Whether working in the publications, digital media, or marketing department, museum employees are interacting with visitors who encounter their museums in ways that would have been unimaginable just a few years ago. As the world of publishing and communications has developed in the past decade, museums are learning to negotiate these new realms. At the 15th National Museum Publishing Seminar, we will address the array of departments that now find themselves serving as “publisher” for the museum. Our opening panel will address the question of “The Voice of the Museum” head on, while other sessions will consider the different ways museums are speaking to this issue. Sessions on topics ranging from the world of social media to an update on the Online Scholarly Catalogue Initiative will feature staff from a variety of museums in the arts, science, and history, as well as professionals from university presses, small publishers, and design firms. From botanical gardens and art museums to zoos, science museums, and historic houses, institutions of every type and size will send representatives to the seminar.

As always, the program will provide numerous opportunities to get to know colleagues. Following registration at the Chicago Mart Plaza Hotel, the conference will begin at the Museum of Contemporary Art Chicago with a keynote address and buffet reception. On Friday evening, we will gather in the hotel bar for cocktails. As at the 2010 event, the exhibitors’ gallery will be a central part of the seminar and a location for refreshments between the program sessions.

Although the National Museum Publishing Seminar has visited Chicago several times in the past, this year is sure to be full of new spaces, new people, and conversations as dynamic as the world of museum publishing today. Take advantage of the seminar to visit new-to-you Chicago museums and to enjoy the always gorgeous Chicago lakefront. On Thursday night, we will travel by bus to Chicago’s Magnificent Mile to visit the Museum of Contemporary Art Chicago for our keynote address and opening reception. Be sure to visit other Chicago landmarks that will also be taking part in the seminar, including Lincoln Park’s Chicago History Museum and the Loop’s Chicago Cultural Center, home to the city’s Publishing Industry Programs.
**Thurs June 21**

12:00–3:00 p.m.
Registration, Chicago Mart Plaza

3:00 p.m.
Transportation to the Museum of Contemporary Art Chicago

3:15–4:15 p.m.
Free time at the Museum of Contemporary Art Chicago

4:30 p.m.
Welcome and Keynote Address

Madeleine Grynsztejn, Pritzker Director, Museum of Contemporary Art Chicago

Daniel Sinker, Director, Knight-Mozilla OpenNews and author of the @MayorEmanuel Twitter account

6:00–7:30 p.m.
Buffet reception and viewing of Rashid Johnson: Message to Our Folks

7:30 p.m.
Transportation back to Chicago Mart Plaza

**Fri June 22**

8:00–9:00 a.m.
Registration and coffee service

9:00–10:30 a.m.
Plenary Session

The Voice of the Museum

James Goggin, Director of Design, Publishing, and New Media, Museum of Contemporary Art Chicago, Moderator

Abbott Miller, Partner, Pentagram

Paul Schmelzer, Web Editor, Walker Art Center

Maggie Smith, Partner, Studio Blue

10:30–11:00 a.m.
Coffee break in exhibitors’ gallery

11:00 a.m.–12:15 p.m.
Concurrent Sessions

The Case for Collateral: Why Brochures, Posters, Invitations, Newsletters, and Other Supplemental Print Materials Matter

Andrea Stevens, Director of Strategic Communications, SITES—Smithsonian Institution Traveling Exhibition Service, Moderator

John Ball, Partner and Creative Director, MiresBall Brand Design

Matthew Renton, Director of Communications, Seattle Art Museum

The Book as a Beautiful Object

Danielle Chapman, Director of Publishing Industry Programs, Chicago Office of Tourism and Culture, Moderator

