

**Curriculum Vitae of**  
**MICHAEL ETTEMA, ISA**  
**OWNER**  
**ART APPRAISALS OF SANTA FE**

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**Academic Training**

- Ph.D. Studies (ABD), Winterthur Program in the History of American Civilization, University of Delaware. American social and cultural history. 1981-1984
- M.A. Winterthur Program in Early American Culture. University of Delaware. American decorative arts history and connoisseurship. 1978-1981
- B.A. University of Michigan, Ann Arbor. History Major. 1974-1978

**Honors**

Phi Beta Kappa  
Winterthur Fellowships and University of Delaware Fellowships. 1981-1985.

**Professional Experience**

**Art Appraisals of Santa Fe. Santa Fe, NM. 2013-**

Owner

- Appraiser of American fine and decorative arts and antiques, and Native American arts of the Southwest.
- Curatorial consultant, assisting individuals and institutions develop, refine and sell collections.

**Medicine Man Gallery. Santa Fe, NM. 2003-2013**

Santa Fe Gallery Director

- Managed daily operations of 2500 sq. ft. art gallery featuring Western American Fine Art of both deceased and living artists; Southwestern Native American Arts including pottery, textiles,

jewelry, basketry, and katsinas; and Hispanic Arts of the Southwest including textiles, santos, and furniture. Medicine Man Gallery has an average daily inventory of approximately 6000 items.

- Advised and assisted clients with sales, consignments, purchases, and evaluations. The sales philosophy of Medicine Man Gallery is to educate the client as fully as possible about the historical, technical, and aesthetic values of the artwork.
- Evaluated and catalogued incoming inventory and posted it to the company website.
- Researched and wrote 25 articles on Southwestern Fine Arts, Native American Arts, and Santa Fe History for *Canyon Road Arts*, a Santa Fe guidebook published by Medicine Man Gallery, 2005-2012.

### **Desert Caballeros Western Museum. Wickenburg, AZ. 1997-2002**

Executive Director

- Planned, designed, and mounted exhibitions of Western American Fine Art and Decorative Arts.
- Led the Board of Directors through a comprehensive strategic planning process including revised mission statement, new collection, exhibition, and program strategies, new marketing and fundraising strategies, and long range facilities plans.
- Increased the operating budget 188% from FY97 to FY02 (\$240,000 to \$692,000) through grant writing, corporate sponsorships, Annual Fund program, and earned income from educational programs. Increased paid staff from 5 FTE to 9 FTE.

### **The Henry Ford (Henry Ford Museum & Greenfield Village.) Dearborn, MI. 1974-1978 and 1986-1997**

Business Analyst. 1996-1997

- Created a new Business Analysis Unit that integrated financial analysis, market research, and program evaluation for all departments of the institution with a \$30 million budget and 1.1 million visitors annually.

Historical Programs Leader for Greenfield Village. 1993-1996

- Managed the daily interpretive operation of the 80 acre outdoor museum with 80 historic structures including a working historic farm, operating craft shops and mills, Thomas Edison's Menlo Park Laboratory, The Wright Brothers' house and cycle shop, homes, stores, community buildings, horse-drawn carriage tours, steam railroad, steamboat, and carousel, with annual visitation of about 575,000 and budget of \$2.5 million.
- Developed and supervised a wide variety of historic site interpretation and other public programs including case-and-panel exhibits, historic structure interiors, living history, dramatic performance, lectures, workshops and internships.
- Supervised and managed staff of 20 full-time, 150 part-time, and 75 volunteer employees.

#### William Clay Ford Curator of Design History. 1990-1993

- Retained all curatorial responsibilities from the previous position of Curator of Domestic Life (below.)
- Acquired major donations including the Herman Miller Furniture Company corporate collection, and Buckminster Fuller's only surviving Dymaxion House.
- Created a new, board-approved collections plan for archival and 3-dimensional artifacts of American Industrial Design History.
- Developed exhibits on the history of industrial design.
- Performed all curatorial work for the institution's art and home furnishings reproductions program including selections of objects to be reproduced, selection of manufacturers, negotiation of manufacturing licenses, writing promotional copy, and lecturing at trade shows and industry events.

#### Curator of Domestic Life (American Decorative Arts). 1986-1990

- Catalogued more than 22,000 artifacts including furniture, silver, pewter, ceramics, glassware, tinware, and timepieces. The project included supervising eleven consulting subject specialists and two part-time employees.
- Developed new, board-approved collections plans for American Decorative Arts objects.

#### Collections Intern. 1977-1978

- Assisted the Curator of Communications with cataloguing all types of communication devices from the 18<sup>th</sup> to 20<sup>th</sup> centuries.

Interpreter (paid docent). 1974-1978

- Presented historical information to visitors about the artifacts, exhibits, and historic structures at Henry Ford Museum and Greenfield Village.

