12th National Museum Publishing Seminar
June 1-3, 2006
Sheraton Society Hill Hotel
Philadelphia

Final Schedule

Thursday, June 1, 2006

Noon – 3:00 p.m.  Registration
Foyer, Ballroom CDE, lobby level, Sheraton Society Hill Hotel

4:00 p.m.  First group leaves on trolleys to University of Pennsylvania Museum of Archaeology and Anthropology

4:30 p.m.  Second group leaves on trolleys to University of Pennsylvania Museum of Archaeology and Anthropology

4:00-5:30 p.m.  Free time at museum

5:30 pm  Welcome
Richard Leventhal
The Williams Director, University of Pennsylvania Museum of Archaeology and Anthropology

5:40 p.m.  Keynote Speech
Anne d’Harnoncourt
The George D. Widener Director and Chief Executive Officer, Philadelphia Museum of Art

6:00 pm  Reception

7:00 pm  First trolleys return to Sheraton Society Hill Hotel

7:45 pm  Second trolleys return to Sheraton Society Hill Hotel

7:45 pm  Dinner with colleagues. Sign up at the seminar registration desk for dinner with colleagues at area restaurants. Be sure to take the first trolley back to the hotel.
Friday, June 2, 2006

8:00–9:00 am  Registration
   *Foyer, Ballroom CDE, lobby level*
   Sheraton Society Hill Hotel

   Continental Breakfast
   *Ballroom AB*

9:00–9:10 am  Welcome
   *Ballroom CDE*

   Stephanie Medlock
   Associate Director, Professional Programs
   Graham School of General Studies
   The University of Chicago

9:10–10:30 am  PLENARY SESSION

   The Future Is Here: What On-Line Catalogs Can Do
   *Ballroom CDE*

   Beryl Chanteux
   Project Manager
   Reunion des Musees Nationaux, Paris

   Guillaume Blanc
   Réunion des Musées Nationaux, Paris

10:30–11:00 am  Coffee Break
   *Ballroom A&B*

11:00 am–12:30 pm  CONCURRENT SESSIONS

   Libraries as Consumers of Museum Books
   *Ballroom DE*

   C. Danial Elliott, moderator
   Arcadia Director of the Library and Archives
   Philadelphia Museum of Art

   Terri Boccia
   Acquisitions Librarian
   Sterling and Francine Clark Art Institute
   Williamstown, Massachusetts
Kraig Binkowski  
Head Librarian, Yale Center for British Art  
New Haven, Connecticut

Creating an Exhibition's Collateral Materials and Programs  

Ballroom C

Dr. Rosalind Remer  
Executive Director  
Benjamin Franklin Tercentenary, Philadelphia

Dana Devon  
Director of Educational Programming  
Benjamin Franklin Tercentenary, Philadelphia

12:30–2:00 pm  Lunch (on your own)

2:00–3:30 pm  CONCURRENT SESSIONS


Ballroom DE

William Weinstein  
Director of Information Services  
Philadelphia Museum of Art

Tom Moritz  
Associate Director for Administration and Chief of Knowledge Management, Getty Research Institute, Los Angeles

Gary Rosenberg  
Vice President  
The Academy of Natural Sciences, Philadelphia

How to Begin Publishing within Your Museum: Magazines and Books  

Ballroom C

Walda Metcalf  
Director of Publications  
Assistant Director of the Museum
University of Pennsylvania Museum of Archaeology and Anthropology, Philadelphia

Lucy Fowler Williams
Keeper of the American Section
University of Pennsylvania Museum of Archaeology and Anthropology, Philadelphia

James R. Mathieu
Editor, *Exposition Magazine*
University of Pennsylvania Museum of Archaeology and Anthropology, Philadelphia

4:00–5:15 pm

CONCURRENT SESSIONS

Opportunities for Museum Publishers with JSTOR and Lightning Source
*Ballroom DE*

Kimberly Lutz
Director of Publisher Relations
JSTOR, New York

Jim Patterson
Client Account Manager
Lightning Source
La Vergne, Tennessee

What Price Scholarship? Defining a Museum Publications Operation
*Ballroom C*

Amanda W. Freymann, moderator
Publications Consultant
The Art Institute of Chicago

Chad Coerver
Director of Publications, Graphic Design and Web
San Francisco Museum of Modern Art

Mark Polizzotti
Director of Publications and Intellectual Property
Museum of Fine Arts, Boston
5:30 pm  Trolleys take first group to reception at the Philadelphia Museum of Art

6:00 pm  Trolleys take second group to reception at the Philadelphia Museum of Art

6:00 pm  Reception -- Philadelphia Museum of Art  
          *Seminar Room, ground floor*

In addition to the reception, sponsored by the Philadelphia Museum of Art, The Graham School has purchased tickets to the Andrew Wyeth exhibition at the museum for all the attendees. Tickets are included in your registration packet. You may visit the exhibition at any time during the reception period.

7:00 pm  Trolleys return to hotel

8:30 pm  Trolleys return to hotel

8:00 pm  Dinner with colleagues. Sign up at the conference registration desk for dinner with colleagues at area restaurants. Be sure to take the first trolley back to the hotel.

*Saturday, June 3, 2006*

8:00–9:00 am  Registration  
              *Foyer, Ballroom CDE, lobby level*

Continental Breakfast  
          *Ballroom AB*

9:00–10:30 am  CONCURRENT SESSIONS

*From Family Packs to E-Books to iPods, Oh My: Cases of Successful Outreach*  
              *Ballroom DE*

Kathleen Thorne Thomsen  
author of *Greene and Greene for Kids*

Bill Ristine  
Webmaster  
Philadelphia Museum of Art

Susan Randolph
Director of Communications
Winterthur Museum & Country Estate
Winterthur, Delaware

**On the Same Page: Creating a Style Guide that Puts Your House in Order**

*Ballroom C*

Greg Nosan
Editor
The Art Institute of Chicago

Mary McDonald
Head of Publications
American Philosophical Society, Philadelphia

Phil Freshman,
President
Association of Art Editors
St. Louis Park, Minnesota

10:30–11:00 am

Coffee Break

*Ballroom AB*

11:00 am–12:30 pm

**PLENARY SESSION**

**Legal Issues of Museum Publishing in an Electronic Age**

*Ballroom CDE*

Conni Clark
Manager of Rights and Reproductions
Philadelphia Museum of Art

Brett I. Miller
Partner, Intellectual Property Practice Group
Morgan, Lewis & Bockius LLP, Washington, DC

12:30–2:00 pm

**Sponsors’ luncheon**

*Hamilton Room*

2:00–3:30 pm

**CONCURRENT SESSIONS**

**The Global Nature of Museum Publishing**

*Ballroom DE*

Bipin Shah
Publisher, Mapin Publishing
Ahmedabad, India

Joseph N. Newland
Principal, Q.E.D. Publishing Services
Philadelphia

Susan Chun
General Manager, Electronic Information Planning
The Metropolitan Museum of Art, New York

Managing Ephemera
Ballroom C

Vicki Saltzman
Production Manager
Winterthur Museum & Country Estate
Winterthur, Delaware

Mary Teeling
Curator of Museum Education
Museum Exhibitions & Collections
American Philosophical Society, Philadelphia

3:30–4:00 pm

Coffee Break
Ballroom AB

4:00–5:30 pm

Looking Ahead and Looking Back
Ballroom CDE

Christopher Hudson
Publisher
The Museum of Modern Art, New York