

SPEAKING UP FOR MUSEUMS

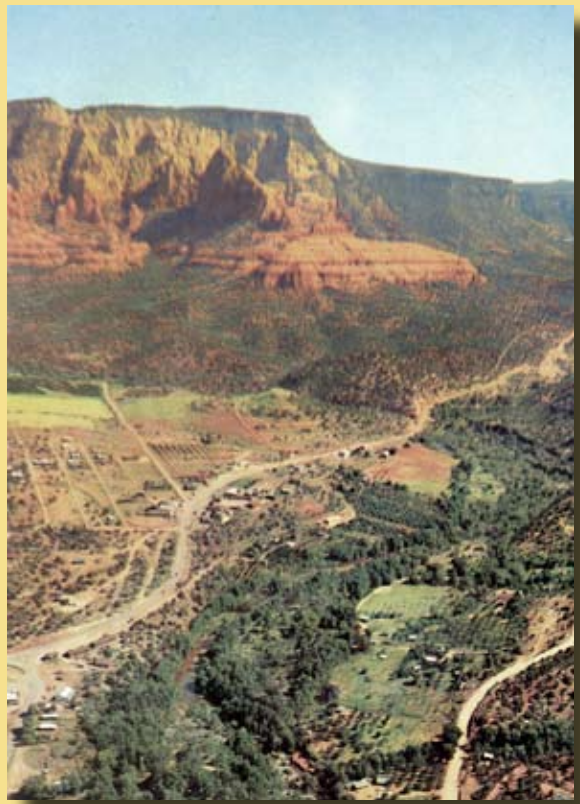
Institutional Advocacy

Museum Association of Arizona's 28th Annual Meeting

Sedona, Arizona

June 3 - 5, 2010

- **Can you articulate why museums matter?**
- **Are you able to tell visitors and associates how important your institution is to the community and to relate a personal story about the impact a museum has had on your life?**
- **Do you actively—and often—voice your opinion and engage in your community at a level that gives you and your museum a voice before the crisis hits?**



Convene with your museum peers at the Museum Association of Arizona's 28th Annual Meeting, hosted by the Sedona Heritage Museum, as we focus on becoming advocates for our institutions. Share ideas, learn new techniques for making our voices heard, attend informative sessions, and find that, at the end of the conference, you can give better, more informed answers to the questions we pose.

It is more important than ever in these days of economic exigency that we come together at our annual meeting as a unified and dedicated group, focused on accepting the challenge to be even more effective advocates for our own institutions and the museum community at large.



Photo courtesy of the Sedona Heritage Museum.
Aerial view of Sedona from the 1950s.

