bringing BIG ideas to your museum

CALIFORNIA EXHIBITION RESOURCES ALLIANCE

1988–2008
from our president

Dear Friends,

Over the past 20 years, the California Exhibition Resources Alliance (CERA) has grown from a humble beginning to a mature organization that caters to and cares for small to mid-sized museums and their communities, not only within California, but also throughout the country. On this anniversary, it is with great pleasure that I invite you to celebrate this milestone with us.

Since 1988, we have served museums, libraries, and cultural organizations with limited resources and have assisted them in providing their communities with exceptional exhibitions and programs. These exhibitions have explored numerous subjects including history, art, natural history, and contemporary issues through the use of original artifacts, stunning photography, and carefully researched text panels and label copy. Accompanying materials include audio tours, educational materials, scholarly lectures, and live performances. As we move forward to the next milestone, CERA vows to keep small and mid-sized museums’ interests at heart and to expand its high standards of quality and service.

On this auspicious occasion of our 20th Anniversary, the California Exhibition Resources Alliance makes a renewed commitment to EXCELLENCE, AFFORDABILITY, and PROFESSIONALISM as we continue BRINGING BIG IDEAS TO YOUR MUSEUM. We are also thinking about growth. We want to increase and expand CERA’s exhibitions, audiences, partnerships, membership, and services as well as our institutional capacity, financial well being, and general presence throughout California and beyond. With your continued enthusiasm, expertise, and support, we will accomplish big things in the next 20 years!

There are many, many people to acknowledge and thank for the growth and success of the California Exhibition Resources Alliance. Without you, CERA could not be credited with any achievements. It is my hope that CERA continues to inspire and serve you and your organization in the most professional way. I invite you to participate in keeping an ongoing dialogue about your institution’s needs with us. As we look to the future, the Board of Directors and Staff rededicate ourselves to the needs of small and mid-size museums.

Evangeline Tai
President, Board of Directors

Excellence — CERA cultivates close relationships with the museums it serves. Known as CERA Associates, this network of museums takes part in selecting the exhibitions that CERA travels and brings BIG ideas to your museum.
the stories we tell: traveling exhibitions 1988–2009

Family Folklore
What Style Is It?
Official Images: New Deal Photography
Audubon’s Birds and Animals
Seeds of Change
Textile Diaries
Between Two Worlds: People of the Border
Earth Angels
Faces of Destiny: Photographs from the 1898 Indian Congress in Omaha
Gum San: Land of the Golden Mountain
Jose Guadalupe Posada: Mexican Printmaker
No Laughing Matter: Political Cartoonists on the Environment
Photography and the Old West
Produce for Victory: Posters from the American Homefront, 1941-1945
Woven Vessels
Overland: The California Emigrant Trail of 1841–1847
Gold Fever! Untold Stories of the California Gold Rush
Votes for Women: Unfinished Business
Key Ingredients: America by Food (Museum on Main Street)

Awakening from the California Dream: An Environmental History
Audubon of the West: Andrew Jackson Grayson
Salt Dreams: Reflection from a Downstream West
The Whole World’s Watching: Social and Political Movements from the 1960s and 1970s
Ansel Adams: Inspiration and Influence
State of Emergency: Disaster Response in California
Discovery, Devastation, Survival: California Indians and the Gold Rush
Moving Waters: The Colorado River and the West
At Work: The Art of California Labor
California’s Labor History
Precious Cargo: California Indian Cradle Baskets and Childbirth Traditions
Sing Me Your Story, Dance Me Home: Art and Poetry from Native California
From the Byways to the Highways: Rondal Partridge Photographs California 1936–1969
Multiply by Six Million: Portraits and Stories of California Holocaust Survivors
Lewis and Clark Revisited: A Trail in Modern Day
Aurelius O. Carpenter: Photographer of the Mendocino Frontier
What’s Going On? California and the Vietnam Era
Bear In Mind: The Story of the California Grizzly
Past Tents: The Way We Camped
Hobos to Street People: Artists’ Responses to Homelessness from the New Deal to the Present

