



**Historic Naval Ships Association**  
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## 2016 CALL FOR PAPERS

The 50th HNSA Conference, “The Sky’s the Limit,” will be on board the USS LEXINGTON in Corpus Christi, TX, from 20-23 September. The format will follow last year’s very successful conference on the USS IOWA in San Pedro, CA, whereby each of the three days will see two, 3-hour symposium-style sessions with convenient breaks. This format provides the opportunity for attendees to explore more fully topics crucial for the success of our ship-museums. Similarly, experts from both inside and outside the HNSA fleet community will make presentations.

The themes are:

- **Marketing & Public Relations**
- **Education & Programming**
- **Generating Revenue**
- **Ship Talk**
- **Preservation/Conservation Issues**
- **Professionalism**

*Full descriptions of these themes are below.*

The Conference promises to be intellectually stimulating about relevant topics facing all of us connected with historic ships and in the community of naval and maritime history. This is a great opportunity to meet and re-connect with colleagues and friends, meet experts in these from outside the HNSA community, and of course, enjoy our camaraderie.

Please submit your proposal to the address above with the following information: Name; Job Title; Title of Session; Description of Session (c.300 words max); Category of Session; required projector and sound? Please note that the presentation is an unpaid and un-reimbursable session. Deadline for proposals is 31 July.

***We look forward to seeing you in Corpus Christi this September.***

### **Preservation:**

Something that faces every Fleet member is how to keep your ship afloat and functional without breaking your budget. With experts from within and from outside the HNSA community, this topic will discuss meeting preservation challenges.

### **Professionalism:**

Whether it is interacting with the community, partnering with others, or being transparent on operations, there is the constant need to not only be professional but to be perceived as professional. As non-profit community assets, our ship museums are held to a high standard of operation with an open public profile.

### **Ship Talk:**

Tribulations to triumphs to watch-outs, the conference encourages lesson learned from what is happening on our ships. This topic encourages participants to discuss significant challenges and experiences that have impacted organizations and how they operate.

### **Sales & Marketing:**

Topics include accessing and more fully utilizing marketing opportunities, increase tourism, reach new audiences, grow your museum into a regional destination, on-line media, public events, partnerships, and other opportunities.

### **Education & Programming:**

Expand and improve the “on-board” experience for visitors, engage new audiences through more immersive approaches, discover opportunities through technology and hands-on programming and techniques, and effectively utilize the existing infrastructure of a vessel.

### **Fundraising:**

Topics here might include no or low-cost solutions to maximize contributions and fundraising potential, while simultaneously raising your institution’s profile in your community by interaction with business and political leaders.

**Historic Naval Ships Association Annual Conference**  
USS Lexington, Corpus Christi, TX  
Sept 20-23, 2016