**National Museum of American History, Smithsonian Institution.  
Washington, D.C. 1984-1986**

Resident Fellow

- Conducted dissertation research in the history of American decorative arts design and manufacture.

**Historic Deerfield, Inc. Deerfield, MA 1882 and 1983**

Assistant Tutor, Historic Deerfield Summer Fellowship Program

- Instructor for courses in Americana Decorative Arts and American History.

**Grand Rapids Public Museum. Grand Rapids, MI 1980-1981**

Research Curator

- Researched and catalogued the museum's furniture collection
- Conducted research for a permanent exhibition on the Grand Rapids furniture industry.

**Professional Activities**

**Memberships and Boards**

Member of International Society of Appraisers. 2014-

Board Member of New Mexico New Deal Preservations Association.  
2013-

Board Member of Friends of Hubbell Trading Post National Historic Site.  
2007-2010.

**Publications**

Canyon Road Arts: The Complete Visitor's Guide to Art, Dining, and

- Santa Fe Lifestyle. Vols. I – VII, (2005-1012) Primary author.
- “Collecting Silver Jewelry of the Navajo and Pueblo Indians,” Western Art Collector, 11 (July 2008).
- “Maria Martinez: Legendary Potter of San Ildefonso Pueblo,” Western Art Collector, 13 (September 2008).
- “Instilling Values: Design and Responsible Cultural Institutions,” Jack Williamson, ed. Design and Cultural Responsibility, Cranbrook Academy of Art, 1997.
- “Building a Usable Past,” Innovation, 10, No. 2 (Spring 1991).
- “To Collect or Educate,” Museum News, 68, No. 5 (September-October, 1989). Co-authored with Steven K. Hamp.
- “History Museums and the Culture of Materialism,” Jo Blatti, ed. Past Meets Present. Smithsonian Institution Press, 1987.
- “Unseating Style,” Art & Antiques, 1, No.1 (March 1984). Co-authored with Kenneth L. Ames.
- “History, Nostalgia, and American Furniture,” Winterthur Portfolio, 17 Nos. 2/3 (Summer/Autumn, 1982).
- “Technological Innovation and Design Economics in Furniture Manufacture,” Winterthur Portfolio, 16, Nos. 2/3 (Summer/Autumn, 1981).
- Contributor to Bibliography of American Art & Architecture. USIA, 1981.

### **Selected Consultations**

- Historic Resources Consultant. The Trustees of Reservations. Boston, MA, 1996. Facilitated strategic planning discussions and advised the organization’s Historical Resources Manager on the public uses of historic buildings and properties.
- Historic Interiors Consultant. National Park Service. Philadelphia, PA. 1994. Served as panelist in focus group discussions on the creation of Federal standards for the restoration of historic interiors.
- Exhibit Planning Consultant. The Newark Museum. Newark, NJ. 1993-1994. Concept Development for “The Ballantine House,” a permanent exhibition integrating decorative arts galleries with period rooms.
- Historic Interiors Consultant. Outagamie Country Historical Society. Appleton, WI. 1992. Catalogued and evaluated contents of Grignon Mansion and advised on artifact use in the house museum’s period rooms.
- Historic Interiors Consultant. Society for the Preservation of New England Antiquities. Boston, MA. 1990. Catalogued and evaluated collection of nineteenth century furniture.

- Historic Interiors Consultant. New Jersey State Capitol. Trenton, NJ. 1989-1990. Researched historically appropriate furniture for the capitol building restoration.
- Exhibit Planning Consultant. Grand Rapids Public Museum. Grand Rapids, MI. 1987-1990. Developed concept plan for "Furniture City," a permanent exhibition on the history of the furniture industry in Grand Rapids.
- Exhibit Planning Consultant. Louisiana State Museum. New Orleans, LA. 1985. Participated in the planning of an NEH funded exhibit on the history of Louisiana.
- Historic Interiors Consultant. The Pennsylvania School for the Deaf. Philadelphia, PA. 1983. Recommended collection, deaccession and exhibition policies for the School's historical materials.
- Collections Consultant. The Museums at Stony Brook. Stony Brook, NY. 1982. Recommended collection and exhibition policies for the Museums' major collections focus: carriages.

### **Selected Lectures**

- "The Role of Visual Icons in Cultural Dialogue/Cultural Conflict." Usable Design History Conference. University of Michigan, Ann Arbor. 2000
- "What Every Conservator Need to Know about Victorian Furniture." Smithsonian Institution. Washington, DC. 1986,1989, 1992
- "Technological Innovations in Victorian Furniture." DeYoung Museum. San Francisco, CA. 1988
- "A Systemic Approach to the Study of Material Culture." Memorial University of Newfoundland. St. Johns, Newfoundland. 1986
- "Art versus History: Alternative Views of Material Culture." Wadsworth Atheneum. Hartford, CT. 1984
- "Objects as Historical Evidence." Organization of American Historians Annual Meeting. Philadelphia, PA. 1982