
Spring 2003



YUKON HISTORICAL & MUSEUMS ASSOCIATION

NEWSLETTER

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PEOPLE ISSUES - *Enhancing Museum Governance*

“A good board is a victory, not a gift”. - Cyril O. Houle 1989

Now more than ever, non-profit organizations and their boards of directors are playing a key role in addressing social problems and enhancing the quality of life – challenges which both business and government have largely failed to solve. One reason for this is that non-profit organizations, including museums, are truly unique (Handy 1994:183). They have constitutions, members, boards of directors, yet they are owned by no one. They are not properties which can be bought or sold, although they can join forces, merge and make alliances. Unlike government agencies and most businesses, non-profits are also directly accountable to their boards of directors and to the contributors on whose support they depend (Herzlinger 1994:52). Without volunteers to govern these organizations, there would be no non-profits.

The Issue

Nowhere is this more apparent than in Yukon, where the backbone of the museum community is its volunteers. Their contributions range from artifact restoration to organizational governance, the latter fraught with ever-increasing challenges and difficulties. Yukon’s museums, for example, all have inadequate resources, yet their boards must motivate underpaid staff and unpaid volunteers to perform to high professional standards. Most have boards consisting of individuals with little or no direct experience and expertise in the heritage field. In addition, Yukon museum boards must answer to an unknown number of publics with widely divergent expectations, while at the same time fostering creativity, public access and revenue generation.

These boards have also assumed the responsibility of preserving Yukon’s rich natural and cultural heritage. The challenges confronting non-profit boards can seem so daunting at times that it has been said that “effective governance by the board of a non-profit organization is a rare and unnatural act” (Taylor et al. 1996:36). The private sector fares no better, as revealed in a recent report (Blackwell 2002 :B3) which indicates that public companies in Canada have made little apparent progress in improving their corporate governance, despite the intense attention paid to the activities of boards of directors over the past few years. Museum governance in Yukon is made even more difficult because of inadequate funding, the lack of year-round staff, and an aging, fatigued and diminishing volunteer work force.

For all these reasons, it is common for the line between (staff?) and management in Yukon museums to be blurred, with both setting policy and solving problems together. Flexibility and ad hoc arrangements are common, and the emphasis is on participation and action. Many board members do functional work and get involved in daily operations, and this work is decided by the nature of the issue at hand and its priority. Admittedly, this “hands-on” approach can create great stress and demands on board members and staff, but it is also a major strength of the Yukon communities.

There is no particular type of board governance model that fits all situations. The Yukon and its museums are unique, and good governance requires a made-in Yukon solution. What follows is a description of

responsibilities which are essential for competent museum governance in Yukon, along with some recommended options and projected costs to enhance board governance as quickly as possible.

Board Responsibilities

Yukon museums are a vital part of the Territory's unique identity, social well-being and economic prosperity. As such, they require governing boards of the highest quality and effectiveness. The goal is to develop a majority of boards in Yukon which are "vigorous, creative, constructive, challenging and empowered" (Thanin and Leighton 1992). It must also be recognized that board governance is dynamic and must reflect both current and changing circumstances. Because it is impossible to design a final governance which will be good for all organizations for all time, Yukon museum boards must be committed to *learning, growth and change*.

Described below are various responsibilities which no museum board can afford to ignore, and none of these responsibilities are contingent upon the size of a museum, its staff and its budget. Instead, they are fundamental to a board's collective responsibility as a corporate entity, as well as to an understanding of the roles of individual board members (Ingram 1988).

1) Determine the Museum's Mission (purpose)

The board's fundamental responsibility is to ensure that everyone understands why the museum exists – that is what it strives to accomplish. The board must create this statement and ensure that it is updated in consultation with members, volunteers, staff, clients and supporters. This statement of purpose is essential to organizational planning, board and staff decision-making and determining priorities in the face of scarce resources.

2) Select the Person in Charge of the Museum

This responsibility probably has the greatest impact on the museum's development and effectiveness. It cannot be done without a clear statement of the museum's mission, along with a job description outlining this person's duties and priorities. For Yukon museums, this person could be a paid staffer or an elected volunteer. The important thing is to make explicit who is in charge.

3) Support and Review the Performance of the Person in Charge

The person in charge needs a broad range of support from the board, ranging from frequent and constructive feedback to being introduced to community leaders and organizations. Goals and priorities must be discussed and agreed upon, as these are the basis of both formal and informal performance reviews. The purpose of all reviews is to help the person to perform more effectively, not simply to get a raise or review the contract, and the person being reviewed should be consulted on the process well before it starts. In the end, the effectiveness of the board and the individual in charge of the museum are interdependent. Neither can be assessed independently of the other.

4) Ensure Effective Organizational Planning

Although it is often a severe challenge for volunteer boards with limited time and resources, it is essential that board members be involved extensively in the planning. This is because the board must assume ownership of the plan and its goals if the planning is to be effective. This is true whether or not the museum has volunteer staff or professional staff to conduct the planning or they hire outside help to assist.

5) Ensure Adequate Resources

Providing adequate resources is first and foremost a board responsibility, and this work must be done in conjunction with the person in charge of the museum and other staff. The board, however, must determine what is really possible to achieve in terms of fund-raising.

