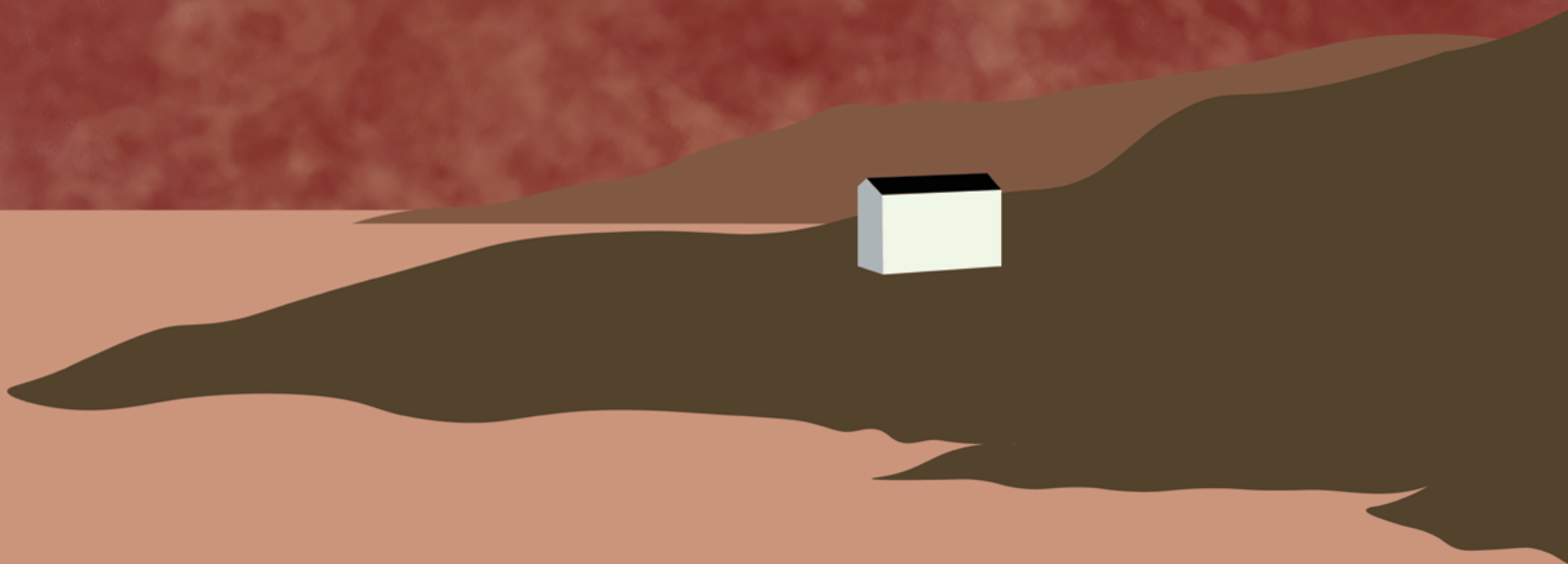


NEWSLETTER

2024 CONFERENCE ISSUE · WINTER 2025 · VOLUME 42, NUMBER 2

WHAT BINDS US?

Let's Explore...



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**Nourishing Knowledge for Heritage
Professionals and Volunteers**

LAST TUESDAY OF EACH MONTH | 12:00 PM | VIA ZOOM



Post-Conference Reflections

Greetings from the President

Dear Members,

As we close the chapter on another incredible in-person conference, “What Binds Us, held in 2024, I want to extend my heartfelt thanks to everyone who made this gathering such a meaningful and inspiring experience.

A special thank you to The Rooms, our venue partner, for providing the perfect setting for us to come together face-to-face, share ideas, and celebrate the amazing work we do in preserving and promoting our province’s heritage. The hospitality, support, and welcoming atmosphere you provided made this event all the more impactful.

To our sponsors, speakers, and panelists, we are incredibly grateful for your dedication and expertise in sharing your knowledge, insights, and experiences. The conversations you sparked and the sessions you led were not only informative but also thought-provoking. Together, you’ve helped us explore the vital role museums play in our communities and how we can continue to build stronger, more connected institutions.

To our staff and volunteers, your tireless work behind the scenes ensured everything ran smoothly and seamlessly. From registration to event logistics, your support allowed us to focus on the conference’s true purpose, growing, learning, and engaging with one another. You are the backbone of our organization, and we are so lucky to have such a small but dedicated team that shares our vision and values.

