

Thursday, April 30

<i>Noon-3:00 p.m.</i>	REGISTRATION	Participants may sign up to go out to dinner with a group of colleagues.
<i>3:00 p.m.</i>		Participants leave hotel for The Metropolitan Museum of Art.
<i>3:30-4:30 p.m.</i>		Free time at the Met
<i>4:45 p.m.</i>	Welcome and Opening Remarks	<i>Uris Auditorium 81st Street Entrance The Metropolitan Museum of Art</i> Barbara Burn Executive Editor The Metropolitan Museum of Art Stephanie Medlock Director, Publishing Program University of Chicago
<i>5:00-5:45 p.m.</i>	Keynote Address	<i>Uris Auditorium</i> W.J.T. Mitchell Gaylord Donnelley Distinguished Service Professor, Departments of English Language and Literature and Art History University of Chicago
<i>5:45-6:10 p.m.</i>	Question and Answer Period	
<i>6:10-7:30 p.m.</i>	Reception	
<i>7:30 p.m.</i>	Optional Dinner with Colleagues	Sign up during the day at the registration table.

Friday, May 1

8:00-9:00 a.m. **REGISTRATION**

9:00-9:10 a.m. **Welcome**

Stephanie Medlock
University of Chicago

Barbara Burn
The Metropolitan Museum of Art

9:10-10:30 a.m. **Exhibition Catalogues:
Making the Right Decisions**

Osa Brown, moderator
Museum Publishing Consultant

Philip Verre
Director, The Hudson River
Museum of Westchester

Mary Sue Sweeney Price
Director, The Newark Museum

Joan Rosenbaum
Director, The Jewish Museum

10:40 a.m.-noon **Concurrent Sessions. Choose one:**

**A. Photography and Its
Discontents: What is Digitizing
Doing to Photography? How
to Get the Best Photographs
Possible**

David Wagner, moderator
Director, The Henry Luce III Center
for the Study of American Culture,
New York Historical Society

Peter Siegel
Ethnography Digitization Project
Manager, American Museum of
Natural History

Michael Ester
President, Luna Imaging

Robert Hennessy
Color Separator

**B. Supporting a Museum's
Mission: Raising Money
for Publications**

George Marcus
Head of Publications
Philadelphia Museum of Art

Lee Ann Sandweiss
Director of Publications
Missouri Historical Society

Noon-1:15 p.m. **Lunch**

1:30-2:45 p.m.

Concurrent Sessions. Choose one:

**A. Show Me the Money:
How to Construct an Ideal
Book Budget, and How
Being in a Museum Affects
that Construction**

Osa Brown
Museum Publishing
Consultant

Stephanie Medlock
University of Chicago

**B. Nonbook Publishing:
Managing Small but
Essential Publications**

Joan Downs
Editor in Chief
Wildlife Conservation Magazine

Joan Byrne
Pennsylvania Horticultural Society

Lucy O'Brien
Editorial Director, Department of
Communications, American
Museum of Natural History

2:45-3:00 p.m.

Coffee break

3:00-4:30 p.m.

**Ensuring Quality in
Publications**

Barbara Burn, moderator
The Metropolitan Museum of Art

Elaine Koss
Director of Publications
College Art Association

Gwen Roginsky
Chief Production Manager
Editorial Department
The Metropolitan Museum of Art

Abby Goldstein
Free-lance Designer

4:45-6:00 p.m.

**The Towering Inferno:
Putting Out Those Fires
in Museum Publishing**

Bring a soda and come to a round-
table on our most infamous
mistakes. You'll never need to
commit the errors we already have.

6:00 p.m.

**Mondadori Editore
Reception**

7:30 p.m.

**Optional Dinner with
Colleagues**

Sign up during the day at the
registration table.

Saturday, May 2

8:30-10:00 a.m.

Concurrent Sessions. Choose one:

A. Legal Issues in Museums

Mitch Tuchman
Former Director of Publications
L.A. County Museum of Art

Gerald Singer
General Counsel, American
Museum of Natural History

**B. Collection Catalogues:
Museum Dinosaurs or
Essential Publications?**

George Marcus, moderator
Philadelphia Museum of Art

Carrie Reborá
Associate Curator of American
Paintings and Sculpture
The Metropolitan Museum of Art

Patricia Williams
Director of Book Publishing,
National Gallery, Oxford, England

Sherry Babbitt
Assistant Head of Publications
Philadelphia Museum of Art

Susan Rossen, respondent
Executive Director of Publications
Art Institute of Chicago

10:00-10:30 a.m.

Coffee break

10:30-11:50 p.m.

Concurrent Sessions. Choose one:

**A. Alternative Ways to Work
with Trade Publishers**

Maron Waxman
Associate Director for Special
Publishing, American Museum of
Natural History

Michaela Muntean
Editor, Workman Publishing Co.

Ed Marquand
Director, Marquand Books, Inc.

B. Editing on Line

John Muenning
Senior Electronic Publishing
Developer, University of Chicago
Press

Robert Weisberg
Computer Specialist, Editorial
Department, The Metropolitan
Museum of Art

12:00-1:30 p.m.

Lunch

1:40-3:00 p.m.

**Marketing Museum
Publications Outside
the Museum**

Barbara Burn, moderator
The Metropolitan Museum of Art

Sharon Gallagher
President, Distributed Art Publishers
(D.A.P.)

Marilyn Abel
Scholarly Marketing Consultant
The Metropolitan Museum of Art

Tina Weiner
Associate Director and Marketing
Director, Yale University Press

3:00-3:20 p.m.

Coffee break

3:20-5:00 p.m.

**Back to the Internet:
What's Hot, What's Not**

Maxwell Anderson, moderator
Director, Art Gallery of Ontario

Katherine Jones-Garmil,
Director, Information Services
and Technology, Peabody Museum
Harvard University

Arthur Tisi
Chief Information Officer
Systems and Computers Department
The Metropolitan Museum of Art

5:10-6:00 p.m.

Birds of a Feather

Networking session for people in
similar kinds of museums. Come
talk to others in natural history,
science, art, zoological, and
horticultural institutions.

7:00 p.m.

**Optional Dinner with
Colleagues**

Sign up during the day at the
registration table.