6) Manage Resources Effectively

This includes overseeing not only the annual budget, but also all the other assets owned by the museum, including collections, buildings and equipment. An annual budget must be developed and approved, and arrangements made for an annual audit. There must also be adequate financial procedures in place for budgeting and reporting, as there are a variety of legal requirements stemming from the tax-exempt status of Yukon museums.

7) Determine and monitor the Museum's Programmes and Services

The board's responsibility here is to ensure that the current and proposed programmes and services are consistent with the museum's stated mission. What the museum does for its members, visitors and supporters determines its value as a social institution, and the board must ensure that the museum is fulfilling its educational

and social roles in its community. It must strive to meet the needs of the underserved, as well as the frequent visitors.

8) Enhance the Museum's Public Image

All Yukon museums need a healthy public image, and the board serves as the vital link between the museum and the community. Because board members are the museum's ambassadors, a board member speaking on behalf of the board is representing the board collectively, and must refrain from expressing personal opinions. All boards must continuously advocate greater public involvement in the museums, as well as increased moral and financial support for the museum.

9) Consult Knowledgeable People

Although it is important for Yukon museum boards to trust their own experiences and senses, it is also useful to occasionally consult outside professionals as another source of knowledge and experience. They can help with everything from identifying trends in tourism to assisting with organizational planning. There should be no embarrassment in asking for external help.

The Board's Responsibility for Self-Management

In addition to governing the museum, the board's own organization and self-management are key factors in how well the board does its work. To manage itself well, a museum board must assume some additional responsibilities" (Canadian Museums Association 1992:4-6), and the following list includes the most fundamental of these obligations. This list is not intended to be exhaustive, however:

- 1) Authorizing Documents – The board should review and update its constitution and by-laws regularly.
- 2) Board Chair – The role and responsibilities of the chair or president should be clearly specified.
- 3) Board Committees – Each committee must have a terms of reference approved by the board as a whole.
- 4) Recruitment of Board Members – There must be a process and procedures in place (usually a nominating committee) which ensures that new board members not only have the skills and experience which the museum requires, but that they also reflect the diversity of the community the museum serves.
- 5) Board orientation and Development – New board members must participate in an orientation session, designed to introduce them to the work of the board and the museum. This should also include a board manual, containing the information the board needs to carry out its responsibilities, in addition, the board should provide ongoing opportunities for its members to develop their knowledge and skills through courses, seminars and retreats.
- 6) Board Self-Assessment – The board must engage in a regular process of self-evaluation to ensure its ongoing effectiveness. This can be as simple as a 60 second questionnaire, completed by each board member at the end of each meeting. The results are tabulated and reviewed at the next board meeting, all in an effort at continuous improvement.

Checklist for Good Governance

The following summary of board responsibilities provides a quick means of assessing the current health of your museum's governance, as well as the adequacy of the board's self-management.

The Board's Responsibilities for the Museum

- Determine the Museum's Mission
- Select the Person in Charge
- Support and Review the Performance of the Person in Charge
- Ensure Effective Organizational Planning
- Ensure Adequate Resources
- Manage Resources Effectively
- Determine and Monitor the Museum's Programmes and Services
- Enhance the Museum's Public Image
- Consult Knowledgeable People

The Board's Responsibilities for Self-Management

- Review/Update the Authorizing Documents
- Prepare Role and Responsibility Statement for the Board Chair
- Create Terms of Reference for Each Board Committee
- Develop a Process for Recruiting New Board Members
- Provide Board Orientation and Development
- Commit to Board Self-Assessment

Three Important Questions

In addition to the 15 characteristics of good governance summarized above, there are three questions which each board member should ask of their museum (Herzlinger 1994:53-59). These questions help to integrate all the responsibilities described earlier, while also focusing the board's attention on the big picture.

First: are the museum's strategic priorities consistent with its financial resources? It makes no sense to have overly ambitious goals if there is insufficient funding. Conversely, some museums have excessively modest goals relative to their resources.

Second: is the museum practicing intergenerational equity? That is, a museum should not consume all its assets to serve present users, and thereby deny the museum's services to future users. The museum's capital (including funds, collections and physical assets) should be conserved so that present and future generations have equivalent opportunities to benefit from these resources.

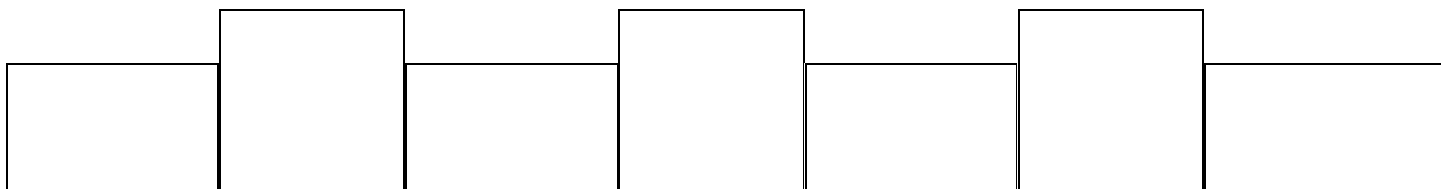
Last: is the organization sustainable? This is perhaps the most important question, and achieving sustainability is the focus of this entire report. A major impediment to sustainability in any organization has always been excessive concentration on one particular thing – be it a revenue source or a particular programme or service. Diversification is key, especially for small museums.

