Oklahoma Museums Association Partners to Present During American Alliance of Museums Annual Meeting and MuseumExpo

(OKLAHOMA CITY)— Partners from the Oklahoma Museums Association (OMA) have been selected to speak at the American Alliance of Museums Annual Meeting and MuseumExpo in Atlanta, Ga. April 26-29. The group will present a panel session entitled "Houser Celebration: A Study of Marketing Cooperatives," covering the collaboration between 12 Oklahoma museums and cultural institutions who celebrated the 100th anniversary of Chiricahua Apache artist Allan Houser's birth through a series of special events in 2014.

Speakers include Brenda Granger, executive director of the Oklahoma Museums Association; Leslie Baker, director of public relations and publications for the National Cowboy & Western Heritage Museum; Michael Bendure, director of communication at the Fred Jones Jr. Museum of Art at the University of Oklahoma and Tony Vann, president of Vann & Associates PR + Marketing.

"OMA is excited to be able to share the successes and experiences from our collaborative Allan Houser campaign with museum professionals from all over the nation," said Brenda Granger, executive director of the OMA. "We hope to offer helpful insight to allow others to replicate our model in an effort to work together and cross promote their museums and cultural institutions to raise awareness and positively impact their visitation."

Approximately 5,000 people are expected to attend the national conference presented by the American Alliance of Museums, whose mission is to nurture excellence in museums through advocacy and care. The Alliance supports 21,000 museums, individuals and companies by developing standards and best practices, resources and career development and advocating for museums to thrive.

The Oklahoma Museums Association is a non-profit 501(c)3 charitable organization founded in 1972. Programming offered by the Oklahoma Museums Association is important as the primary source of information and professional development for Oklahoma's 500 museums, historical societies, historic sites, zoos and botanical gardens, historic houses, living history museums, tribal cultural centers and other museum-related institutions.