscience and English. Before becoming interested in museum education, Alexandra was pursuing neuroimaging research on autism and dyslexia. She first became involved in museums through the docent training program offered at the Allen Memorial Art Museum of Oberlin College. Her senior year, Alexandra worked with the AMAM's Curator of Education to expand the Allen's online media offerings. Her favorite project at the Allen was putting together a podcast series that featured the AMAM's works through the perspectives of Oberlin faculty and students. Alexandra wishes to continue in her museum career with a focus in finding ways of integrating non-traditional perspectives and disciplines, particularly the sciences, into the museum experience.

**Anne Marie Millar**  
**Director of Education and Distance Learning Programs**  
**The Mariners' Museum**  
**Newport News, VA**



Anne Marie Millar is the Director of Education and Distance Learning Programs at The Mariners' Museum in Newport News, VA. Having been with The Mariners' Museum education department for ten years, she has held every position in the department – from Docent/Volunteer Coordinator to Teacher and from Manager of Adult Programs to Director of Education. While her degree is in International Studies and Marketing, she has found this a very useful background in her current position working with the development and promotion of education programming to audiences of all ages and in all parts of the country and world. When not involved in some form of maritime education, she splits her time between working for the Colonial Williamsburg Foundation and Historical Diversions, a provider of historical entertainments. Here she has performed as a puppeteer, dog trainer, “mysterious lady,” and sometimes fire eater.



**Elisabeth Nevins**  
**Principal**  
**Seed Education Consulting**  
**Malden, MA**

Elisabeth Nevins has spent over 10 years helping people connect with content, collections, and stories in ways that engage, enlighten, and entertain. Her firm, Seed Education Consulting, develops educational programs and interpretive content for museums, historic sites, and cultural organizations. Nevins has worked in the education departments of The New-York Historical Society, Gilder Lehrman Institute of American History, Lower East Side Tenement Museum, and Connecticut Historical Society. Most recently she served as the first full-time director of education and interpretation for Boston's Old North Church historic site, where she managed the development of the *Tories, Timid, or True Blue?* website and created Old North's first on-site education program for elementary-aged students, *A History Mystery: Who Hung the Lanterns in the Old North Steeple?* Nevins holds a B.A. in History from Yale University and an M.S.Ed. in Museum Education and Early Adolescent Education from Bank Street Graduate School of Education.

**Christina Olsen**  
**Director of Education and Public Programs**  
**Portland Art Museum**  
**Portland, OR**



Since arriving at the Portland Art Museum, Olsen has focused on connecting the Museum more deeply to its community, positioning the Museum as a catalyst for conversations about the visual arts, and deepening visitors' experience with art. She has collaborated with Portland State University's Social Practice MFA Program, launched the Museum's cataloguing and digitization of the collections initiative, and developed its first iPhone application. Before coming to Portland in 2008 she was Program Officer at the Getty Foundation where she oversaw the Getty's grants to museums and archives for research and interpretation, publication of the Getty's *LA Art Online: Learning from the Getty's Electronic Cataloguing Initiative*, and developed the Getty's Online Scholarly Cataloguing Initiative. For many years she directed the Getty Museum's interactive programs department, and she has lectured and taught on a broad range of topics related to museums, interpretation, and technology. Olsen has a PhD from the University of Pennsylvania in Italian Renaissance Art and serves on advisory boards for various organizations including the Creative Advocacy Network, the Right Brain Initiative, and Oregon's National Art Education Association.



**Helen Petrie**  
**Head of Human Computer Interaction Research Group**  
**University of York**  
**York, UK**

Helen Petrie is Professor of Human Computer Interaction in the Department of Computer Science at the University of York in the UK. She originally trained in cognitive and experimental psychology before becoming interested in how people use computers and what makes them easy or difficult for people. For over a decade, she has conducted research and published on the use of computers and new technologies for people with disabilities and older people. Helen has also been involved in more than thirty British and international projects in this area and has advised numerous private and public sector organizations on the accessibility of the Web and other new technologies, as well as on other issues related to technology and disability. She is currently part of a team establishing an eAccessibility network of organizations interested in the accessibility of the information society.

**Nancy Proctor**  
**Chief of Mobile Strategy**  
**Smithsonian Institution**  
**Washington, DC**



With a PhD in American art history and a background in filmmaking, curation and art criticism, Nancy Proctor published her first online exhibition in 1995. In 1998, she co-founded TheGalleryChannel.com with Titus Bicknell to present virtual tours of innovative exhibitions alongside comprehensive global museum and gallery listings. TheGalleryChannel was later acquired by Antenna Audio, where Nancy headed up New Product Development from 2000-2008, introducing the company's multimedia, sign language, downloadable, podcast and cellphone tours. She also led Antenna's sales in France from 2006-2007, and worked with the Travel Channel's product development team. From 2008-2010 she was Head of New Media at the Smithsonian American Art Museum, and now heads up mobile strategy across the Smithsonian Institution. She is Digital Editor of Curator: The Museum Journal, and manages MuseumMobile.info, its wiki and podcast series. Nancy is leading program development for the 2010 Museums Computer Network (MCN) and Tate Handheld conferences.



