MUSEUM PUBLISHING PROGRAMS
December 6 and 7, 1990
Philadelphia, Pennsylvania

WEDNESDAY, DECEMBER 5
3:30 - 5:30 p.m. Registration at Hershey Hotel
6:00 - 8:00 p.m. Welcome Reception - The University Museum of Archaeology and Anthropology. Come meet your colleagues and enjoy the new exhibit BEAUTY FROM THE EARTH: Pueblo Indian Pottery from the University Museum of Archaeology and Anthropology

THURSDAY, DECEMBER 6
All sessions will be held at the Hershey Hotel
8:30 a.m. Registration desk opens
9:00 - 9:30 a.m. Opening Remarks and Speaker Introductions
KAREN B. VELLUCCI, Managing Editor, The University Museum
MARY GARITY, Publications Consultant
CO-CHAIRS of the SSP 2nd Annual Museum Publishing Conference

9:30 - 10:00 a.m. Museum Publications: Fantasy and Reality
FANNIA WEINGARTNER, Publications & Exhibit Consultant, Henry Ford Museum and Greenfield Village Museum

10:00 - 10:15 a.m. Questions and Answers
10:15 - 10:30 a.m. Break -- refreshments will be served
10:30 - 11:15 a.m. Printing Quality Control: How to Achieve It and Control Your Costs
RICHARD DIER, Superintendent of Pre-Press Department, Science Press, Ephrata, PA

11:15 - 11:30 a.m. Questions and Answers

11:30 - 12:00 Correlating Catalog/Book Sales with Exhibit Attendance
NORMAN BOLOTIN, President, Laing Communications, Inc., Bellevue, Washington

Noon - 1 p.m. Lunch

1:00 - 2:00 p.m. Publishing Partnerships for Museums
NORMAN BOLOTIN, President, Laing Communications, Inc., Bellevue, Washington

2:00 - 2:15 p.m. Questions and Answers

2:15 - 3:15 p.m. Shall We Dance? Negotiating Contracts
SUSAN ROSEN, Executive Director of Publications
The Art Institute of Chicago
3:15 - 3:30 p.m. Questions and Answers
3:30 - 3:45 p.m. Break - refreshments will be served
3:45 - 4:45 p.m. Planning and Organizing an International Direct Marketing Campaign
   SARAH WOOD, Sales Manager, IBIS International, New York
4:45 - 5:00 p.m. Questions and Answers

FRIDAY, DECEMBER 7

9:00 - 10:00 a.m. Museum Publications, The Finances: A Realistic Approach to the Costing and Subsidizing of Museum Publications
   GEORGE MARCUS, Director of Publications, The Philadelphia Museum of Art
10:00 - 10:15 a.m. Questions and Answers
10:15 - 10:30 a.m. Break - refreshments will be served
10:30 - 11:30 a.m. Finding the Money
   ANDREW OLIVER, Director of Museum Programs, National Endowment for the Arts
11:30 - noon Questions and Answers
Noon - 1:00 p.m. Lunch
1:00 - 2:30 p.m. Co-Publishing Panel
   Moderator: SUSAN ROSEN, Executive Director of Publications, The Art Institute of Chicago
   ANDREA STEVENS, Smithsonian Institution Traveling Exhibition Services
   JUDY METRO, Yale University Press, New Haven
   CHARLES MEYER AND WILLIAM DWORKIN, Rizzoli International, New York
2:30 - 2:45 p.m. Questions and Answers
2:45 - 3:00 p.m. Break - refreshments will be served
3:00 - 3:30 p.m. Beyond the Exhibition Catalogue: Maximize Your Sales and Minimize Your Frustrations
   JOAN PARKER, Former Head of Product Development and Manager, The Museum Shop of The University Museum of Archaeology and Anthropology
3:30 - 3:45 p.m. Questions and Answers
4:00 p.m. Open Forum
   Led by Co-Chairs
   Questions from the Floor
   Shared Experiences
   Questions/Comments on Sample Publications
   Looking Ahead: Anticipating the 1991 Museum Publishing Program

Please be sure to bring some samples of recent publications for display!