Thursday, April 25

2:00-4:00 p.m. Registration
Spanish Court Foyer, 5th floor
Hotel Inter-Continental

3:30-4:00 p.m. Buses depart for the
John G. Shedd Aquarium
Participants board busses at the Illinois Street entrance
of the Hotel
Inter-Continental

4:30-5:00 p.m. Guests enter at the
Oceanarium’s south door

5:00 p.m. Welcome
Phelps Auditorium,
John G. Shedd Aquarium
Stephanie Medlock
Director, Publishing Program
University of Chicago

Susan Rossen
Executive Director of Publications
The Art Institute of Chicago

5:15-6:00 p.m. The House that Rock Built
Phelps Auditorium, John G. Shedd Aquarium
Dennis Barrie
Director
The Rock and Roll Hall of Fame and Museum
Cleveland, OH

Friday, April 26

8:00-9:00 a.m. Registration
Spanish Court Foyer, 5th floor

9:00-10:00 a.m. Welcome
Renaissance Room, 5th floor

Karen Furmeyer
Publications Coordinator
John G. Shedd Aquarium

Marine mammal presentation

Carolyne Blackmon
Chair, Department of Education
The Field Museum

Shedd Aquarium Coral Reef Demonstration

10:30-10:50 a.m. Museums as Centers of Learning
Renaissance Room, 5th floor
Wilard Boyd
President
The Field Museum

10:50 a.m. Coffee break
Spanish Court Foyer, 5th floor

11:15 a.m. Coffee break
Spanish Court Foyer, 5th floor

11:30 a.m. Concurrent sessions.
Choose one:
A. Constructing a Basic Budget
B. The Essence of Successful
Book Marketing
Steps to developing a successful product;
how to negotiate a distribution contract
Exchange Room, 11th floor

Christy Overgard
Museum of Science and Industry
panel moderator

Don Collins
Chief Financial Officer
University of Chicago Press

Margherita Andreotti
Associate Editor for Scholarly Publications
The Art Institute of Chicago
panel moderator

Peggy Iternal
Publications Director
Hunterton Library, Art Collections
and Botanical Gardens
San Marino, CA

B. Life in the White-Glove Jungle:
Dealing with Museum Politics
Exchange Room, 11th floor

Susan Rossen
Executive Director of Publications
The Art Institute of Chicago

Barbara Burch
Executive Editor
The Metropolitan Museum of Art
New York

7:00 p.m. Optional dinners with colleagues.
Sign up at the registration desk.
saturday, april 27

8:30-10:30 a.m. The Hitchhiker's Guide to the Internet How to approach this fascinating, irritating, ever-expanding technology Renaissance Room, 5th floor

jeff austin Chicago Botanic Garden panel moderator

Luyen Chou President and CEO Learn Technologies Interactive New York

Mark Olson Assistant Director ArtFI Project University of Chicago

John Sanders Head of Computer Laboratory and Charles E. Jones Research Archivist-Bibliographer Oriental Institute Chicago

Sandra Whisler Assistant Director for Electronic Publishing and Serials University of California Press, Berkeley

10:30-11:00 a.m. Coffee break Spanish Court Foyer, 5th floor

11:00 a.m.-12:30 p.m. Electronic Print Production Where Are We Now? Renaissance Room, 5th floor Daniel Frank Associate Director, Production Publications Department The Art Institute of Chicago panel moderator

Pat Goley President Prographics Rockford, IL

Jerry Jankowski Director of Graphics Lincoln Park Zoo Chicago

Alan Newman Executive Director, Imaging and Technical Services The Art Institute of Chicago

12:30-2:00 p.m. Sponsors' Luncheon King Arthur's Court, 3rd floor

2:15-3:45 p.m. Concurrent sessions. Choose one:

A. Annual Reports: Design and the Bottom Line Renaissance Room, 5th floor

Karen Furmager John C. Shedd Aquarium panel moderator

Jerry Jankowski Lincoln Park Zoo Chicago

Melinda Mains Director of Communications Indianapolis Children's Museum

Carolyn Sedinger Graphic Designer Indianapolis Children's Museum Robert V. Sharp Associate Director of Publications The Art Institute of Chicago

3:45-4:00 p.m. Coffee break Spanish Court Foyer, 5th floor

4:00-5:30 p.m. Copyright Law and the Internet Renaissance Room, 5th floor

Robert V. Sharp The Art Institute of Chicago panel moderator

Barbara Hoffman Legal Council College Art Association New York

Robert Kemp Principal Kemp & Edelson Chicago

Julie Zefkel Assistant Director, Imaging and Technical Services The Art Institute of Chicago

7:00 p.m. Optional dinners with colleagues. Sign up at the registration desk.

B. Books for Children: Capturing the Future Visitor Empire Room, 7th floor

Stephanie Medlock University of Chicago panel moderator

Russell Prim Editorial Director Grollier Children's Publishing New York

Elizabeth Szabla Editor-in-Chief Lee and Low Books New York

Emma Way Head of Publishing British Museum Company London