**Molly Reisman**  
**Research Associate**  
**Rockman Et Al**  
**San Francisco, CA**

Molly brings experience as a practitioner and researcher in the field of informal science education to her work in evaluation. A former educator, program manager, and program developer at the Science Museum of Minnesota and research student in Science Education at King's College London, she is able to see evaluation from both a programmatic and research perspective. Currently a Research Associate at Rockman et al, Molly's work focuses on informal education, including work in public media with KQED and museum evaluation studies with the California Academy of Sciences in San Francisco and the Tech Museum of Innovation in San Jose.

**Vanessa Ruiz**  
Marketing Manager  
USS Midway Museum  
San Diego, CA



Vanessa Ruiz has been the Marketing Manager for the USS Midway Museum since November 2007. Her unique creative abilities and ideas have helped make the USS Midway Museum the most-visited floating ship in the United States. Ruiz has been responsible for developing community support and recognition through her inspirational events. Her experience has helped create the Midway's first tourism, social media, and enhanced marketing communications strategy. Previous to the Midway, Ruiz worked in Marketing for five years for Sycuan Resort & Casino, and was responsible for starting the casino's business development efforts in the Hispanic market. Ruiz also volunteers as the elected President for the San Diego Museum Council, representing the interests of over forty museums in San Diego County. Ruiz is a graduate of San Diego State University with a degree in advertising, emphasis in marketing.



**Nina Simon**  
Experience Designer  
Museum 2.0  
Santa Cruz, CA

Nina Simon is an independent museum exhibit designer with experience in participatory design, gaming, and social media. She is the principal of Museum 2.0, a design firm that works with museums worldwide using social technology to create dynamic, audience-driven exhibitions and programs. Recent clients include the Boston Children's Museum, the Monterey Bay Aquarium, the Experience Music Project, and the Denver Art Museum. Nina is the author of *The Participatory Museum* (2010), and she runs the Museum 2.0 blog which appears as a column in *Museum* magazine. Previously, Nina served as curator at The Tech Museum of Innovation in San Jose, CA, and was the Experience Development Specialist at the International Spy Museum in Washington, D.C.

**Steven Snyder**  
Vice President, Exhibits & Programs  
The Franklin Institute  
Philadelphia, PA



Steven Snyder, Ph.D., is the Vice President of Exhibit and Program Development at The Franklin Institute. Dr. Snyder oversees development and delivery of all exhibits, public programs, and fee-based programs at the Institute. Previously, Dr. Snyder was the Director of Attraction Development at Science City/Kansas City Museum, leading development of all exhibits, programs, and theatrical offerings, including their educational and experiential aspects. Dr. Snyder earned his Ph.D. in Physics from Michigan State University in 1996 where he was Director of the Science Theater Outreach Project. During his tenure, the project received the 1993 Award for Public Understanding of Science from AAAS.



**Daniel Spock**  
**Director**  
**History Center Museum**  
**Minnesota Historical Society**  
**St. Paul, MN**

Daniel Spock has been in the museum field for 26 years starting as a planetarium guide. Over the course of his career he has worked as an exhibit designer, an exhibit developer, including 13 years at the Boston Children’s Museum, before moving into the realm of administration and public program leadership at the Minnesota Historical Society where his team has produced dozens of exhibitions. Daniel is an ardent proponent of visitor-centered, experiential interpretive approaches that value visitors as active learners. He has consulted and lectured at a variety of museum and learning institutions. Daniel has a BA in Art from Antioch College.

**Whitney Trettien**  
**PhD Candidate**  
**Duke University**  
**Durham, NC**



Whitney Trettien has an S.M. in Comparative Media Studies from the Massachusetts Institute of Technology, where she produced a born-digital thesis on text-generating volvelles of the seventeenth century and their relationship to contemporary digital poetry. She also worked as a research assistant with the HyperStudio Digital Humanities Lab on a variety of projects including *Tories, Timid, or True Blue?*. Trettien is currently working on her doctorate in English at Duke University, focusing on book history, media archaeology, and the boundaries between art and criticism.



