

**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 buses  
at the Illinois Street entrance  
of the Hotel  
Inter-Continental

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

6:00-6:30 p.m. Oceanarium viewing  
and reception  
North Foyer, Oceanarium

6:30-7:00 p.m. Welcome  
Oceanarium amphitheater

Karen Furnweger  
Publications Coordinator  
John G. Shedd Aquarium

Marine mammal  
presentation

7:15-8:30 p.m. Dinner  
Aquarium Galleries 4 & 5

8:30-8:45 p.m. Coral Reef Dive  
Demonstration  
Shedd Aquarium Coral Reef

8:30 p.m. Buses depart every  
fifteen minutes to return  
participants to Hotel  
Inter-Continental



**friday, april 26**

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

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

Stephanie Medlock  
University of Chicago

Susan Rossen  
The Art Institute of Chicago

Carolyn Blackmon  
Chair, Department  
of Education  
The Field Museum

9:10-10:10 a.m. *Museums as Centers  
of Learning*  
Renaissance Room, 5th floor

Willard Boyd  
President  
The Field Museum

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

10:30 a.m.-  
12:30 p.m. Concurrent sessions.  
Choose one:

A. *Constructing a Basic Budget*  
How to construct a budget  
for a book and relate it  
to your overall departmental  
budget; come prepared  
to create your own scenarios  
Renaissance Room, 5th floor

Stephanie Medlock  
University of Chicago  
panel moderator

Norman Bolotin  
President  
Laing Communications  
Redmond, WA

Kathy Fredrickson  
Partner  
studio blue  
Chicago

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

Sharon Gallagher  
President  
D.A.P.  
New York

Carol Kasper  
Direct Marketing Manager  
University of Chicago Press

12:30-2:00 p.m. Lunch, free time.  
See restaurant list  
in your packet.

2:00-3:30 p.m. Concurrent sessions.  
Choose one:

A. *A Concrete Approach  
to Ephemera*  
How to control the process  
and not get mired in the  
morass of details, including  
• Creating design unity  
• Redesigning a major piece  
• Managing the flow  
of materials  
Renaissance Room, 5th floor

Mike Delfini  
Graphic Design Coordinator  
John G. Shedd Aquarium  
panel moderator

Virginia Voedisch  
Associate Director of  
Graphic Design and  
Communication Services  
The Art Institute of Chicago

Paul Gehl  
Custodian of the John M. Wing  
Foundation on the History  
of Printing  
Newberry Library  
Chicago

B. *The Fate of  
Scholarly Catalogs*  
Exchange Room, 11th floor

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

Peggy Bernal  
Publications Director  
Huntington Library,  
Art Collections  
and Botanical Gardens  
San Marino, CA

Betsy Fryburger  
Curator of Prints  
and Drawings  
Stanford University  
Museum of Art

Martha A. Wolff  
Curator, European Painting  
before 1750  
The Art Institute of Chicago

3:30-4:00 p.m. Coffee break  
Spanish Court Foyer, 5th floor

4:00-5:15 p.m. Concurrent sessions.  
Choose one:

A. *Museums as the New  
Tower of Babel: The Art of  
Multi Language Labels  
and Translations*  
Renaissance Room, 5th floor

Stephanie Medlock  
University of Chicago  
panel moderator

Rene Arceo  
Special Projects Director  
Mexican Fine Arts Museum  
Chicago

Martine Bequet  
Head of French-  
Language Services  
Royal Canadian Museum  
Toronto, Canada

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 Burn  
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 Furnweger  
John G. 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

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

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 ZefTel  
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.