Caroline Picard, Founder and Publisher, Green Lantern Press

Jill Shimabukuro, Design and Production Director, University of Chicago Press

Steve Woodall, Director, Center for Book and Paper Arts, Columbia College
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:15–1:45 p.m.</td>
<td>Lunch on your own</td>
<td></td>
</tr>
<tr>
<td>1:45–3:00 p.m.</td>
<td>Concurrent Sessions</td>
<td>Susan Weidemeyer, Labels Editor, Dept. of Publications, Art Institute of Chicago, Moderator</td>
</tr>
<tr>
<td></td>
<td>What Do You Want from Me?: The Making of a Great Editor</td>
<td>Olivia Mahoney, Chief Curator, Chicago History Museum</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Susan Rossen, Publishing consultant and editor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cheryl Towler Weese, Partner, Studio Blue</td>
</tr>
<tr>
<td></td>
<td>Are Jackets Required?: Rethinking Museum Publications in the Face of New Technology, Increasing Expectations, and Shrinking Budgets</td>
<td>Amanda Freymann, Partner, and Joan Sommers, Partner, Glue + Paper Workshop LLC, Moderators</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mark Polizzotti, Publisher and Editor-in-Chief, Metropolitan Museum of Art</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Krystyna Wasserman, Curator of Book Arts, National Museum of Women in the Arts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Antonio Zanella, CEO, Graphicom</td>
</tr>
<tr>
<td>3:00–3:15 p.m.</td>
<td>Coffee break in exhibitors’ gallery</td>
<td></td>
</tr>
<tr>
<td>3:15–4:30 p.m.</td>
<td>Concurrent Sessions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>How to Make an App</td>
<td>Rosemary Adams, Director of Publications, Chicago History Museum, Moderator</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Theodore Grey, Founder and Creative Director, Touch Press</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Christie Henry, Editorial Director, Books, University of Chicago Press</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Carl Smith, Frankliny Bliss Snyder Professor of English and American Studies and Professor of History, Northwestern University</td>
</tr>
<tr>
<td></td>
<td>Size Doesn’t Matter: Offset Alternatives for Small Print Runs</td>
<td>Amy Peltz, Assistant Editor for Scholarly Publications, Dept. of Publications, Art Institute of Chicago, Moderator</td>
</tr>
</tbody>
</table>

---

**June 23**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:30–4:45 p.m.</td>
<td>Coffee break in exhibitors’ gallery</td>
<td></td>
</tr>
<tr>
<td>4:45–6:00 p.m.</td>
<td>Plenary Session</td>
<td>Sarah Guernsey, Director, Dept. of Publications, Art Institute of Chicago, Moderator</td>
</tr>
<tr>
<td></td>
<td>With a Name Like Twitter, It Has to Be Good: Social Media, Blogs, and Your Books</td>
<td>Steven Beasley, Director, Digital Media, and Lisa Miner, Director of Public Relations, Museum of Science and Industry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Richard Holland and Duncan MacKenzie, Bad at Sports</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kristi McGuire, Online Publicity Manager, Books Marketing, University of Chicago Press</td>
</tr>
<tr>
<td>6:30 p.m.</td>
<td>Cocktail hour at Chicago Mart Plaza’s Cityscape Bar</td>
<td></td>
</tr>
<tr>
<td>8:00–9:00 a.m.</td>
<td>Coffee service</td>
<td></td>
</tr>
<tr>
<td>9:00–10:30 a.m.</td>
<td>Plenary Session</td>
<td>Susan Rossen, Publishing consultant and editor, Moderator</td>
</tr>
<tr>
<td></td>
<td>Is There a Crisis in the Museum Store?: The Role of Museum Publications in the Current Retail Environment</td>
<td>Bernard Bonnet, Book Buyer, Museum of Fine Arts, Houston</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sharon Helgason Gallagher, Executive Director, Distributed Art Publishers, Inc.</td>
</tr>
</tbody>
</table>
Karen Levine, Executive Editor, Prestel Publishing; former Director of Publications, Fine Arts Museums of San Francisco
David Thurm, COO, Art Institute of Chicago

10:30–11:00 a.m.
Coffee break in exhibitors’ gallery

11:00 a.m.–12:15 p.m.
Concurrent Sessions

Digitizing Your Publishing Practice
Elizabeth Neely, Director of Digital Information and Access, Art Institute of Chicago, Moderator
Kara Kirk, Associate Publisher, Museum of Modern Art
Christopher Lyon, Executive Editor and Director, Digital Publishing, Monacelli Press
Robert Weisberg, Assistant Managing Editor, Metropolitan Museum of Art

Building and Sustaining a Great Client / Designer Relationship
Maria Grillo, Grillo Group, Moderator
Kristen Cullen, Senior Designer, Grillo Group
Scott Reinhard, Senior Designer, Museum of Contemporary Art Chicago
Carolyn Ziebarth, former Production Coordinator, Dept. of Publications, Art Institute of Chicago