**Jason Trimmer**  
**Curator of Education**  
**Allen Memorial Art Museum**  
**Oberlin College**  
**Oberlin, OH**

Jason Trimmer joined the AMAM staff in September 2006, and since then has trained and mentored nearly 60 Oberlin College students as gallery docents, department assistants or interns; expanded the number and scope of K-12 gallery tours; developed resource materials and curricular links between local public schools and the museum’s collection; developed and expanded the use of online resources, including a downloadable audio series; and overseen and developed programming for the community, including Community Days, workshops, ‘Tuesday Tea’ and ‘Sunday Object Talk’ lectures, and the annual Oberlin Chalk Walk festival. Trimmer earned both his B.F.A. in Art History and Studio Art, and his M.F.A. in Art History, from Ohio University in Athens, where he was awarded a graduate teaching assistantship. He also held an internship in the museum education program at the Art Institute of Chicago.

**Ryan Wyatt**  
**Director of Morrison Planetarium and Science Visualization**  
**California Academy of Sciences**  
**San Francisco, CA**



Ryan Wyatt is the Director of the Morrison Planetarium and Science Visualization at the California Academy of Sciences. Wyatt co-wrote and directed the planetarium's debut program, *Fragile Planet*, and along with the staff of the Visualization Studio, he continues to develop programming for the new theater. Wyatt brings great expertise in science visualization to his role at the Academy. He produced shows about cosmic collisions, the search for extraterrestrial life, and other space-related subjects in his previous role as Science Visualizer for the Hayden Planetarium at the American Museum of Natural History in New York City. Prior to joining the American Museum of Natural History, Wyatt opened planetariums at the Arizona Science Center in Phoenix and the Lodestar Astronomy Center in Albuquerque. Wyatt's professional interests include making research data sets accessible to the general public, and developing standards and "best practices" in the full dome video community.



**Stephanie Weaver**  
**Visitor Experience Consultant**  
**Experienceology**  
**San Diego, CA**

Stephanie Weaver's consulting practice offers an easy framework to assess a museum's visitor experience. She's the author of *Creating Great Visitor Experiences: A Guide for Museums, Parks, Zoos, Gardens, and Libraries* (Left Coast Press, April 2007) and the experienceology blog and podcast. She has been using social media for the last several years to reach and train museum professionals, and now also works with clients on social media strategy. She speaks extensively at conferences and workshops around the country and offers live and virtual training on customer service, social media, branding, and the visitor experience.

**Helen Wechsler**  
**Senior Program Officer**  
**Institute of Museum and Library Services**  
**Washington, DC**



Helen Wechsler joined IMLS in December 2009 as Senior Program Officer in the Office of Museum Services where she directs the National Leadership Grant program and manages the 21<sup>st</sup> Century Skills initiative. She comes to IMLS from the American Architectural Foundation where she served as Vice President for Communication and Partnership Development. Prior to that, she spent 17 years at the American Association of Museums where she directed Strategic Initiatives and Special Projects focusing on institutional planning and leadership. She also served as Director of International and Ethics Programs at AAM directing an international museum partnership program, overseeing the development of ethics guidelines for the museum field, and serving on two U.S. delegations negotiating agreements on cultural property topics. Helen holds an M.A. in the history of Asian art from the University of Michigan and has lectured and published on Hindu temple architecture.



**Marcus Weisen**  
**Director**  
**Jodi Mattes Trust for Accessible Digital Media**  
**Le Cheylard, France**

Marcus is internationally respected for his professionalism and twenty years of engagement for the cultural equality of disabled people. He is currently the Director of the Jodi Mattes Trust which gives the annual Jodi Awards for Excellence in accessible digital culture ([www.jodiawards.org.uk](http://www.jodiawards.org.uk)) as well as a free-lance consultant in museum access. Previously, Marcus worked as a Health and Disability Adviser for the Museums Libraries and Archives Council in England, where he produced the award-winning “Disability Portfolio” and commissioned the “Audit of museum, library and archive web accessibility” and the “International report on library and information services for visually impaired people.” Marcus also worked as an Arts Officer and Leisure Policy Officer for the Royal National Institute of Blind. He has published over 50 articles and spoken at over 100 seminars and conferences in a dozen countries.

**Steven Zucker**  
**Co-Founder**  
**Smarthistory.org**  
**Pleasantville, NY**



Steven Zucker is dean of the School of Graduate Studies and former chair of the Department of the History of Art at FIT. With Dr. Beth Harris, he created the web-book, [Smarthistory.org](http://Smarthistory.org). Dr. Zucker is a recipient of the SUNY Chancellor’s Award for Excellence in Teaching and he has taught at The School of Visual Arts, Hunter College, and at The Museum of Modern Art. He has presented at numerous conferences on image-based teaching. With Dr. Harris, he wrote “The Slide Library: A Posthumous Assessment in the Service of Our Digital Future,” *Teaching Art History with Technology: Case Studies* (2008). Their work has been cited twice in the EDUCAUSE Learning Initiative/New Media Consortium’s *Horizon Report*. Dr. Zucker is a specialist in 19th and 20th-century art and has published on Abstract Expressionism. He earned his Doctorate in Art History from the Graduate Center of the City University of New York.