RECOMMENDED

The critical importance of good governance to the future of Yukon's museums necessitates a quick and effective approach to supporting and nurturing as many volunteer board members as possible, this means the planning and delivery of a territorial-wide workshop on good governance, perhaps under the auspices of the YHMA. It could be a biannual or triennial event, but it must be thoroughly evaluated after the inaugural event to ensure maximum effectiveness in the future. If well received, it might lead to the founding of a Yukon Trustees Association.

Considering the economic value of the volunteer hours currently being contributed to Yukon's museums, the cost of this board development project is a modest investment in Yukon's future. This workshop would also serve two other important purposes. First, it would serve as important recognition for the many individuals who have already given years of their personal time as Yukon museum volunteers. In addition, a Territorial-wide training session would highlight the vital work of Yukon's museums, and perhaps stimulate a new wave of volunteerism in the museum sector.

Public consultation revealed a looming crisis in the governance of Yukon's museums and museum organizations. Museum board members are in need of recognition, support and training, so that they are able to ensure the future of their organizations. Investing in **board development** at this time will empower citizens to assume responsibility for vital services which neither government nor business are willing or able to provide. It is not a question of whether or not to support this initiative, as the payback in social capital and more competent citizens far exceeds the monetary cost. The question is how soon can this training be initiated? It is time to both honour and support these voluntary stewards of Yukon's unique history.



NEW CHANGES AT YHMA

On February 19, Mike Mancini became the new Executive Director for YHMA. Mike hails from the Keno City where he volunteered a large part of his life to running the Keno Mining Museum. In between his time spent at the museum, he ran his own restaurant "the well known "Keno Snack Bar" and was a board member for the YHMA and the Yukon Historic Resources Board.

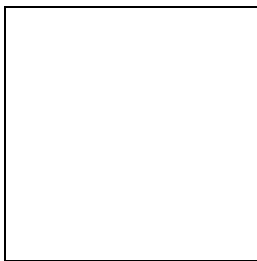
YHMA's previous Executive Director for the past 14 years was Marjorie Copp who has accepted a one year secondment with the Government of Yukon, Advanced Education. She will be working with the Labour Market Programs and Services Unit.

A big welcome to Mike as Executive Director and best wishes to Marjorie with her secondment.

Welcome to New Board Members

The following have joined the YHMA Board of Directors and will serve till the next AGM in October 2003. It is with pleasure that the present Board of Directors welcome,

Helen Couch
Melanie Needham
Yann Herry
Noel Burns
Anne Turner



YHMA ANNUAL HERITAGE AWARDS & LECTURE.

On Heritage day February 17th Linda Johnson was awarded the Lifetime Achievement in Heritage Award for her long standing dedication to heritage in not only giving of her time as a volunteer, but for being influential in preserving the Yukon's heritage and culture.

Linda was instrumental in the association's founding in 1977 and has been responsible for many successful heritage conferences hosted by YHMA and

publications such as the Borderlands Conference papers, the Kohklux Map and Book and she is presently involved in compiling the papers from the Rupertsland Conference.

Paul Thistle was awarded the annual heritage award for his hard work on behalf of Yukon museums and the Association. He was a true champion of museums, especially those in the rural communities. Paul was chairperson of the YHMA museums committee and training committee and secretary on the Board of Directors. Many good training opportunities came to the Yukon and staff from all Yukon museums benefited from his contributions as chairperson for the museums and training committees.

This year YHMA recognized one of its long time volunteers with an award and gift certificate. Helen Couch received the Volunteer of the Year award in recognition of her volunteer service not only to YHMA but to other heritage organizations. She was instrumental in providing a venue for the association to hold a major fundraiser for four years. This enabled the association to become financially stable and provided funds to do projects.

Sally Robinson gave a very interesting and informative lecture and slide show on the walking tours in several rural communities. The walking tours done by Heritage Resources, Yukon Government will provide the community with a promotional marketing resource to enhance the heritage and culture in the area.

“” Notice of Special Meeting ””

Letters were mailed recently announcing a special meeting of the membership to discuss and vote on changing two items in the YHMA Constitution:

1. Changing the number of board members required
2. Removing the Secretary position from the Executive Slate of Officers

These will be the only two items on the agenda. Membership renewals can be done before the meeting. Only members in good standing will have the privilege of a vote.