And, of course, to you, our members, thank you for your active participation, your enthusiasm, and your continued dedication to preserving and sharing our stories. It is your work in communities, large and small, that truly embodies “What Binds Us” and reminds us of the power of museums to connect people and place.

As we look ahead to the future, there are exciting



initiatives on the horizon. The discussions we had at this conference will help guide us as we work toward increasing museum accessibility, promoting cultural tourism, and further strengthening the network of institutions and individuals who make this sector thrive. Let’s keep the momentum going.

Stay connected, share your ideas, and join us in shaping the future of museums in Newfoundland and Labrador. We’d love to hear from you! Whether it’s through social media or our newsletter, your voices are integral to our ongoing success.

Thank you once again for being a part of this inspiring journey. Together, we can continue to strengthen the museum sector and ensure that our stories and shared heritage, remain alive and accessible for future generations.

Warmest regards,

Linda Hickey
President, MANL

2024 Conference Overview

Schedule

Dates: October 25-26

Location: The Rooms, 9 Bonaventure Ave, St. John's, NL

Friday, October 25, 2024

9:00 am – Morning Mingle, Tea & Coffee

10:15 am – Opening Remarks

10:30 am – Explore Grants you Didn't Know Existed

11:00 am – CEDP Project Grants

12:00 pm – Lunch

1:00 pm – Meet, Ask, Nurture, and Learn

3:00 pm – Opportunities with Young Canada Works

4:00 pm – Wrap Up

Members' Night

6:30 pm – Members' Update

7:30 pm – Members' Social

Saturday, October 26, 2024

8:30 am – The Rooms: How an Idea Becomes an Exhibition

9:00 am – ANLA AGM

10:00 am – Sips of History – Reminiscing with Our Founders

10:30 am – Digital Museums Canada

12:00 pm – Awards Luncheon

1:45 pm – MANL AGM

2:45 pm – Peer Share Panel: Turning an Idea into Reality!

3:50 pm – Closing Remarks



Conference participants gather in the Atrium on the morning of October 25. Photo credit: MANL.

On the morning of October 25, 2024, our members gathered in-person for the first time since our 2019 conference. It was a long overdue opportunity to catch up with old friends and connect with colleagues from across the province, while enjoying the inimitable ambiance of The Rooms and delicious refreshments from Red Oak Catering.



Conference participants gather in the Atrium on the morning of October 25. Photo credit: MANL.



Anne Chafe addresses the audience. Photo credit: MANL.

This conference could not have taken place without the engagement, help and support from our partners, ANLA and Heritage NL, and, of course,

our local heritage community. We are immensely grateful to our members, who travelled from all corners of our province to participate in our first in-person conference since COVID. The enthusiastic and generous support from our presenters, volunteers, partners and sponsors produced our best conference ever!



Conference participants gather in the Theatre on the morning of October 25. Photo credit: MANL.

The Rooms CEO Anne Chafe opened the conference, warmly welcoming participants, speakers and volunteers. We are beyond grateful to Anne Chafe and everyone at The Rooms for hosting and for your unwavering support! We couldn't have done it without you!



Janet Rumsey delivers her presentation. Photo credit: MANL.

Funding opportunities for our museums, archives and other heritage institutions was top of mind during the first day of the conference. Participants learned about the variety of funding opportunities available, discussing how to choose the right funding stream for their organization, as well as increase their chances of success, making their application stand out.

Janet Rumsey, MANL's Interim Executive Director at the time, led the first session of the day. In her presentation she shared information about corporate sponsorship opportunities that might prove useful for museums and other cultural institutions.



Kristina Turner delivers her presentation. Photo credit: MANL.

Kristina Turner is certainly no stranger to our heritage community. As the Industry Development Officer with the provincial Cultural Economic Development Program – Heritage Component, she works closely



Conference participants gather in the Theatre. Photo credit: MANL.

with many heritage organizations, assisting applicants with securing funding for operational support or special heritage projects. During her session she answered some of the most common questions about the eligibility requirements for this funding stream and provided some valuable insights on the application process.



Gerry Osmond attends the conference. Photo credit: MANL.

On Friday afternoon, two interactive sessions were offered concurrently: *ANLA and MANL: Where Do We Go from Here?* with Lara Maynard and *Crafting Narratives: The Art of Storytelling in Heritage* with Dale Jarvis.

