THURSDAY, JULY 13

CHÂTEAU LAURIER

3:00-5:00 p.m.  Registration
Adams Room hallway, Château Laurier.
Exhibit space for sponsors and participants is in the Adams Room.
Sign up for dinner with colleagues at registration desk.

5:00 p.m.  Welcome and opening ceremonies
Drawing Room, Château Laurier.

Museums and Their Publics in the 21st Century

Dr. Shirley L. Thomson
Director, Canada Council for the Arts
Former Director of the National Gallery of Canada
Ottawa

6:00 p.m.  Reception
Laurier Room and Terrace, Château Laurier.

7:30 p.m.  Dance with colleagues
(sign up at the registration desk).

FRIDAY, JULY 14

CANADIAN MUSEUM OF CIVILIZATION

9:15 a.m.  Welcome

9:25 a.m.  Celebrating Our History: How We Deal with the Presentation of Materials of Native Peoples

Gerald McMaster  
Curator, Contemporary Indian Art  
Canadian Museum of Civilization, Hull

Bernard Assiniwi  
Curator, Eastern Subarctic Ethnology  
Canadian Museum of Civilization, Hull

David Morrison  
Curator, Mackenzie District Archeology  
Canadian Museum of Civilization, Hull

Terence Winch  
Head of Publishing, Museum of the American Indian, Washington, D.C.

10:30 a.m.  Refreshment break

Simultaneous translation is available in English and French.
Sponsor exhibits are on display throughout the Seminar in the Adams Room, Château Laurier.
11:00 a.m. Concurrent sessions: choose one.

-12:30 p.m. A. The Pleasures and Perils of International Collaboration

Hugh Merrell
Publisher. Merrell Holberton, London

Leslie Johnstone
Canadian Centre for Architecture, Montreal

Susan F. Rossen
Executive Director of Publications
The Art Institute of Chicago

Serge Thériault
Chief, Publications
National Gallery of Canada, Ottawa

Alberto Sanchez and Margarita de Orellana
Artes de Mexico, Mexico, D.F.

CHÂTEAU LAURIER

1:00 p.m. B. Your First Book? Strategies for Reducing Headaches, Increasing Returns

Norm Bolorin
President, The History Bank
Redmond, Washington

Glena Rollans
Publisher, Daival House Publishing
Edmonton, Alberta

Beverly McMillan
Editor, The Maritime Museum
Richmond, Virginia

2:30-4:00 p.m. Concurrent sessions: choose one.

A. The Politics of Meaning: Planning for Successful Translations

Serge Thériault
Chief, Publications
National Gallery of Canada, Ottawa

Gwen Coffin
Coordinator, Teaching and Language Centre
Baffin Divisional Board of Education
Iqaluit, Nunavut

John Nicoll
Managing Editor
Yale University Press, London

Robert Charbonneau
Head of Publishing, Communications
International Development Research Centre
Ottawa

Susan McMaster
Editor-in-Chief, Verrisage Magazine
National Gallery of Canada, Ottawa

B. Dollars and Sentences: Aligning Museum Publishing with Museum Business Strategy

Karen Farnweger
Publications Coordinator
John G. Shedd Aquarium, Chicago

Jan Powers
Director, Content/Information Management
John G. Shedd Aquarium, Chicago

4:00 p.m. Refreshement break.
4:30–6:00 p.m. Concurrent sessions: choose one.

A. International Rights or International Fights: How to Secure the Best Contract for Your Institution

Kevin Williams
Publisher, Raincoast Books, Vancouver

Bill Ranna
Vice-President, International Stoddart Publishing, Toronto

Luc Jutras
Montreal Contacts, Montreal

Scott McIntyre
President and Publisher, Douglas & McIntyre, Vancouver

B. Expanding Your Reach: Redefining Publications and Their Purpose

Jean François Blanchette
Publisher, Canadian Museum of Civilization and Museum of New France, Hull

Christina Cameron
Director General, National Historic Sites Parks Canada, Ottawa

Craig Cunningham
Director, Cooperative Web-based Curriculum Project, Chicago

Susan Chun
Member of the AMICO Project, The Metropolitan Museum of Art, New York

7:00 p.m.

Dine with colleagues
(sign up at the registration desk).

SATURDAY, JULY 15

NATIONAL GALLERY OF CANADA

9:00 a.m.

Welcome.

9:15 a.m.

Playing Pied Piper: Innovative Ways to Attract Different Age Groups to the Museum

Jane Burrell
Chief, Art Museum Education, Los Angeles County Museum of Art, Los Angeles

Jane Somerville
President and Publisher, Somerville House Books, Toronto

10:30 a.m.

Refreshment break.
11:00 a.m. - 12:30 p.m. Concurrent sessions: choose one.
A. From Grants to Gold: Fundraising Techniques and Partnerships
Crystal Martin
Director of Development
American Saddlebred Museum
Lexington, Kentucky
Maureen Martin
Director of Development
Henry Ford Museum, Dearborn, Michigan
Michael Wolfe
Vice-President, Development
Canadian Museum of Civilization, Hull

B. Explore Your Opportunities in New Media
Shane Lumby
Multimedia Developer. Vancouver
Paul Hoffert
Director Centre for New Media
York University, Toronto
Jean Gagnon
Director Programs
Daniel Langlois Foundation, Montreal

12:30 p.m. Lunch break.

2:00 p.m. The Emperor's New Clothes or Yellow Brick Road? Who Is Actually Selling Museum Books on the Internet?
Susan Chun
Marketing Manager and Senior Editor for New Media and Special Projects
The Metropolitan Museum of Art, New York
Dan Kornblut
Image Exchange
Santa Monica, California

3:30 p.m. Refreshment break.

4:00 p.m. The Ongoing Transformations of Museum Publishing
Stephen Weil
Senior Emeritus Scholar
Center for Museum Studies
Smithsonian Institution
Washington, D.C.

5:30 p.m. Invitation to Chicago in 2002.

7:00 p.m. Cash Bar: National Gallery of Canada.

7:30 p.m. Dinner: National Gallery of Canada, Great Hall.