CERA’s 20th anniversary

acts as advisors to the organization. CERA Associates’ involvement yields high quality exhibitions and programs. Affordability—CERA understands the disparity of resources...
CERA Associates
CERA provides reduced rental fees and other benefits to our Associates.
- Casa Romantica Cultural Center & Gardens, San Clemente
- Community Memorial Museum of Sutter County, Yuba City
- Corona Public Library Heritage Room, Corona
- de Saisset Museum, Santa Clara University, Santa Clara
- Discovery Museum History Center, Old Sacramento
- Far West Heritage Association, Chico
- Grace Hudson Museum, Ukiah
- Hi-Desert Nature Museum, Yucca Valley
- Hayward Area Historical Society, Hayward
- Marin History Museum, San Rafael
- McHenry Museum, Modesto
- Merced County Courthouse Museum, Merced
- Museum of Art & History Santa Cruz, Santa Cruz
- Museum of History & Art Ontario, Ontario
- Napa Valley Museum, Yountville
- Old Courthouse Museum, Santa Ana
- Placer County Museums, Auburn
- Riverside Metropolitan Museum, Riverside
- San Joaquin County Historical Society & Museum, Lodi
- Tulare Historical Museum, Tulare
- Vallejo Naval & Historical Museum, Vallejo

“During the Byways to Highways exhibition we invited photographer Rondal Partridge to speak at the opening. We had a wonderful turnout…with Rondal talking very informally with visitors and snapping photos of them looking at his framed artwork. He then spoke about his work, often telling great stories that had everyone laughing.”
—DIANE CURRY
Hayward Area Historical Society, Hayward
CERA support and outreach

We value the important contributions that museums, libraries, and cultural organizations make to their communities. CERA provides numerous resources and services to, and collaborates with, these entities to support their efforts.

professional development
CERA offers free and affordable hands-on workshops designed to increase the skills capacity of small museum staff. Often partnering with other organizations, the latest techniques and theories are presented in accessible and enjoyable programs.

enriched exhibitions
CERA exhibitions are enhanced by informative full-color gallery guides, easy-to-use docent training materials, audio tours, and school education materials that meet California State Curriculum Standards.

public program awards
In addition to learning from and enjoying CERA exhibitions, museum visitors also attend a wide variety of public programs. Funding from CERA is often available to support these community outreach events.

community connections project (CCP)
The exhibition Sing Me Your Story, Dance Me Home: Art and Poetry from Native California gives museum staff the opportunity to deepen existing and form new relationships with local Native communities. The CCP provides professional support from local advisors, artists, scholars, and culture bearers to build long-lasting ties with tribal groups. This national model is supported by a 21st Century Museum Professionals Grant from the Institute for Museum and Library Services.

contemporary art in communities initiative
Funded by the James Irvine Foundation, this arts initiative has produced several contemporary art exhibitions including the ground-breaking Sing Me Your Story, Dance Me Home: Art and Poetry from Native California and the timely Hobos to Street People: Artists’ Responses to Homelessness from the New Deal to the Present.

our partners
Over the years CERA has partnered with a variety of organizations to bring traveling exhibitions and programs to California museums.

Bancroft Library, UC Berkeley
Berkeley Art Center
California Association of Museums
California Historical Society
California State Parks
Colorado Springs Fine Arts Center
Exhibits USA
Grace Hudson Museum
Heyday Books
High Desert Museum
The Huntington Library
Marin Museum of the American Indian
Napa Valley Museum
Oakland Museum of California
San Francisco State University
Smithsonian Institution Traveling Exhibition Service (SITES)
Utah Humanities Council

In addition, CERA has been privileged to work with talented artists, community advocates, curators, culture bearers, designers, educators, and scholars. Their work and dedication have made CERA exhibitions of the highest caliber.

“As curator of contemporary Native American art and... [the CERA exhibition] Sing Me Your Story, Dance Me Home, I see my work as creating a respectful place for Native voices and visions to be shared with others....”
—THERESA HARLAN
Curator

pay smaller prices. These discounts often mean the difference between being able to rent a traveling exhibition or not. Professionalism—CERA offers training opportunities...
The California Exhibition Resources Alliance was founded to address the practical needs of small rural museums throughout California. But on a deeper level, it was a response to the desire for museum staff to present socially relevant topics to their communities that might otherwise be considered the exclusive domain of larger institutions in big metropolitan areas.