Participants gathered in the theatre to share their thoughts, concerns, hopes and dreams regarding the future of the heritage sector in this province. Lara Maynard, a long-time local heritage professional



Lara Maynard addresses the audience. Photo credit: MANL.

and volunteer, led a lively, discussion-based session, requesting feedback on how MANL and ANLA could better serve their membership and discussed the challenges and needs of our heritage organizations. Our members did not disappoint, providing passionate feedback and innovative ideas. One pilot project that has grown from this session is the establishment of a members-based mentorship committee, with plans now underway to offer this as service to MANL and ANLA members.



Dale Jarvis addresses the audience. Photo credit: MANL.

The other concurrent session featured the insightful Dale Jarvis, who shared his expertise on the art of storytelling within the heritage sector. With a focus on how narratives shape our understanding of history and culture, Dale engaged attendees in a lively discussion about the power of storytelling to connect communities to their heritage. He emphasized that

effective storytelling goes beyond mere facts; it evokes emotions and fosters a sense of belonging. The session also provided examples of successful storytelling initiatives that have revitalized local histories and engaged diverse audiences.

“People want to hear good stories, well told,” says Dale. “Take the time to find and invest in good, engaging storytellers. These might be local experts or tradition bearers who know more than anyone about their particular topic. Or they might be professional storytellers, cultural interpreters, or actors. Find and use the best!”



Ashley Griffin delivers her presentation. Photo credit: MANL.

Ashley Griffin, Young Canada Works (YCW) Program Officer with the Canadian Museums Association, was the last presenter of the day. YCW provides funding to eligible Canadian heritage sector employers for short-term work opportunities through the YCW in Heritage Organizations and internships under YCW at Building Careers in Heritage. This initiative aims to benefit Canadian youth — citizens, permanent residents, and those holding refugee status — aged 30 and under by offering valuable work experiences that cultivate essential skills in the heritage and culture sectors. In her presentation, Ashley offered valuable insights into how the program can help heritage organizations connect with talented youth by providing meaningful work experiences that promote cultural and historical engagement.

On Friday evening, our members gathered in the theatre for a very important part of our conference, our Members' Update. This opportunity for our members to share highlights, news, challenges and stories from their museums and heritage societies, as well as to network with other heritage enthusiasts, has long been a favorite component of the conference.



Megan Webb reports at the Members' Update. Photo credit: MANL.

We thank everyone who joined us for our Members' Update! It was both inspiring and fascinating to hear all the ways museums across the province are creating engaging events, exhibits, storytelling, and working hard to preserve, promote, and protect our cultural and natural heritage. Your passion, creativity, dedication and resilience are what makes our heritage sector truly extraordinary!



Lisa Daily reports at the Members' Update. Photo credit: MANL.



Marlayne Hardy reports at the Members' Update. Photo credit: MANL.

This year, our Members' Update also featured something very special, which we hope from now on will become a new tradition: MUN Ph.D. student Jared Hogan reported on his research project, entitled *Just Representation? Investigating the Visibility of Indigenous Cultures at Museums in Newfoundland and Labrador*.



Jared Hogan reports on his research. Photo credit: MANL.

This project aims to create recommendations for museum professionals at the non-Indigenous-led museums to better represent Indigenous Peoples and their ancestors. As part of this project, Jared is looking to interview museum professionals at non-Indigenous-led museums in Newfoundland and Labrador. If you're interested in chatting, kindly reach out to Jared at jthogan@mun.ca, or contact MANL at info@museumsnl.ca for more information!



Hamilton Sound performs at the Member's Social. Photo credit: MANL.

After a full day of conference sessions and workshops, we were excited to welcome our conference delegates to a fabulous evening of fun, friendship, music and refreshments, as they kicked up their heels to the lively entertainment provided by Hamilton Sound. It was a very special evening of



Bud Davidge performs with Hamilton Sound. Photo credit: MANL.

traditional tunes, ballads, and stories, brought to life by Hamilton Sound, along with our cultural icon Bud Davidge, storyteller extraordinaire. Our Members' Social could not have happened without The Rooms, the Bell Island Heritage Society and MusicNL. Their generous support and

commitment to fostering our arts and heritage sector has made events like this possible, allowing us to gather, celebrate, and share our love for Newfoundland and Labrador's music and culture. Thank you also to all the amazing dancers and voices who joined in; you made this night truly unforgettable! Museums and stories go hand in hand, just like stories and songs. Here in Newfoundland and Labrador, we share our heritage through music that captures the essence of our people and the tales that shaped us.