12:30–2:15 p.m.
Sponsors’ luncheon at Chicago Mart Plaza Hotel
Guest Speaker, Erin Coburn, Chief Officer of Digital Media, Metropolitan Museum of Art

2:30–3:45 p.m.
Concurrent Sessions

Online Scholarly Catalogue Initiative Revisited
Robert Sharp, Executive Director, Dept. of Publications, Art Institute of Chicago, Moderator
Judy Metro, Editor in Chief, National Gallery of Art
Sam Quigley, Vice President for Collections Management, Imaging, and Information Technology/Chief Information Officer, Art Institute of Chicago
Sarah Roberts, Associate Curator of Collections and Research, San Francisco Museum of Modern Art

Are You There Publisher? It’s Me, the Museum.
Sarah Guernsey, Director, Dept. of Publications, Art Institute of Chicago, Moderator
Kim Coventry, Coventry Group LLC
Patricia Fidler, Publisher, Art and Architecture, Yale University Press
Christie Henry, Editorial Director, Science and Social Sciences, University of Chicago Press

4:00–5:00 p.m.
Concluding Session
JC Gabel, Publisher, Stop Smiling Books

Sun June 24

10:00 a.m.
Post-Seminar Optional Tour
Private architecture tour of the Modern Wing of the Art Institute of Chicago with Robert Sharp, Executive Director, Dept. of Publications, Art Institute of Chicago (limited space; advance registration required)
Bill my organization and send the invoice to the attention of:

Name
Organization
Address
Phone

Please note: Your registration is not confirmed until payment has been received. If for any reason your organization fails to furnish payment in full, you will be responsible for paying the outstanding tuition.

Editors, publishers, and museum professionals seeking to broaden and deepen their expertise in editing should consider enrolling in the Graham School’s Certificate Program in Editing. For more information, please call 773-702-1682.

Register online at grahamschool.uchicago.edu/museumpublishing or complete this registration form and return it with your remittance of $600 ($650 after April 20, 2012) to the University of Chicago Graham School of Continuing Liberal and Professional Studies, 1427 E. 60th St., Chicago, IL 60637. Registration after June 15, 2012, is $700 and will be accepted on-site only.

Full-time students are eligible for a discounted registration rate of $250. Please call 773-702-2768 for student registration.

If you wish to pay by credit card, or if your organization should be billed for your tuition, you may fax the registration form to 773-702-6814. Payment must be received prior to the start of the seminar for you to be considered a registrant. Please register early and remember to make your hotel reservations prior to May 25, 2012.

Dates
The 15th National Publishing Seminar will run Thursday through Saturday, June 21–23, 2012. The official program ends on Saturday evening.

Location
The seminar will take place at: Holiday Inn Chicago Mart Plaza 350 West Mart Center Drive Chicago, IL 60654 Phone: 312-836-5000 Fax: 312-222-9508

Making Your Hotel Reservation
The University of Chicago Graham School of Continuing Liberal and Professional Studies has reserved a block of rooms with the Holiday Inn Chicago Mart Plaza Hotel for the reduced rate of $179 per night, single or double occupancy.

That block of rooms will be released on Friday, May 25, 2012, so make your reservations early.

You must make your reservations directly with the hotel either by telephone (312-856-5000) or through the hotel’s Web site.

The reduced rate is available for the nights of Wednesday, June 20, through Wednesday, June 27. To reserve a room online, simply go to the Chicago Mart Plaza site at martplaza.com/event-calendar/event.cfm?eventId=EV_20110421155302601820. To get the reduced rate online, please use the group code EMP.

Tuition
As at the last seminar in June 2010, tuition is $600 if paid on or before April 20, 2012, and $650 after April 20, 2012. Tuition includes admission to all seminar activities, materials, the reception on Thursday evening,
and the luncheon on Saturday. Registration after June 15, 2012, is $700 and will be accepted on-site only.

Full-time students are eligible for a discounted registration rate of $250. Please call 773-702-2768 for student registration.

Transportation
Chicago is served by two major airports: O’Hare International Airport and Midway Airport. Please check the Holiday Inn Chicago Mart Plaza Web site for detailed instructions on how to get to the hotel from these airports or by car from the highways entering the city. The Holiday Inn Chicago Mart Plaza is conveniently located at the Merchandise Mart Brown line El stop for those wishing to take public transportation. Both airports can be reached on the El. For more information, visit the Chicago Transit Authority’s website at transitchicago.com.