Over the last two decades, this mission has been supported by exhibitions that tell the stories of our state’s cultural heritage, its immigrations and emigrations, and its unique place within western and US history, and the world. CERA exhibitions chronicle movements in art, showcase well-known and soon-to-be-discovered artists, and reflect cultural traditions that span eras and continents. These exhibitions bring extinct species to life, trace environmental histories, and promote discussion about land use, water policy, and agricultural practices. For 20 years, CERA’s traveling exhibitions have explored the soul and soil of California.

In the coming decade, we rededicate ourselves to expanding the discourse on important topics affecting our lives and our world. Climate change and unstable economies will be major challenges, while increasingly multicultural communities will be celebrated. With top-notch scholarship, accessible designs, and the latest technologies to enhance learning and enjoyment, CERA exhibitions will continue to resonate across the state.

We will, as always, continue to serve the practical needs of smaller institutions through affordable pricing, exceptional customer service, and ease of installation. We will also continue to offer the professional development, networking opportunities, public programming support, and superior exhibition interpretive materials we are known for.

Look for new and enhanced services as well. In 2009, CERA undertakes a Strategic Planning process to reinvigorate what we do. We are seeking input from current and prospective renters about new exhibition topics and ways of modifying CERA’s exhibitions to better adapt to small or unusual spaces. We are also reaching out to new partners and renters from art councils, libraries, college and university museums, parks, nature centers, and small zoos.

CERA enters its third decade with a legacy of remarkable exhibitions, dedicated supporters, and inspiration drawn from California itself—a place of incredible natural beauty, a rich mosaic of people and communities, and a complex history with narratives still untold. We invite you to continue this journey with us as we BRING BIG IDEAS TO YOUR MUSEUM.

2009 CERA board members
President
Evangeline Tai, Consultant, Priority: Education, Napa
Treasurer
Jim DeMersman, Director, Dunsmuir Hellman Historic Estate, Oakland
Secretary
Marshall Duell, Curator
Old Courthouse Museum, Santa Ana
Monica Creason, Exhibition Coordinator
L.A. Packing, Crating and Transport, Los Angeles
Theresa Hanley, Director
Museum of History and Art, Ontario
Lynne Richardson, Museum Supervisor
Hi-Desert Nature Museum, Yucca Valley
Marvin Schenck, Curator
Grace Hudson Museum, Ukiah
Julie Stark, Director
Community Memorial Museum of Sutter County, Yuba City
David Stuart, Executive Director/CEO
San Joaquin County Historical Society & Museum, Lodi

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our funders
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California State Library
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what’s next
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credits

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“California’s Jubilee, Semi-Centennial Celebration,” Calthea Campbell Vivian, 1896, Bancroft Library
“Nino,” Armin Hansen, ca. 1922

Title Page
“The Grizzly Bear Rag” sheet music
“Breadline,” Claire Leighton, 1932
Sojourner Truth, Huntington Library

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“Flooded Sign, Salton Sea,” Joan Myers
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Bear in Mind: The Story of the California Grizzly hands-on activities

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“Carpenter,” Emmy Lou Packard, ca. 1950
Community event
“Driveway,” Joan Myers

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“La Marcha de la Reconquista,” Jeffrey Blankfort, 1971
“Miners Near Nevada City, 1852,” Photographer unknown, California State Library

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Sing Me Your Story, Dance Me Home: Art and Poetry from Native California exhibition installation
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“Fulvous Whistling-Ducks (Dendrocygna bicolor),” Andrew Jackson Grayson
“Girls’ Drama Group,” A.O. Carpenter, ca. 1890, Grace Hudson Museum
“United Farm Workers at a rally in Salinas, California, 1979,” Pamela Harris, California State Library
“California, 1938,” Charles Surendorf
Gum San: Land of the Golden Mountain exhibition installation

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