Hamilton Sound performs at the Member's Social. Photo credit: MANL.



Dancing to the wonderful tunes of Hamilton Sound. Photo credit: MANL.

On Saturday morning our conference participants took part in a very special tour led by The Rooms Curator Maureen Peters: *How an Idea Becomes an Exhibition?*. Maureen led the participants through the exhibition entitled *Fantastic Finds: Archaeology in Newfoundland and Labrador*, which explores new and exciting archaeology discoveries in our province. During the tour Maureen shared invaluable insights into the process of exhibit development, from initial concept to final evaluation.



Fantastic Finds: Archaeology in Newfoundland and Labrador. Photo credit: The Rooms.

After four years of virtual annual meetings, ANLA returned to an in-person annual general meeting during our joint conference. About 20 people, either individual members or those representing institutional members, attended the hour-long AGM. The outgoing Executive presented a number of reports covering ANLA's finances and future plans.



ANLA members attend the 2024 ANLA AGM. Photo credit: ANLA.

The attendees then proceeded to elect by acclamation a new Executive, which comprised a mix of new and returning officers: President – Aimee Chalk; Vice-President – Megan Webb; Treasurer – Christine Davies; Secretary – Beverly Bennett; Director – Wanita Bates; Director – Terra Barrett.

We were really excited to welcome the Memorial University Archeology 3684 students and their instructor Shannon Lewis-Simpson to our conference. In September 2024, MANL members were invited to work with these students to develop Emergency Response Plans for their museums, heritage centres, and archives. The Archeology 3684 course, entitled *Cultural Heritage in Conflict and Crisis*, introduces how cultural heritage is affected by conflict and crisis, focusing on the possible response actions of culture resource managers and archaeologists



Archeology 3684 students attend the conference. Photo credit: Shannon Lewis-Simpson.



Jo Sawyer speaks at the conference on the morning of October 26. Photo credit: MANL.

It was an immense honour for us to welcome Jo Sawyer to speak at our conference. Jo Sawyer is a founding member of MANL and a retired Associate Professor in the Department of Geography at MUN.

Throughout her career, Jo has explored the dynamic character of cultural landscapes, focusing on their creation, maintenance, and change. Her research, which combines fieldwork and archival studies, encompasses both personal and public landscapes across urban and rural settings.



Conference participants gather in the Harbour View Room on the morning of October 26. Photo credit: MANL.

The excitement was palpable when Jo entered the room. She talked about how MANL was formed and shared her memories from the days when the museum staff and volunteers across the province took the first steps toward building a strong and passionate community that we know today. Jo's speech was incredibly inspirational and one of the brightest highlights of our conference.



Panelists left-to-right: Neil Burgess, Leah Resnick, Dale Jarvis. Photo credit: MANL.

As part of our conference, Heritage NL facilitated a Digital Museums Canada (DMC) session, which provided the participant with an opportunity to learn about how their heritage organization or museum can avail of DMC funding to help share local knowledge and stories.



Dale Jarvis addresses the audience. Photo credit: MANL.

The panelists included: Dale Jarvis, Executive Director and Terra Barrett, Intangible Cultural Heritage Program Planner with the Heritage Foundation of NL; Neil Burgess, President, Shipwreck Preservation Society of NL; Leah

Resnick, Director of Digital Museums Canada.

Leah walked the participants through the eligibility requirements and provided some valuable tips on navigating the application form, while Dale, Terra and Neil shared their success stories in obtaining funding under the Community Stories stream. Their presentations provided valuable insights into crafting successful proposals, while emphasizing the importance of aligning project goals with funding priorities.



Panelists left-to-right: Leah Resnick, Terra Barrett. Photo credit: MANL.

DMC is an investment program that helps build digital capacity in Canadian museums and heritage, cultural and Indigenous organizations, and gives people living in Canada unique access to diverse stories and experiences. DMC is managed by the Canadian Museum of History, with the financial support of the Government of Canada.

DMC provides investments between \$25,000 and \$250,000 for online projects and help organizations build digital capacity by providing expert guidance in digital accessibility, user experience, and inclusive design.