Meeting Date is: April 27, 2003

Time: 1.30 PM

Place: Whitehorse Public Library Meeting Room

By **Melanie Needham** — This month I have the distinct honour of joining the YHMA Board of Directors. I am very pleased to be a part of this worthwhile organization and I am grateful for the confidence of the Board members. I hope to assist the organization in meeting the needs of institutional and individual members. Many of you I know, many more I look forward to meeting. We find ourselves in interesting times in the heritage field right now. First Nations are actively developing cultural centers, there is a new government and the expectation of a new approach to funding for heritage organizations, another busy summer approaches, we continue to address our backlogs and exhibit upgrades, and the struggle for funding is ongoing. It sometimes seems we must scramble to keep up with all these developments on the periphery of our endeavours, and especially since many of them directly affect the way we operate. Museum Strategy negotiations are ongoing, but the news is that soon the document will be complete and we will have a strong framework for building the future of Yukon heritage. As museum boards contemplate changes in their organizational structure to improve how their facilities deliver services to the public, those of us not involved in the process are watching closely. If the new models work to increase the efficiency and performance of these institutions we may see more of this in the future. In light of all these developments, this might be a good time for us to take stock of how far we have come in the 5 decades since heritage facilities were first founded in the Yukon, and examine what it is we do and why, as we forge ahead. The museums have indeed come a long way, with the development of computer record-keeping systems, better qualified professional staff, improved storage and exhibit conditions for artifacts, more public access to information, and evolving marketing for museums among other things. Since its inception in 1977, YHMA has shown continuing commitment to the promotion of Yukon heritage. This is most clearly visible in the training initiatives offered through the organization throughout the years, through the friendly relationship it has with its members, and through its continuing efforts to lobby on behalf of heritage facilities for improvements in the delivery of government services. In addition, YHMA has continued to strive to maintain an open dialogue among the member organizations and individuals when geography sometimes seems part of a conspiracy to foster isolation. YHMA has always been about coming to consensus and speaking for the membership with

one unified voice. The lines are open at all times. YHMA can serve you best if you tell us what you want. I hope in my tenure as a YHMA Board member to continue to work for Yukon heritage and in so doing to open communication to all like-minded souls. Feel free to contact me at any time about YHMA or other heritage issues. My phone number is listed and Mike Mancini will make my email address available to anyone who prefers to send a message. I am grateful for the opportunity to work with you in promoting Yukon heritage.

Museums Impact Study By Brent Slobodin

As many members know, the Association has collaborated with Cultural Services in commissioning a museum economic impact study. The study is intended to indicate to governments and the public just how important museums are to the Yukon economy. The Association contracted with economist Luigi Zanassi and associates to undertake the study. The draft of the report should be available to all museums for review by the end of April. On behalf of the Association, I would like to thank all the museums for cooperating in providing information to the consultants.

COMMUNITY NEWS

Tr'ondëk Hwëch'in

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- e x p l o r i n g o u r m e m o r i e s t h r o u g h
m a t e r i a l c r e a t i o n s -

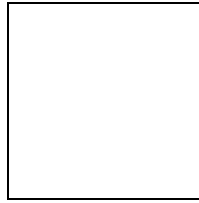
In January the Tr'ondëk Hwëch'in had a display of artifacts from the Royal Ontario Museum's Cameron Collection and the Dawson City Museum at the Dänojà Zho Cultural Centre. Myth and Medium: Explore Athapaskan Artifacts in Their Homeland – Explore a variety of Athapaskan clothing and implements. These artifacts represent the skills and traditional knowledge that passed through hundreds of generations and are central to Tr'ondëk Hwëch'in's rich heritage.

“I'm going to tell you another story . . .”

The memories of our Elders are passed on to future generations through storytelling and the creation of material objects. These stories and artifacts act as the carriers of traditional knowledge. They capture the

skills and wisdom that allowed people to survive for thousands of years on this land.

Welcomed were Zacharias Kunuk, Ken Lister, and David Neufeld to Dawson City, the heart of the Hän Homeland - a place where myth and medium meet and form the foundations of a rich heritage.



Yukon Archives News

Reference Room

This past winter has been a busy one for the Reference Room. The number of researchers has been steadily increasing with February having as many visitors to our facility as we see in our busy summer months. We have had requests for a number of tours from college and high school groups as well as some delivered in French by staff eager to put these new skills to use. Reference staff were also actively involved with Frantic Films production of Klondike: The Quest for Gold, which aired in February on the History Channel. (For anyone who missed the four episodes of this production, Yukon Archives now has these films in our collection).

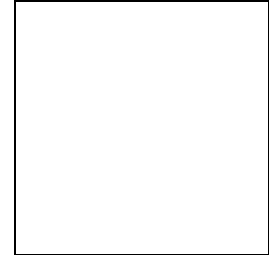
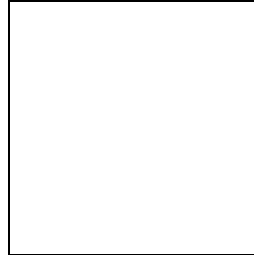
And now with Spring in the air we are receiving more calls, letters and emails from folks who are planning visits this summer which include the desire to trace the adventurous path followed by family members who ventured up this way those many years ago. We look forward to their visits and those of the many local researchers who continue to explore our collections.

Yukon Community 1901 Census database

The Yukon Archives has just received the beginnings of a “Yukon Community Census database” for 1901. The database will index individuals living in the communities outside of Dawson City. Currently the database consists of 2,067 names of individuals living in 15 different communities in 1901. Plans include updating the database monthly as new information is transcribed from the census reels held by the Yukon Archives. (Names of people living in Dawson City are already well-represented in the Pan for Gold database available on the Internet at www.yukongenealogy.com/index.html).

