



# SOCIETY FOR SCHOLARLY PUBLISHING

## MUSEUM PUBLISHING PROGRAMS

December 6 and 7, 1990  
Philadelphia, Pennsylvania

### WEDNESDAY, DECEMBER 5

3:30 - 5:30 p.m. Registration at Hershey Hotel

6:00 - 8:00 p.m. Welcome Reception - The University Museum of Archaeology and Anthropology.  
Come meet your colleagues and enjoy the new exhibit BEAUTY FROM THE EARTH: Pueblo Indian Pottery from the University Museum of Archaeology and Anthropology

### THURSDAY, DECEMBER 6

All sessions will be held at the Hershey Hotel

8:30 a.m. Registration desk opens

9:00 - 9:30 a.m. *Opening Remarks and Speaker Introductions*  
KAREN B. VELLUCCI, Managing Editor, The University Museum  
MARY GARITY, Publications Consultant  
CO-CHAIRS of the SSP 2nd Annual Museum Publishing Conference

9:30 - 10:00 a.m. *Museum Publications: Fantasy and Reality*  
FANNIA WEINGARTNER, Publications & Exhibit Consultant,  
Henry Ford Museum and Greenfield Village Museum

10:00 - 10:15 a.m. Questions and Answers

10:15 - 10:30 a.m. Break -- refreshments will be served

10:30 - 11:15 a.m. *Printing Quality Control: How to Achieve It and Control Your Costs*  
RICHARD DIER, Superintendent of Pre-Press Department,  
Science Press, Ephrata, PA

11:15 - 11:30 a.m. Questions and Answers

11:30 - 12:00 *Correlating Catalog/Book Sales with Exhibit Attendance*  
NORMAN BOLOTIN, President, Laing Communications, Inc.,  
Bellevue, Washington

Noon - 1 p.m. Lunch

1:00 - 2:00 p.m. *Publishing Partnerships for Museums*  
NORMAN BOLOTIN, President, Laing Communications, Inc.,  
Bellevue, Washington

2:00 - 2:15 p.m. Questions and Answers

2:15 - 3:15 p.m. *Shall We Dance? Negotiating Contracts*  
SUSAN ROSSEN, Executive Director of Publications  
The Art Institute of Chicago

- 3:15 - 3:30 p.m. Questions and Answers
- 3:30 - 3:45 p.m. Break - refreshments will be served
- 3:45 - 4:45 p.m. *Planning and Organizing an International Direct Marketing Campaign*  
SARAH WOOD, Sales Manager, IBIS International, New York
- 4:45 - 5:00 p.m. Questions and Answers

**FRIDAY, DECEMBER 7**

- 9:00 - 10:00 a.m. *Museum Publications, The Finances: A Realistic Approach to the Costing and Subsidizing of Museum Publications*  
GEORGE MARCUS, Director of Publications,  
The Philadelphia Museum of Art
- 10:00 - 10:15 a.m. Questions and Answers
- 10:15 - 10:30 a.m. Break - refreshments will be served
- 10:30 - 11:30 a.m. *Finding the Money*  
ANDREW OLIVER, Director of Museum Programs,  
National Endowment for the Arts
- 11:30 - noon Questions and Answers
- Noon - 1:00 p.m. Lunch
- 1:00 - 2:30 p.m. **Co-Publishing Panel**  
Moderator: SUSAN ROSSEN, Executive Director of Publications  
The Art Institute of Chicago
- ANDREA STEVENS,  
Smithsonian Institution Traveling Exhibition Services
- JUDY METRO,  
Yale University Press, New Haven
- CHARLES MEYER AND WILLIAM DWORKIN  
Rizzoli International, New York
- 2:30 - 2:45 p.m. Questions and Answers
- 2:45 - 3:00 p.m. Break - refreshments will be served
- 3:00 - 3:30 p.m. *Beyond the Exhibition Catalogue: Maximize Your Sales and Minimize Your Frustrations*  
JOAN PARKER  
Former Head of Product Development and Manager  
The Museum Shop of The University Museum of Archaeology and  
Anthropology
- 3:30 - 3:45 p.m. Questions and Answers
- 4:00 p.m. **Open Forum**  
Led by Co-Chairs
- Questions from the Floor*  
*Shared Experiences*  
*Questions/Comments on Sample Publications*  
*Looking Ahead: Anticipating the 1991 Museum Publishing Program*

Please be sure to bring some samples of recent publications for display!