In order to honour individuals or institutions that have made significant contributions to the preservation of our natural and cultural heritage, MANL administers the Awards Program, which consists of the Award of Merit and the Lifetime Achievement Award.

The 2024 Award of Merit was presented to the Placentia Area Historical Society for their outstanding contributions to preserving the rich history and cultural heritage of Placentia and its surrounding communities.



Placentia Area Historical Society receives the 2024 Award of Merit. Photo credit: MANL.

Founded in 1937, this remarkable organization has demonstrated unwavering commitment to collecting, protecting, and sharing the stories of the region. For nearly nine decades, their dedication has ensured that local history—from the early French and English settlers to the role of Placentia in Newfoundland and Labrador’s military history—remains accessible to both residents and visitors alike.



Joanne Thompson speaks at the Awards Luncheon. Photo credit: MANL.

The recipient of the Lifetime Achievement Award was Anne Payne, a remarkable individual whose decades of dedication to the heritage and museum community have been nothing short of exemplary.



Anne Payne addresses the audience. Photo credit: MANL.

As Curator, Committee Secretary, and Volunteer with the Petty Harbour - Maddox Cove Heritage Museum Association, Ann has worked tirelessly to preserve and promote the cultural and historical identity of her community. Beyond her role at the museum, Ann has been a pillar of the museum community across Newfoundland and Labrador, sharing her knowledge, mentorship, and unwavering dedication with others in the field.

It was with great honour that we welcomed Ms. Joanne Thompson, Member of Parliament for St. John’s East and Deputy Mayor Sheilagh O’Leary to speak at the Awards Luncheon.



Sheilagh O’Leary speaks at the Awards Luncheon. Photo credit: MANL.

On Saturday afternoon, MANL members assembled for our annual general meeting. A highlight of the meeting was the election of officers for the MANL Board of Directors. Three long-time board volunteers stepped down after many years of service. We wish to extend our sincere appreciation and gratitude to: Joan Kane, Regional Director for Eastern Newfoundland; Bonnie Ryan, Secretary; and Sheldon Kirby, Regional Director for Central Newfoundland.

We are delighted to announce the new MANL board for 2024-25 includes: Linda Hickey, President; Manny Kaur, Vice President; Teresita McCarthy, Past President; Robyn W. Hutchings, Secretary; Megan Webb, Treasurer; Donna M. Norvey, Regional Director (St. John's); Keith Thomas, Regional Director (Avalon); Jim Miller, Regional Director (Eastern); Abby Moss, Regional Director (Central); Cynthia Randell, Regional Director (Western); Lena Onalik, Regional Director (Labrador).

An important mandate of our conference was to offer participants opportunities to network, share ideas and learn from each other. With this in mind, we invited our members to serve as “peer share” panelists during the final session of the conference, *Turning an Idea into Reality*.

Each panelist, representing a heritage organization, spoke briefly on how they turned a brilliant idea into a successful (and funded) program. Our excellent panelists included: Bonita Ryan, Chair, Blackhead One Room School and Church Museum; Kimberly Orren, Co-founder & Executive Director, Fishing for Success at Island Rooms; Aaron Rodgers, General Manager, O'Brien Farm & the O'Brien Farm Foundation; Donna Norvey, Heritage Coordinator & Museum Registrar, Torbay History House and Museum. This session showed us that no matter how little you start with, some passion and creativity can bring you a long way!



Panelists left-to-right: Bonita Ryan, Kimberly Orren, Aaron Rodgers, Donna Norvey. Photo credit: MANL.

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How did MANL Begin?

Penny Houlden and Jo Shawyer



Mark Allston, Jo Shawyer and Penny Houlden at the opening of The Price of Fish in Harbour Grace, 1990. Photo credit: unknown.

The Museum Association of Newfoundland and Labrador exists to serve the community museums in this province. It works with you to answer your questions, to provide training, and, most importantly, to foster information exchange among members. And to celebrate successes.

How did MANL begin? More importantly, why and when did people in this province turn to look at their past and, as communities, begin to express their deep respect and affection for it? Memories. Collections. Stories. Landscapes.

The Newfoundland Museum traces its roots to 1879 (Trident vol 4, no 1, May, 1977). Then there came a long period of difficult years. World War I: 1914-1918. The Economic Depression: 1929-1939. The Commission of Government for Newfoundland: 1934-1949. World War II: 1939-1945. Confederation: 1949, and then the Resettlement programmes in the 1950s and 1960s. Those were some rough times for Newfoundland and Labrador.