The Community database can be searched in 2 separate ways—a “general” search can be done by

surname, community and/or place of birth. For instance, a search using “Japan” as a place of birth located 6 individuals living in Quartz and Upper Dominion Creeks. The second way of searching – “Special” will allow searches for names of women, children, etc. living in the communities. By searching on the term “women” and “children” a total of 128 women and 84 children were located easily. This database is not on the Internet but is available for research purposes at the Archives.



Donor Appreciation Night

The Friends of the Yukon Archives Society in cooperation with the Yukon Archives sponsored a Donor Appreciation Night at the Archives on April 7th from 7:00 – 9:00 p.m. This was an opportunity to acknowledge the wonderful support provided by our donors over the years and to feature some of the new collections that have arrived (recently?) this past year. On display will be photographs from the E.J. Hamacher fonds donated by Margaret and Rolf Hougen, early aviation log books donated by Bob Cameron, family photographs of the Teslin and Livingstone Creek area on loan from Mrs. Pearl Keenan, Jim Whyard’s photograph collection donated by Mrs. Flo Whyard, selected publications from the library of Catherine McClellan, and a report of the Livingstone Creek Heritage Inventory project compiled by Leslie Hamson along with associated photographs, sound recordings and textual material provided by those she contacted during her research.

The event was well attended and gave the opportunity to meet our donors, examine these collections, view short clips from the newly arrived McConachie aviation films, and see the new display Sled Dogs and Snowshoes: Wintering in the Yukon.

Archives' CBC Radio bi-weekly interview

Staff are continuing to participate with Dave White of CBC Radio in a half -hour program which highlights archival collections held by the Archives. Recent interviews have been on collections related to dog mushing and the Yukon Quest, dredge mining records from the Dawson area, a St. Patrick's Day inspired theme on Irish connections to the Yukon, the Hamacher collection of glass plate negatives, and one

which highlighted the Archives' display "La Note Francophone du Yukon". Stay tuned to CBC radio every other Wednesday between 4 - 4:30 p.m.

Photograph Digitization Project

A pilot project is underway to digitize and make available on the Internet photographs from three collections held by the Yukon Archives. 1400 images from the H.C. Barley, Anton Vogee, and the Adams & Larkin fonds are being digitized. The photographs document turn-of-the-century activities in Dyea, Skagway, Atlin, Dawson City, and the construction and early operation of the White Pass & Yukon Route Railway. This project was made possible, in part, through the Canadian Culture Online Program of Canadian Heritage, the National Archives of Canada and the Canadian Council of Archives. Stay tuned to the Yukon Archives' website at www.btc.gov.yk.ca to view these images.

Vault Treasures at Yukon Archives

2002 / 118 - 1148 photographic images, mainly glass plate negatives, created or collected by the prominent Whitehorse photographer Ephrim J. Hamacher (1857-1935). The negatives were taken ca 1898 - 1935 and had been in the possession of the donor since ca 1949. The negatives include panoramic and other images of Yukon communities (Whitehorse, Miles Canyon, Carcross) and Skagway, Alaska; transportation (road, river, vehicles, etc.); domestic animals and wildlife; portraits (studio and casual shots of First Nations people, RCMP, clergy, women, families, etc.), mining on Bullion Creek in the Kluane area; totems; Kodak Picnic and Whitehorse Photography Club; scenes, social events and miscellaneous

2002 / 134 - Eight photographs of the Dorothy Baker Webber family and transcripts of interviews with the donor by Leslie Hamson for her Livingstone Creek project.

2002 / 136 - Records of the Yukon Lung Association including correspondence, minutes, annual reports and financial records.

2002 / 138 - Photographic reproductions of colour and black ink sketches of Whitehorse buildings created by Diana Mulloy.

2002 / 139 - Records relating to the process of amalgamation of YNB (Yukon Native Brotherhood), YANSI (Yukon Association Non Status Indians), and CYI (Council for Yukon Indians).

2003 / 6 - Research material collected by Bert Harris while writing his thesis titled: "The Short Stakes

of Men: the Yukon Legal Profession 1898-1912". It also includes copies of other papers he authored and information not used in his thesis.

2003 / 7 - Records pertaining to Yukon Native Brotherhood, Land Claims. Also contains one envelope of records pertaining to the Skookum Jim Wolf Club Pack.

2003 / 9 - Three cancelled Canadian Bank of Commerce cheques from Livingstone Creek payable to W.J. Clethero from Hootchie (Hutchie) Joe. Clethero cut wood for Hootchie (Hutchie) Joe.

2003 / 10 - Research files compiled by Joyce Hayden for her book titled "Yukon's Women of Power - political pioneers in a northern Canadian colony" published in 1999. YA location: 971.91 Hayd.

2003 / 11 - One audio cassette recording of an interview Joyce Hayden conducted with Linda Johnson, then Territorial Archivist, on the life of Victoria Faulkner. Also included is a transcript of the interview. Ms. Hayden used the interview as the basis of her book titled: "Victoria Faulkner - lady of the golden north: a biography" published in 2002. YA location: 971.9103092 Hayd.