## MODERATORS



**Greg Stevens**  
**Assistant Director, Professional Development**  
**American Association of Museums**  
**Washington, DC**

Since 2007, Greg has been responsible for developing and overseeing AAM seminars, workshops and a growing library of webinars and web conferences for museum practitioners, as well as the AAM Career Café™ at the annual meeting. Greg has co-moderated all AAM webinars since early 2008. Greg regularly presents workshops for emerging and mid-career professionals and is an adjunct faculty member at The George Washington University (GWU). Previously, Greg held education positions at the National Museum of the U. S. Army, Mid-Atlantic Association of Museums, National Building Museum, Smithsonian National Air and Space Museum, and Kellogg Performing and Visual Arts School in San Diego. Greg is the recipient of numerous awards for performance excellence, arts achievement, and educational service. Greg earned his MAT, Museum Education from GWU; and his BA, Theatre Design from San Diego State University. Greg has also been a working artist and theatre designer for 20 years.

**Jonathan Finkelstein**  
**Founder and Executive Producer, LearningTimes.org**  
**President, The LearningTimes Network**  
**New York, NY**



Jonathan Finkelstein works closely with museums, educational institutions, libraries and other organizations to grow and maintain online learning communities and to foster human interaction, professional development and learning online. Since 2008, Jonathan has produced and co-moderated all of AAM's webinars and web conferences. His book, *Learning in Real Time* (Wiley/Jossey-Bass), translates over ten years of experience facilitating real-time online learning into a practical resource guide for anyone facilitating or teaching online. Finkelstein also authored the chapter on live online outreach in the *The Digital Museum: A Think Guide* (The AAM Press). Jonathan can be seen as the host of the "Real Time Minute" podcast ([www.realtimeminute.com](http://www.realtimeminute.com)) and as the moderator and producer of many live webcasts, online conferences and 3D virtual world events for museum and education professionals. Jonathan also serves on the board of the AAM Media and Technology committee (M&T). He is a Certified Synchronous Training Professional (CSTP) and received his AB degree with honors from Harvard University.



**Stephanie Fitzwater**  
**Professional Development Associate**  
**American Association of Museums**  
**Washington, DC**

Stephanie has worked with AAM Professional Development since January, first as a graduate intern and currently as an independent contractor, to develop the *Technology, Interpretation, and Education 2010* online conference and help AAM launch its AAM Podcast program. Previously, Stephanie has worked at various institutions in a variety of interpretive and educational roles, including the Smithsonian National Air and Space Museum, the National Park Service, Jamestown-Yorktown Foundation (VA), and Mackinac State Historic Parks (MI). She received her BA in History from the University of Michigan and completes her MAT in Museum Education from The George Washington University this July. Stephanie looks forward to joining the museum community in Seattle, WA after relocating there later this summer.

**Phyllis Hecht**  
**Associate Program Chair, Museum Studies**  
**Johns Hopkins University**  
**Washington, DC**



Phyllis Hecht is the Associate Chair of the Master of Arts in Museum Studies program at Johns Hopkins University. She also serves as vice chair of AAM's Committee on Museum Professional Training (COMPT). Prior to coming to The Johns Hopkins University, she was manager and art director of the National Gallery of Art's Web site. Under her direction, the site won many prestigious awards, including a Federal Design Achievement Award and an AAM MUSE Award. From 2002–2007, she was on the board of AAM's Media and Technology committee and served as MUSE Awards chair for three years. Ms. Hecht has more than 25 years of museum publishing experience, most recently co-editing and contributing to *The Digital Museum: A Think Guide*. She has participated in panels and published on topics including Web skills development for K-12 teachers, website evaluation methodologies, and training ideas for upcoming museum professionals.



**Jack Ludden**  
**Chair**  
**AAM Media & Technology Committee**  
**Los Angeles, CA**

Jack Ludden is Head of the Web Group and New Media Development at the J. Paul Getty Trust. Working with his colleagues, Jack helps define the Getty's strategic vision with respect to the web as well as other new media. He also works to improve web development and social media integration. His team helps the entire Getty organization better transform and present its content on many digital distribution channels. Before working at The Getty, Jack worked for Disney Online, The Shoah Visual History Foundation and was a founding member of Red Card Studios. He received his BA from Northwestern University and his MFA from the School of the Art Institute of Chicago. Jack is the current Chair of AAM's Media and Technology Committee.

**Suzanne Sarraf**  
**MUSE Awards Chair**  
**AAM Media & Technology Committee**  
**Washington, DC**



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