



# AMNB ALERT

THE NEWSLETTER OF THE ASSOCIATION MUSEMS NEW BRUNSWICK

VOLUME 1 ISSUE 2 SUMMER 2007

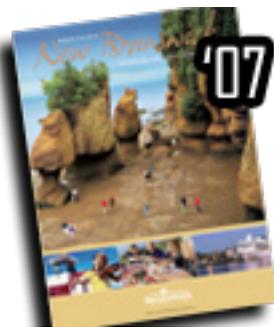


Heritage Minister Beverley Oda visits the New Brunswick Museum

## Heritage Fair Showcase

The 2007 provincial Heritage Fairs wrapped up on June 3th after an exceptional display at the New Brunswick Museum. The showcase of over 160 student projects was launched on May 27th with

Lieutenant Governor Chiasson in attendance. While the provincial showcase has now come to a close, the fun has just begun for 15 students who will travel to Lethbridge, Alberta to take part in the Historica National Heritage Fair, running July 9 to 16.



## Tourism Guide 2007

Museums have a much higher profile in Experience New Brunswick, The Official Vacation Planner 2007, produced by the Department of Tourism and Parks. Check out the eye catching ad on pages 30 and 31, encouraging visitors to discover our

## Letter to AMNB Members and Friends

This is just a reminder that our Annual Meeting will be held in Edmundston in October 2007. We are trying very hard to rebuild our association and we need YOUR support. To those of you who have intended to renew your membership PLEASE DO SO now! If we are to become the viable association you indicated you wished to have in New Brunswick, we can only achieve that goal with YOUR help!

**Barbara Miller McIntyre**  
President



Students selected to participate in the National Heritage Fair in Lethbridge, AB

museums, as well as the museum listings included in the scenic drives. Thanks to Heritage Branch for their work in making this happen.

## Mystery Shop Pilot Project

In an effort to maintain and improve the quality of the experiences offered by the museums of New Brunswick, Heritage Branch has provided funding for a Mystery Shop Pilot Project this summer. Fifteen museums from the Saint John Fundy, Central River Valley and the Madawaska/Victoria Zones will participate in this pilot project. Resource Management Associates has been contracted to conduct the shops, provide feedback to each participating museum and

report on the project at the fall conference in Edmundston.

Mystery shoppers offer an objective, candid glimpse of the quality and service provided to visitors. Mystery shops identify areas that would benefit from improvement while confirming areas of excellence. As important and dynamic centres of the provincial tourism scene, the museums of New Brunswick stand to greatly benefit from the evaluations offered by mystery shops.

## Saint John Jewish Historical Museum Opens for 22nd Season

The Saint John Jewish Historical Museum opened for its twenty-second summer season on Monday, June 4th, 2007 and will remain open for visitors until Friday, October 26th, 2007. The Museum features new exhibits for 2007:

“Jewish Youth In Action” includes photographs, newspaper clippings and artifacts on the many Jewish youth organizations in the city which flourished from the 1920s to the 1960s “My Son, the Doctor” is a photographic exhibit profiling

the many doctors who were part of or came from Saint John. “Jewish Holocaust Study Group, 2007” features the projects completed by local high school students who participated in the Holocaust Study Group sponsored by the Saint John Jewish Historical Museum and the Enrichment Centre for School District 8. This display was also supported by a Community Arts Funding Grant from the City of Saint John.

## Interpretations on the Bay

When you take the ferry between Saint John and Digby this summer you can now enjoy the stories of the Bay of Fundy. The New Brunswick Museum, in partnership with Bay Ferries, is providing an animation service aboard the Princess of Acadia from June 24 through September 8. Museum staffers Brian Bordage, Meghan Charest and Claire McCarroll are very excited about this opportunity to share stories and encourage passengers to explore other sites where they can learn more about our Bay.



*New Exhibit at Keillor House*

## Job Posting

The New Brunswick Museum is accepting applications for Public Programming staff for the coming fall and winter. Previous interpretation experience, excellent communication skills and ability to present programs in French and English are required. Staff are needed to work a fixed schedule of up to 30 hours a week, as well as on call to deliver school and other programs as required. Openings may be of interest to recent university graduates or those attending university in Saint John. To apply, forward a resume to [rpoirier@nb.aibn.com](mailto:rpoirier@nb.aibn.com)

## Awards Nomination Time

Provide provincial recognition for a volunteer or community organization from your area that has supported heritage and/or your organization for a number of years by recommending someone for the AMNB recognition award.