2003 / 12 - Files relating to the public activities of James Smith, former Commissioner of Yukon. This is an accrual to Acc# 2002/7.

2003 / 15 - Records of the Tombstone Steering Committee including Tombstone Park management planning information minutes, correspondence, public consultation files, website file, public binder and binder updates, technical reports and information

2003 / 62 - 56 aircraft logbooks that document the following aircraft and aircraft engines: CF-GYK, CF-JFL, CF-MAS, CF-JPM, CF-SUB, CF-SKI, CF-AJC, CF-ATJ, CF-BDZ, CF-EHV, Pratt & Whitney Wasp #811, RCAF 29261, Y-10, CF-FON, CF-AWV, and CF-CPY.

Yukon Beringia Interpretive Centre,

spring 2003 News.

The Yukon Beringia Interpretive Centre has seen a busy winter season with about 100 tour groups from East Asia, events such as the Yukon Film Society's 'Wrestling the Spirit Film Festival', and several public lectures hosted by the Yukon Science Institute. Our total attendance for 2002/2003 was just over 21,000 people, which is very close to 1998-99 and 1999-00. 4084 people visited us this winter (since October 1st).

We have a new addition to our staff, welcome Tahirih Schinkel. Tahirih is an intern with YTG under the First Nation Training Corps program and will be trained for the position of Curator/Manager at the proposed Carcross/Tagish First Nation Heritage/Cultural Centre. She will be with the Beringia Centre for a two-year term until November 2004.

We would also like to extend our welcome to our new and returning seasonal staff. This summer the Beringia Centre will again be hosting many exciting events including six Camp Beringia day camps in Whitehorse and two in Yukon communities to be determined soon. The Yukon Beringia Interpretive Centre is proud to host the opening reception for the 3rd International Mammoth Conference, in late May. Further to our summer programming, we will again be holding the 2nd Atlatl Championships in September. Another milestone this summer will be the opening of our new indoor/outdoor exhibit '2.6 Million Years of Climate Change' in late June.

Once a schedule of summer activities is completed it will be posted at www.beringia.com.

Our summer season starts on May 9th, 2003.

Our hours of operation are as follows:

May – 9:00am – 6:00pm

June – August 8:30am – 7:00pm

September 9:00am - 6:00pm

Our Admission is as follows:

Adults \$6.00

Seniors (55 and over) \$4.00

Students (with valid ID) \$4.00

Children 5 and under Free

Group Rate \$4.00 (per person)

Family Pass \$25.00

Combo Pass \$9.00 (Includes admission to both the Beringia Centre and the Yukon Transportation Museum)

Mammoth Conference

The Department of Tourism and Culture, in cooperation with the Klondike Visitors Association, will host the 3rd International Mammoth Conference May 24th - 29th. Scientists from all over the Northern Hemisphere will be in the Yukon to present and discuss their research on Ice Age life and climates.

Three days of technical and poster sessions in Dawson City will give an in-depth look at current research on mammoths and their environment by researchers from Canada, United States, Mexico, Belarus, Ukraine,

Poland, Russia, Germany, France, Netherlands, and Italy. High points of the conference will include new DNA research on Ice Age mammals, stable isotope evidence of ancient diet and resource partitioning, Ice Age hunters, and survival of the mammoth fauna of northernmost Siberia and Wrangel Island past the date of the great extinctions 10,000 years ago.

A conference field trip will give a view of both the geology and the Ice Age fossils of the Klondike. This excursion will give the conference delegates a chance to see where many important Ice Age fossils have been found, and to appreciate the long-term cooperation between placer miners and paleontologists that has made large numbers of fossils available for research.

This is the first time that this conference has been held in North America. Past conferences were held in Rotterdam, Netherlands and St. Petersburg, Russia in 1999 and 1995 respectively. The conference program and abstracts are available online at the conference website, www.yukonmuseums.ca/mammoth/index.htm. A printed version of the program and abstracts and a field trip guidebook will be available at the time of the conference.

John Storer, Yukon Palaeontologist.

Regional Preservation Association:

Searching for the Voices & Images of Alaska

The Alaska Moving Image Preservation Association (AMIPA) in Anchorage is working on a 2 year inventory of Alaskan film, video and audio recordings – a project known as *Voices & Images of Alaska (VIA)*.

Since a considerable amount of film, video, and audio related to Alaska's history is physically located outside of state, the VIA project is reaching out to museums, archives, and historical societies in Canada, the Lower 48, and beyond in an effort to build the most complete inventory possible.

If you know of a media collection that documents any aspect of Alaskan history or culture, please contact the VIA project at AMIPA's Anchorage office. In the case of the Yukon, likely subjects might include First Nations history and culture (i.e. Athabaskan, Inupiaq, or Tlingit); shared geography (e.g. the Yukon itself); or shared infrastructure (e.g. the Alaska Highway).

To contact AMIPA: phone (907) 279-8433 or email amipa@amipa.org

Alaska Moving Image Preservation Association, 1325 Primrose Street, Anchorage AK 99508

The **Canadian Tourism Commission** sponsors a "Product Development" initiative which encourages government, businesses and NGOs to establish alliances across Canada to develop new tourism products. In response to this opportunity, a group of Yukon-event-coordinators, Yukon Government, Yukon College, Yukon First Nation Tourism Association, Klondike Institute of Art and Culture, Yukon International Storytelling Festival, and the Yukon Summer Music Camp formed a partnership with the CTC to establish the **Northern Learning Travel Product Club** (NLTPC). The focus of this newly formed club is on developing learning experiences that meets Tourism Market Demand.