Registration
To register, please complete this registration form and return it with your remittance of $600 on or before April 20 ($650 after April 20), payable to the University of Chicago in US currency.

Please mail the form to:
15th National Museum Publishing Seminar
University of Chicago
Graham School of Continuing Liberal and Professional Studies
1427 E. 60th St., Chicago, IL 60637

If you wish to pay by credit card, or if your organization should be billed for your tuition, you may fax your registration to 773-702-6814. You may also call the Graham School to register at 800-997-9689. If you call, you will need to give the registrar the course number for this seminar—MUSMPS 12S1. Payment must be received in the Graham School offices prior to the start of the seminar for you to be considered a registrant. Please register early.

You may also register online at grahamschool.uchicago.edu/museumpublishingseminar.

Cancellation Policy
Each cancellation is subject to a $75 cancellation fee. Cancellations received after June 14, 2012, are subject to forfeiture of the full tuition fee. All cancellations must be confirmed in writing.

Failure to pay tuition does not exempt individuals from the cancellation fee. Prior to the start of the seminar, substitution of another participant from the same organization may be made at no additional charge.

Planning Committee
The National Museum Publishing Seminar is indebted to the 2012 planning committee for all of its help in creating this year’s event.

Our thanks go to: Rosemary Adams, Chicago History Museum; Danielle Chapman, Chicago Office of Tourism and Culture; James Goggin, Museum of Contemporary Art Chicago; Sarah Guernsey, Art Institute of Chicago; Kineret Jaffe, University of Chicago Graham School; Amy Peltz, Art Institute of Chicago; Sarah Pesin, University of Chicago Graham School; Robert Sharp, Art Institute of Chicago; Susan Weidemeyer, Art Institute of Chicago.

For further information, contact: Sarah Pesin
The University of Chicago
Graham School of Continuing Liberal and Professional Studies
Tel. 773-702-2768
E-mail: museumpublishing@uchicago.edu
The National Museum Publishing Seminars are supported by and benefit from a growing list of sponsors and exhibitors. These organizations serve the museum publishing community by providing paper, printing, photographic expertise, design, writing, editing, packaging, and other services. It is with pleasure that we thank the following sponsors.

Additional exhibitors are accepted as space permits. Please contact Sarah Pesin at spesin@uchicago.edu for more information.

The AAM Press, American Association of Museums, Washington, DC
Allen Press, Inc., Lawrence, Kansas
Asia Pacific Offset Inc., New York, San Francisco, and Washington, DC
BookMobile, Minneapolis, Minnesota
Capital Offset, Concord, New Hampshire
Classic Color, Broadview, Illinois
Consolidated Printing Company, Chicago, Illinois
Conti Tipicolor, Florence, Italy
D Giles Limited, London, United Kingdom
DelMonico Books
Prestel Publishing, New York, New York
Finlay Printing, Bloomfield, Connecticut
Friesens Corporation, Altona, Manitoba, Canada
Four Colour Print Group, Louisville, Kentucky, and Silver Spring, Maryland
Glue + Paper Workshop LLC, Chicago, Illinois
Graphicom, Vicenza, Italy
Marquand Books, Seattle, Washington
Meridian Printing, East Greenwich, Rhode Island
Mondadori Printing, Verona, Italy
New Leaf Paper, San Francisco, California
Regent Publishing Services, New York, New York
Scala Publishers, New York, New York
Schiffer Publishing, Atglen, Pennsylvania
Shore Design, Antioch, California
Transcontinental Litho Acme, Montreal, Canada

Printing of this brochure was generously donated by Consolidated Printing Company on New Leaf Paper.

Printedgreen® (petroleum, carcinogen, and toxic free) in Chicago by Consolidated Printing Company, America’s Green Printer consolidatedprinting.net on New Leaf Paper Everest 80# Cover 100% Recycled PCW newleafpaper.com.

Design: MCA Chicago Design Office
Type: LL Brown & LL Prismaset
Cosponsors:
The Art Institute of Chicago
Chicago History Museum
Chicago Office of Tourism and Culture
University of Chicago Graham School
Museum of Contemporary Art Chicago