also wish to investigate the historic Georgetown neighborhood and within walking distance of many museums. The University of Chicago has reserved a block of rooms at a discounted rate of $110 per person, single occupancy. To make a reservation, call the hotel directly at 1-800-848-0016 and identify yourself as a registrant of the 5th Annual National Museum Publishing Seminar.

Tuition: Tuition for the program is $285. This includes admission to all seminar activities, materials, a reception Thursday evening, and luncheon on Friday and Saturday.

Cancellation: Each cancellation is subject to a $50 service fee. Notification of cancellation must be received five or more business days prior to the opening date of the seminar. A cancellation received less than five days prior to the start of the program is subject to forfeiture of the full tuition fee.

Transportation: Travel Service Corporation is the official travel agency for the seminar. Their professional staff is trained to find the best airfares for meetings and conferences and will guarantee the lowest applicable rate available on any airline at time of booking and ticketing. Pre-reserved seating, boarding passes, and travel insurance in the amount of $100,000 are provided at no extra charge. Call Travel Service Corporation at 800-634-2153 (in Illinois, 312-726-3290). Reservation lines are open Monday through Friday from 8:30 a.m. to 5:00 p.m. (CST). Registrants outside of the United States may send travel reservation requests by fax to 312-726-1189.

Please identify yourself as an attendee of the 5th Annual National Museum Publishing Seminar. Have your dates, time of travel, and credit card available.

The University of Chicago is not responsible for any airline or other type of travel arrangement made through Travel Service Corporation or any individual airline. Furthermore, in the event of a course cancellation, the university is not liable for non-refundable airline tickets or any other expense incurred by the registrant.

Ground Transportation: Participants arriving at National Airport may take low-cost Metro subway service directly from the airport to the Foggy Bottom stop in Washington, D.C., which is near the Grand Hotel. Taxi fare from National Airport to the city is about $10 one way. From Dulles International Airport, taxi fare is approximately $45 for the one-way trip. A bus from Dulles Airport to 1517 K Street NW may be taken for $16, and from there courtesy shuttles provide transportation to the hotel.

PROGRAM

Thursday, May 5
12:00-3:00 P.M. REGISTRATION
12:00-2:00 P.M.
Hospitality Suite. Meet your colleagues for conversation and refreshment.

2:00 P.M.
Transportation to the National Gallery of Art

2:20-3:30 P.M.
Free time at the Gallery

3:30 P.M. WELCOME AND OPENING ADDRESS
National Gallery of Art
Welcome: Frances Smyth, editor-in-chief, National Gallery of Art, and Stephanie Medlock, director, Publishing Program, University of Chicago

Speaker: W. Richard West, Jr.
Director, National Museum of the American Indian, Smithsonian Institution

4:30-6:00 P.M. RECEPTION
National Gallery of Art

6:00 P.M.
Dinner on your own
A list of restaurants will be provided, and seminar staff will escort groups.
Friday, May 6
8:00-9:00 A.M. REGISTRATION AND COFFEE
9:00-10:15 A.M. GENERAL SESSION
   ★ Who Has the Last Word? Three Perspectives on the Museum Publishing Process

   Fannia Weingartner, panel chair, freelance editor, Pittsburgh, Pennsylvania
   Neal Benezra, chief curator, Hirshhorn Museum and Sculpture Garden, Smithsonian Institution
   Barbara Charles, Staples and Charles Design, Washington, D.C.

10:15-10:30 A.M. COFFEE BREAK

10:30-NOON CONCURRENT SESSIONS
   ★ From Art to Zoo: Editing for Different Disciplines
      Susan Allan, managing editor, American Journal of Sociology, University of Chicago
      Ruth Spiegel, editor-in-chief, University Press, Smithsonian Institution Press
      Carol Eron, editor, National Gallery of Art
   ★ Whatever Happened to Galley? The Electronic Design Process
      Robert Wiser, Meadows & Wiser Graphic Design, Washington, D.C.
   ★ Is It Publishable? The Importance of Editorial Review
      Frances Smyth, editor-in-chief, National Gallery of Art
      Judy Metro, art editor, Yale University Press

NOON-2:00 P.M. LUNCHEON ADDRESS
   ★ Have Fun Will Travel—Reflections of a Writer on Museums
      Philip Kopper

2:00-3:00 P.M. GENERAL SESSION
   ★ Museum Design: Trends and Case Histories
      Stephen Kraft, adjunct professor of graphic design, The American University and Corcoran School of Art

   Judy Kirpich, Grafik Communications, Inc., Washington, D.C.

