

# 12<sup>th</sup> 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

**E-Publishing in the 21st Century: New Applications for Publishing with a New Technology**

*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

*digital library  
amnh  
all previous pubs.* →

**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

50% of 25% (shop)

1-1.9% 39% of total  
1/2 mill. still budget  
1/2-3/4 mill. direct costs

Offets- operat; budget revenue  
Act. budget revenue  
Copublisher revenue  
25% of net revenue  
to copubs

Books as a way of  
behaving!  
Art GM  
5,000 copies

55%  
40-45%

- 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 FamilyPacks 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*

Conna Clark  
Manager of Rights and Reproductions  
Philadelphia Museum of Art

"primer"

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