ELEVENTH
NATIONAL MUSEUM PUBLISHING SEMINAR
April 29-May 1, 2004
Westin Pasadena Hotel, Pasadena, California

COSPONSORED BY
- THE GRAHAM SCHOOL OF GENERAL STUDIES AT THE UNIVERSITY OF CHICAGO
- Getty Publications
- The Huntington Library, Art Collections, and Botanical Gardens
- Los Angeles County Museum of Art
- The Museum of Contemporary Art, Los Angeles
Thursday, April 29

Noon-3:00 p.m.  Registration, Westin Pasadena Hotel
Sign up for dinner with colleagues
3:30 p.m.  Transportation to the Huntington
3:45-4:45 p.m.  Free time at the Huntington
4:45-5:00 p.m.  Welcome by Steven Koblik, President, The Huntington
Library, Art Collections, and Botanical Gardens, In the
Friends' Hall
5:00-6:00 p.m.  Keynote speech by Lawrence Weschler
6:10-7:30 p.m.  Reception on the Garden Terrace
7:45 p.m.  Transportation back to Westin Pasadena Hotel
8:00 p.m.  Dinner with colleagues at local restaurants

Friday, April 30

8:00-9:00 a.m.  Registration and coffee service
Sign up for dinner with colleagues
9:00-10:30 a.m.  Plenary session:
Tango or Tangle? The Curator-Editor Relationship
Russell Ferguson
Chief Curator, UCLA Hammer Museum
Thomas Kren
Curator of Manuscripts, The J. Paul Getty Museum
Kara Kirk, moderator
General Manager, Getty Publications

10:45 a.m.-Noon  CONCURRENT SESSIONS

1. Print-on-Demand Publishing
Don Collins
President, Distribution Services, University of Chicago Press
John Walsh
Assistant Director and Design and Production Manager,
Harvard University Press
Chad Coerver, moderator
Director of Publications, Graphic Design, and Web,
San Francisco Museum of Modern Art

2. Book Cover Design:
Everyone’s a Client, Everyone’s a Critic
Robert Barrett
Manager, Hennessey + Ingalls
Jane Brown
National Accounts Director, D.A.P./Distributed Art Publishers
Michael Carabetta
Creative Director, Chronicle Books
Lorraine Wild
Proprietress, Lorraine Wild Design
Deenie Yodell, moderator
Design Manager, Getty Publications

Noon-1:30 p.m.  Lunch on your own
1:30-3:00 p.m. **CONCURRENT SESSIONS**

   Pat Golea
   Vice President, Professional Graphics, Inc.
   Janee Stuenenberg
   Photography/Color Specialist, Professional Graphics, Inc.
   Peter Brenner
   Supervising Photographe, Los Angeles County Museum of Art
   Karen Schmidt, moderator
   Production Manager, Getty Publications

2. Publishing on the Cheap: Artful Strategies for Cutting Costs
   Jodee Blanco
   President, Blanco Group, Inc.
   Susan Chum
   General Manager for Information Planning, Office of the Director/Editorial Department, The Metropolitan Museum of Art
   Liane Sebastian
   President, Michael Light
   Stephanie Medlock, moderator
   Director, Publishing Programs, The Graham School of General Studies

3:00-3:30 p.m. Coffee break

3:30-4:30 p.m. Plenary session

Shop Talk: Exploring the Publishing-Retail Connection
   Michael Haagrell
   Publisher, The Museum of Modern Art
   David Way
   Head of Publishing and Bookselling, The British Library
   Irma Zigas
   Museum retail consultant
   Chris Hudson, moderator
   Publisher, Getty Publications

5:00 p.m. Transportation to the Getty Center

6:00-8:00 p.m. Reception and Getty Museum and Gardens visit

8:00 p.m. Transportation back to Westin Pasadena Hotel

8:45 p.m. Dinner with colleagues at local restaurants

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Saturday, May 1

6:00-9:00 a.m. Coffee service
   Sign up for dinner with colleagues

9:00-10:30 a.m. Plenary session

Legal Issues Affecting Museum Publishing
   Christine Steiner
   Principal, Steiner Conley LLP
   Jonathan Kirsch
   Law Offices of Jonathan Kirsch
   Peggy Parkinson, moderator
   Director, Huntington Library Press

10:30-10:45 a.m. Coffee break

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10:45 a.m.-Noon Plenary session

The Copublisher-Museum Relationship
   Sharon Helgaosn Gallagher
   President, D.A.P./Distributed Art Publishers
   Hugh Merrill
   Publisher, Merrell Publishers, Ltd.
   Ed Marquand
   Principal, Marquand Books, Inc.
   Deborah Kirshman
   Fine Arts Editor/Director of Development, University of California Press

Noon-2:00 p.m. Sponsors' luncheon at Westin Pasadena Hotel

2:00-3:30 p.m. **CONCURRENT SESSIONS**

1. Addressing the Audience in Ephemera Development and Editing
   Jane Borel
   Chief, Art Museum Education, Los Angeles County Museum of Art
   Abby Wasserhans
   Editor in Chief, The Museum of California (quarterly magazine of the Oakland Museum of California)
   Sue Lafferty, moderator
   Director of Education, The Huntington

2. The Realities of Publishing for the Small Museum
   Susan Green
   Editor, Huntington Library Press
   Ann Karlstrom
   Director of Publications and Graphic Design, Fine Arts Museums of San Francisco
   Chris Kedjian, moderator
   Freelance editor (formerly of LACMA and the Autry Museum of Western Heritage)

3:30-4:00 p.m. Coffee break

4:00-5:15 p.m. **CONCURRENT SESSIONS**

1. Tapping Your Collections for Innovative Book Ideas
   Ardis Willerworth
   Director of Education and Public Programming, Passienna Museum of History
   Kathleen Thorne-Thompson
   Author/Designer
   Christine Taylor
   President, Wilsted and Taylor Publishing Services
   Ralph Eubanks
   Director of Publishing, Library of Congress
   Peggy Parkinson, moderator
   Director, Huntington Library Press

2. Building Productive Partnerships with Overseas Printers
   Amanda Freyman
   Associate Director of Publications—Production, The Art Institute of Chicago
   Sandra Klint
   Illustrated book production consultant
   Howard Musk
   Production Director, Imagol
   Sara Vadgama
   West Coast Sales Representative, Butler and Tanner, Ltd.

6:30 p.m. Dinner with colleagues at local restaurants