3:00-4:30 P.M. CONCURRENT SESSIONS
   ★ Stretching Your Production Dollar
      Ken Sabol, production manager, University Press, Smithsonian Institution Press
      Rich Hendle, production manager, University of North Carolina Press
   ★ The Vital Link: Publications and the Museum Store
      Lucy Lowenthal, vice president for external affairs, The National Building Museum
      Dene Garbow, store manager, The National Building Museum
      Sandy Borchetta, store manager, The Textile Museum
      Keith Webb, manager, Publication Sales, National Gallery of Art
      Susan Bates, director of Museum Sales, Thomas Jefferson Memorial Foundation
   ★ Get It in Writing: Contracts with Freelancers
      Susan Rossen, director of publications, The Art Institute of Chicago

3:45 P.M.
   ★ Trip to the National Demonstration Laboratory for Interactive Information Technology, at the Library of Congress

   A look at innovative technological advances in electronic information storage, transmission, and presentation. Please sign up on the registration form. Space is limited to 30 (program repeated Saturday).

4:30-5:20 P.M. FILM
   Screening of The Disorganized Manager, starring John Cleese. A humorous film with serious intent, for the manager who never seems to have enough time—or for anybody who knows one.

       Dinner on your own. Sign up in the morning if you wish to dine with colleagues.

Saturday, May 7
9:00-10:15 A.M. GENERAL SESSION
   ★ Publishing with Partners: Theory and Practice
      Daniel Goodwin, director, University Press, Smithsonian Institution Press
      Paul Gottlieb, editor-in-chief, Harry N. Abrams, Inc.
      Christopher Hudson, director, Museum Publications, The J. Paul Getty Museum

10:15-11:45 A.M. CONCURRENT SESSIONS
   ★ Direct Marketing Forum: Developing a Strategy for Your Publications
      Stephanie Medlock, director, Publishing Program, University of Chicago
      Lucy Lowenthal, vice president for external affairs, The National Building Museum
      Hilary Reeves, marketing manager, Smithsonian Institution Press

       Participants with specific marketing issues are invited to submit their questions (by April 1) to: Lucy Lowenthal, The National Building Museum, 401 F Street NW, Washington, D.C. 20001

   ★ Reaching Out: Bringing a Broader Audience to the Museum
      Gwendolyn Everett, collections research coordinator, National Museum of American Art, Smithsonian Institution, and author of L'il Sis and Uncle Willie
      Lucia Pierce, head of education, Freer Gallery of Art/Arthur M. Sackler Gallery, Smithsonian Institution
      Caroline Brackman, chairman, education department, Field Museum, Chicago

   ★ Trip to the National Demonstration Laboratory (details above)

NOON-2:00 P.M. LUNCHEON ADDRESS
   Speaker: Katharine Lee, director, Virginia Museum of Fine Arts
### Registration

Please read this section carefully

To register, please complete the form below and mail it with your remittance of $285, payable to the University of Chicago in U.S. currency, to:

*5th Annual National Museum Publishing Seminar*
University of Chicago, Center for Continuing Studies, 5835 Kimbark Avenue, Chicago, Illinois 60637. If you wish to pay by credit card, or your organization will pay your tuition, you may send your registration form by fax to the University of Chicago at 312-702-6814. Payment must be received prior to the start of the conference. Space is limited. Please register early.

**Cancellation:** Each cancellation is subject to a $50 service fee. Cancellations received less than five business days prior to the opening day of the seminar will forfeit the full tuition fee.

**Nonpayment of tuition does not constitute a cancellation.** All cancellations must be confirmed in writing. Substitution of another admissible participant may be made at no additional charge prior to the start of the seminar.

For further information, contact:
Stephanie Medlock, director,
Publishing Program
University of Chicago
312-702-1682 or fax: 312-702-6814, or
Frances Smyth, editor-in-chief,
National Gallery of Art
202-842-6200 or fax 202-408-8530

### Registration Form

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*If for any reason your organization should fail to furnish payment in full, you will be responsible for paying the outstanding tuition.

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