The AMNB Award of Distinction is an opportunity to give thanks for the many unpaid hours and special efforts provided to your community and to your organization. Nominations will be presented at the Annual General meeting in October. To discuss a nomination or request forms e-mail Fred White, Chair-Honours and Awards Committee at [fgwhite@nbnet.nb.ca](mailto:fgwhite@nbnet.nb.ca) or call 506-457-0990.

**Board Member Fred White represented AMNB at the Canadian Museums Association Conference in Ottawa. Highlights from the sessions attended were:**

“The Social Responsibility of Museums” by David Fleming of Liverpool England. (Tell your local stories.)

“Creating Learning Resources to Engage Teacher and Students” by the CHIN. AGORA Program Presentation at CHIN’s Training room. Cynthia Wallace-Casey may be using this program with an Oromocto teacher. Requires a high level Technical Person to serve as local facilitator – and program is for teachers.) The impact for museums occurs when the school or CHIN asks a museum to provide digital images of their artifacts for their program and the school’s use.

“Keynote Address” by Rex Murphy. Best presentation of the conference. Great presenter and great message. His summary message was that museums must tell their own local stories from over the decades so special linkages between Canadians are not lost, as we are a special country. He believes that museums make a difference.”

“Rolling Back the Tides: Revealing Tantramar’s Tidal Landscapes” by Paul Bogaard, Tantramar Heritage Trust. It was computer slide presentation on the Trust’s work to research and preserve the history of shipbuilding in the Tantramar area where the marshes have infield and you cannot see the sea from where the shipbuilding docks once stood. It was extremely well presented.



“The Top Ten Tips for Creating Great Planned Giving Campaigns” by Richard Radcliffe, of the UK. Professional international speaker and humorous presenter with a variety of the standard fundraising ideas presented with humour and sarcasm.

“Exhibits on Residential Schools in Small Communities” by Michele Alderon, Red Lake Regional Heritage Centre. A local museums adaptation of a National Archives Exhibit to a local venue, and the adding of local relevance.

“What Motivates Volunteers to Give to Museums” 20-30 minute panel presentations by Daniel Ben-Nata, Fundraiser, Israel Museum, Jerusalem on how he asks people for money (He just asks, because they know it is his job.); Joan Lozinski, Full Time Sales Manager (Volunteer) at Art Gallery of Ontario on why volunteers give their time; Ann McCain, Chair of Harrison McCain Foundation on their process for reviewing grant requests; Margot Sackett, Ross Memorial Museum on background to the Ross Family Will: and how it was adaptable over time.

“Get Your Audio Tour Guide Here! Implementing the right system for your Museum.” 20-30 minute presentations by Yves Paris of the Montreal Biodome – GPS Audio guides for \$200,000+; Cecile Ouellet, of the Musee de la Civilization at Quebec City on her \$750,000 Exhibit and \$75-\$100,000 Audio Guide system; and Laurent Marquart of GSM Design who produces material to be heard on Audio Guides. Her advice: In finding music for audio guides and exhibits. Use original material from local people, because it takes too long to obtain official permission, and too much \$.

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## Letter from Heritage Branch

**Dear friends and members of the Museum Network of New Brunswick:**

I am pleased to inform you that the Department of Wellness, Culture and Sport will be continuing its partnership with the Association Museums New Brunswick (AMNB) in supporting workshops with community museums members during the next Annual General Meeting.

The pre-conference workshop and consultation will take place on October 18, 19 and 20, 2007, in Edmundston at Château Edmundston. At this meeting, you will learn more about survey results, mystery shop projects, Market Readiness and Sustainable Cultural Tourism Attractions Trail. You will be also invited to share your comments on the various programs offered by the Heritage Branch.

We encourage your institution to participate by sending a representative of the Board and if possible, a museum staff

person. In order to make it easier for you to attend the meeting, at which interpretation services will be provided, the Heritage Branch will pay travel expenses (encouraging car pooling as much as possible and using the current provincial rate of \$0.39/km), as well as the cost of accommodations (2 nights, maximum of \$100 taxes included per night, original receipts only) for those who are attending the complete session. There will be rooms available at the same hotel for meeting participants.

Your participation is important to us. I hope that many of you will join us in Edmundston on October 18, 2007.

Sincerely yours,  
Wayne Burley  
Heritage Branch Director