Launched in October 2002, the Northern Learning Travel Product Club (NLTPC) will focus on the creation of products that position the North as a vibrant, exciting, high quality travel destination for learning travel experiences. The club will concentrate on the development of cultural, arts, educational, adventure and First Nation related learning travel products. The main initiatives will be to conduct market research, create a database of northern learning opportunities, create a how-to-do learning tourism workbook, and workshops, hold a learning travel conference, form partnerships with regional and national learning travel associations and lead field trips to observe successful learning travel products in Canada. Stay tuned for the launch of our Business to Business website in April 2003.

Recipe for a well-designed learning travel experience: -Memorable, Enriching, Authentic – Interactive, Sensory, Educational – Aesthetic,

Entertaining, Escapist - Artfully designed and elegantly choreographed

(From: Out and About: Distinctly Canadian Tourism Experiences. Written by Trent Schumann and Celes Davar).

Further info on travel clubs can be found or: www.canadatourism.com/productclubs

Coming Events –

- Events in the Yukon:

Coming this Winter/Spring: Introduction to Learning Travel Product Development and Market Readiness Workshop and the NLTPC Business to Business website launch

April 2003: Winter Learning Travel Product Club, Whitehorse, Yukon (contact Cathy Lonneberg for more information: cathy.lonneberg@gov.yk.ca)

Logo - logo, whose got a logo !!!!

The NLTPC needs one. Got any ideas? If yes, send them in! If your entry is selected, not only will it adorn all of our promotional material (and highlight your design work), but the NLTPC will also give you complementary registration to all of its training, workshop or conference events during the life of the Product Club (3 years ending in October, 2005). Send your logo ideas to: NLTPC (Logo Contest), C/o Denise Peter, Business, Culture and Tourism, YTG, P.O. Box 2703, Whitehorse, Yukon, Y1A 2C6, E-mail: denise.peter@gov.yk.ca

Next newsletter: May 2003

If you have any information, ideas, resources, or notices for events, that you would like to pass along to NLTPC members or include in the next issue of our newsletter, please send them to: nltpc2003@yahoo.com

Membership Information

Join us! The Northern Learning Travel Product Club builds partnerships that will bring resources together that can provide assistance for a high quality, and in demand, learning tourism product in the Yukon. Benefits:

Fees: Free for new members who begin their membership during the first year of the club's operation. (This policy will be reviewed in 2004). Contact: NLTPC (Membership), C/o Denise Peter, Business, Culture and Tourism, YTG P.O. Box 2703, Whitehorse, Yukon, Y1A 2C6

Canadian Museums Association,

Advocacy Alert

Advocacy Alert, March 17, 2003 - Museums Should Brace for Iraq Conflict Fallout.

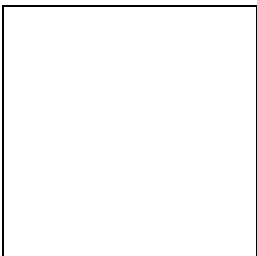
The triple threat of war, global economic uncertainty and rising domestic inflation may spell a lean summer for Canadian museums, warns Richard Darroch, the CMA's Head of Operations.

"The Middle East crisis and war on terrorism will continue to affect international tourism,' said Darroch. "Even if we are spared a full-blown war with Iraq, the situation will remain tense. Museums, particularly those in big cities, can expect their attendance figures to reflect this. We are recommending that our members exercise conservatism in their revenue forecasts this year."

Foreign travel to Canada fell 5.3 in 2002 from the previous year, according to Statistics Canada's most recent report. Fear of terrorism isn't the only cause: the U.S. economy has only just begun to recover from its recession of 2001-2002, and the outlook remains bleak for most of Europe and Asia.

Meanwhile, Canada continues to outperform other G8 countries in terms of economic growth. However, our core inflation has been rising steadily over the past 12 months. Fuel prices in particular have soared worldwide; the higher costs transferred to both air and ground travel may provide yet another incentive for many Canadians to stay home. Energy costs will only rise further if there is a war in the Persian Gulf, affecting almost every aspect of museums' operations, from heat and lighting to postage and couriers. Of course, the war on terrorism will also continue to translate into higher insurance rates for our sector.

The CMA can provide its members with advice and tools to mitigate some of these negative effects, including insurance policies at discounts over standard rates. For more information, please contact the Secretariat at (613) 567-0099.



HERITAGE FAIRS

ATTENTION: GRADES 4 TO 9 TEACHERS & STUDENTS! YOU ARE INVITED TO PARTICIPATE IN THE FIFTH YUKON HERITAGE FAIR

DATE: Friday, May 9, 2003 LOCATION: CYFN Centre, 11 Nisutlin Drive (Riverdale)

HOW DOES IT WORK?