After these many years of disturbance, Newfoundland and Labrador perhaps felt an urgency to once again find itself. Canada by this time, had formed the Canadian Museum Association in 1947, determined to establish a national network to speak on behalf of Canada's museums.

In the 1960s the Newfoundland Historic Trust was created, a volunteer group. Its goal was, and still is today, to save historic buildings, the physical remnants in our landscape. At the same time, people turned to music. The Newfoundland

Folk Arts Society was formed: Codco, Ryan's Fancy, Figgy Duff. They performed the traditional Newfoundland and Labrador repertoire.

And, like magic, during those years, across the province, communities created museums for themselves. Residents identified what was important in their community, what it was they wanted to hang on to. Reminders of what their community used to be: Buildings. Historic persons. Rocks and fossils. Stories of the sea. Exploration, tragedies and celebrations and accomplishments. And memories.

How did you create your museum? Perhaps a collection was donated. Perhaps a particular story like Harbour Grace with its history of trans-Atlantic flight, or the cable station at Heart's Content. There's the Jersey connection at Burin. In Brigus, the memory of going down north to Labrador for the summer fishery. Twillingate, with its historic association with the merchants in Poole, Dorset. The lumber woods.

Defence as in Castle Hill, Placentia. The Moravian Mission at Hopedale. The fishery, always the fishery. In Labrador, the Them Days archive began in 1975 with a series of tape recordings of local residents in Happy Valley, Rigolet and North West River.

In the 1960s the Federal Government dedicated budget to support the development of the museum sector and historic sites. The focus was on conservation, exhibition, and public programmes all of which demanded training in museum techniques. In this province, the Newfoundland Museum was updated and its staff expanded. In 1973 the position of “outreach officer” was created to facilitate training. It was a first step toward building a community among the museums across the province. In 1980 this initiative became the MANL office which we know today.

MANL got to work. The office staff created training seminars, pulling on professional resources such as the Conservator at the Newfoundland Museum, or an archivist to assess the retention, or not, of documents, or a cataloguer to explain the proper keeping of documentary records. MANL created a Certificate of Museum Studies and a manual called Guidelines for the Operation of Community Museums, both of which covered every aspect of museum-keeping. From scotch tape to pest control.

There are now more than eighty museums across the province, including twelve in Labrador. The range of their content is amazing: archaeological sites like L’Anse – au—Loup that reveal the existence of indigenous people 9,000 years ago; the discovery of cod which promoted initial settlement; the Basque who came from the Bay of Biscay in the 1600s to hunt whales at Red Bay. Dr Grenfell at St Anthony, trappers and miners and farmers, and fishermen and men who work in the lumber woods all tell their stories in our museums.

Over the years, the museums have become more confident, sharing their stories with programmes for old and young, with publications and performances and celebrations, and with the teaching of crafts: Boat building, weaving, netting. Museums can now hire staff, undertake research, and partner with the tourism industry.

Museums are active everywhere in Newfoundland and Labrador. People know about them, visit them, and sometimes offer additions to their collections. It’s a good story.

Jo Shawyer came to Newfoundland in 1984, just a few years after MANL was formed. She volunteered with MANL for the next twenty years. She was already familiar with historical research. Before she came to Newfoundland she had volunteered with a pioneer museum and also with community heritage groups. She was happy to join MANL and to learn about heritage activity in this province. In another part of her life, Jo taught in the Geography Department at Memorial University and co-authored two books on the historical landscape of St John’s.

Penny Houlden is a distinguished cultural leader with extensive experience in museum management and cultural development. She earned her Honours Bachelor of Arts in History from the University of British Columbia and a Master’s Degree in Folklore from Memorial University. From 1983 to 1993, she served as the Executive Director and Training Coordinator for MANL, where she was recognized with a Canadian Museums Association Award for Outstanding Achievement in Museum Management as part of the “The Price of Fish” exhibit committee. Following this, she worked as a Cultural Development Officer with Federal/Provincial Cultural Development Programs. In 1998, Penny became the Director of the Newfoundland Museum, leading a project team that received both a Canadian Museums Association Award for Outstanding Achievement and an International Council of Museums Gold Award for Web Design for a web project in partnership with the Innu Nation and the Canadian Heritage Information Network. Her contributions continue to shape the cultural landscape of Newfoundland and Labrador.

Save the Date!

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