•Students (individuals or groups) prepare projects. i.e. 3-Dimensional, Creative Writing or Performance, Multimedia, English or French • theme of projects must be Canadian heritage, history or geography • student representatives from each participating school will be invited to display their projects at the Yukon Heritage Fair 2003. Numbers will depend on number of participating schools. ' judges will select 5 projects and therefore 5 students from the Yukon Regional Heritage Fair to participate in the National Heritage Fair in Sudbury, Ontario, July/03.

Check the web site : www.histori.ca

****For more information and to register a student, your class or school:

Contact Eliane Mulholland, Coordinator, Yukon Heritage Fair 2003

Phone: (867)667-8167 Fax: (867)667-5347

E-mail: eliane.mulholland@gov.yk.ca

CHIN MEMBER REBATE

This year, CHIN is once again bringing its popular two-day image digitization workshop, •Capture Your Collections,* to the Canadian Museums Association's (CMA) annual conference. Set to take place at the Fairmont Winnipeg Hotel on May 5 and 6, the workshop will look at best practices, equipment and software, potential costs, different uses for images, and more. While it costs \$135 to register, staff at CHIN/VMC member institutions can participate in the workshop for only \$65! Space is limited to 20 people, so sign-up now. Simply complete the registration form at: www.museums.ca/conferences/registrations.htm and fax it in to the CMA at 613.824.1167, or call 1.800.221.4443. Be sure to mention that you represent a CHIN member institution, and that your fee is \$65. If you cannot attend the workshop in person. "Capture Your Collections" is also available online in the

"Creating and Managing Digital Content" section at: www.chin.gc.ca .

CANADIAN MUSEUMS ASSOCIATION

New Tax Rules Favour Gifts to Museums

The Department of Finance has unveiled draft legislative changes to the Income Tax Act that favours donations to museums and other charitable organizations. The change will act as a positive incentive where the value of the gift exceeds the amount that can be tax receipted.

"The changes are substantive, significant and surprising" said lawyer Arthur Drache, who acts as the CMA'S tax advisor.

The changes will permit a gift to be recognized for tax purposes where the value of the property given exceeds the benefit received by the donor or another party with whom the donor does not deal with at arm's length. For further information contact the CMA.

TIA - 2003 Spring Conference

"The Evolution of Tourism"

April 24-26, 2003 Watson Lake, Yukon --

For your spouse, or in your free time... Take advantage of all the Watson Lake Recreation Centre has to offer with a Fun Pass. For \$ 15 delegates may have unlimited access throughout the weekend to the Rec. Centre Facilities, which include Squash Courts,

This session, entitled "How to Double Your Sales ... and Actually enjoy the Process " is simply excellent' This interactive seminar had over 100 people sitting on the edge of their seats with enthusiasm, energy excitement and mostly with a sense of "I can do this "- Government of New Brunswick.

Fitness Room, and computer room – with high-speed access.

The facility will be open for delegate use between 6:00 am and 7:00 pm on both Friday and Saturday. Passes will be available at the Recreation Centre front desk on Thursday afternoon.

Spousal/Guest Package: Further details and sign-up sheet will be available at registration desk at the Thursday Reception

- Liard Hot Springs - Saturday only - Day Trip to the Liard Hot Springs \$25.00/person

- Northern Lights Space and Science Centre - Friday & Saturday - Matinees at Northern Lights Centre \$10.00/ person.

TIA Yukon tiayukon@klondiker.com

TOURISM YUKON - For the **Spring Conference** TIA Yukon has secured keynote speaker Stuart Ellis-Myers, President & Principal of Uniquely Speaking, www.stuartellismyers.com. Stuart Ellis-Myers is a nationally and internationally renowned speaker with over 20 years experience in the tourism industry. Stuart offers a fun, high energy, and experiential presentation designed to get delegates to communicate with each other in preparation for working together Stuart will present "The Evolution of Tourism" - Tourism Together! - Evolving Attitudes & "How to Double Your Yukon Tourism Sales... and Actually Enjoy The Process!"

Highlights Of New Visitor Information Sign Regulations

New permits for private highway signs may be issued for businesses that provide gas, food, lodging, attractions or visitor services effective January 2003. Sign owners issued permits under the old regulations will be allowed a three year 'sunset' provision.

All new highway signs will now have a common set of standards outlining the size, type, location, maintenance, spacing and number of signs per business throughout the territory. New permit application and annual rental fees are being introduced based on a partial cost recovery and to reflect the benefit of using highway signs.

For information contact Marcelle Dube, Yukon Government Infrastructure, 393-7193 or Marcelle.dube@gov.yk.ca

YHMA Newsletter

This is **your window** to the membership and the public. The more conscientious and serious you are in announcing and publishing your programs, events, statistics, plans, courses, and what ever else may be going on in your area, the more will you benefit through government awareness, and grants, information, courses and material through YHMA; - the more will the whole tourism industry benefit; - and so will your community! PLEASE make the effort to have something in every publication, 4 per year. Please plan ahead and let us know what you are thinking. YHMA 3126 – 3RD AVENUE, WHITEHORSE, YUKON Y1A 1E7
PHONE: 867-667-4704 - Fax: 867-667-4506 EMAIL: YHMA@YKNET.YK.CA