

THURSDAY, JULY 13

CHÂTEAU LAURIER

3:00–5:00 p.m. *Registration*

Adams Room hallway, Château Laurier.
Exhibit space for sponsors and participants is in the Adams Room.
Sign up for dinner with colleagues at registration desk.

5:00 p.m. *Welcome and opening ceremonies*

Drawing Room, Château Laurier.

Museums and Their Publics in the 21st Century

Dr. Shirley L. Thomson

Director, Canada Council for the Arts
Former Director of the National Gallery of Canada
Ottawa

6:00 p.m. *Reception*

Laurier Room and Terrace, Château Laurier.

7:30 p.m. *Dine with colleagues*

(sign up at the registration desk).

FRIDAY, JULY 14

CANADIAN MUSEUM OF CIVILIZATION

9:15 a.m. *Welcome.*

9:25 a.m. *Celebrating Our History: How We Deal with the
Presentation of Materials of Native Peoples*

Gerald McMaster

Curator, Contemporary Indian Art
Canadian Museum of Civilization, Hull

David Morrison

Curator, Mackenzie District Archeology
Canadian Museum of Civilization, Hull

Bernard Assiniwi

Curator, Eastern Subarctic Ethnology
Canadian Museum of Civilization, Hull

Terence Winch

Head of Publishing, Museum of the
American Indian, Washington, D.C.

10:30 a.m. *Refreshment break.*

Simultaneous translation is available in English and French.

Sponsor exhibits are on display throughout the Seminar in the Adams Room, Château Laurier.

11:00 a.m.
-12:30 p.m.

Concurrent sessions: choose one.

**A. The Pleasures and Perils of
International Collaboration**

Hugh Merrell

Publisher, Merrell Holberton, London

Leslie Johnstone

Canadian Centre for Architecture, Montreal

Susan F. Rossen

Executive Director of Publications
The Art Institute of Chicago

Serge Thériault

Chief, Publications
National Gallery of Canada, Ottawa

Alberto Sanchez and Margarita de Orellana

Artes de Mexico, Mexico, D.F.

**B. Your First Book? Strategies
for Reducing Headaches,
Increasing Returns**

Norm Bolotin

President, The History Bank
Redmond, Washington

Glenn Rollans

Publisher, Duval House Publishing
Edmonton, Alberta

Beverly McMillan

Editor, The Maritime Museum
Richmond, Virginia

CHÂTEAU LAURIER

1:00 p.m.

Sponsors' Luncheon at the Château Laurier.

2:30-4:00 p.m.

Concurrent sessions: choose one.

**A. The Politics of Meaning:
Planning for Successful
Translations**

Serge Thériault

Chief, Publications
National Gallery of Canada, Ottawa

Gwen Coffin

Coordinator, Teaching and Language Centre
Baffin Divisional Board of Education
Iqaluit, Nunavut

John Nicoll

Managing Editor
Yale University Press, London

Robert Charbonneau

Head of Publishing, Communications
International Development Research Centre
Ottawa

Susan McMaster

Editor-in-Chief, *Vernissage Magazine*
National Gallery of Canada, Ottawa

**B. Dollars and Sentences:
Aligning Museum
Publishing with Museum
Business Strategy**

Karen Furnweger

Publications Coordinator
John G. Shedd Aquarium, Chicago

Jan Powers

Director Content/Information Management
John G. Shedd Aquarium, Chicago

4:00 p.m.

Refreshment break.

4:30-6:00 p.m. Concurrent sessions: choose one.

A. International Rights or International Fights: How to Secure the Best Contract for Your Institution

Kevin Williams
Publisher, Raincoast Books, Vancouver

Bill Hanna
Vice-President, International
Stoddart Publishing, Toronto

Luc Jutras
Montreal Contacts, Montreal

Scott McIntyre
President and Publisher
Douglas & McIntyre, Vancouver

B. Expanding Your Reach: Redefining Publications and Their Purpose

Jean-Francois Blanchette
Publisher, Canadian Museum of Civilization
and Museum of New France, Hull

Christina Cameron
Director General, National Historic Sites
Parks Canada, Ottawa

Craig Cunningham
Director, Cooperative Web-based Curriculum
Project, Chicago

Susan Chun
Member of the AMICO Project
The Metropolitan Museum of Art, New York

7:00 p.m.

Dine with colleagues

(sign up at the registration desk).

S A T U R D A Y , J U L Y 1 5

N A T I O N A L G A L L E R Y O F C A N A D A

9:00 a.m.

Welcome.

9:15 a.m.

Playing Pied Piper: Innovative Ways to Attract Different Age Groups to the Museum

Jane Burrell
Chief, Art Museum Education
Los Angeles County Museum of Art
Los Angeles

Jane Somerville
President and Publisher
Somerville House Books, Toronto

10:30 a.m.

Refreshment break.

11:00 a.m.
–12:30 p.m.

Concurrent sessions: choose one.

**A. From Grants to Golt:
Fundraising Techniques
and Partnerships**

Crystle Martin

Director of Development
American Saddlehorse Museum
Lexington, Kentucky

Maureen Martin

Director of Development
Henry Ford Museum, Dearborn, Michigan

Michael Wolfe

Vice-President, Development
Canadian Museum of Civilization, Hull

**B. Explore Your Opportunities
in New Media**

Shane Lunny

Multimedia Developer, Vancouver

Paul Hoffert

Director Centre for New Media
York University, Toronto

Jean Gagnon

Director, Programs
Daniel Langlois Foundation, Montreal

12:30 p.m.

Lunch break.

2:00 p.m.

**The Emperor's New Clothes or Yellow Brick Road?
Who Is Actually Selling Museum Books on the Internet?**

Susan Chun

Marketing Manager and Senior Editor
for New Media And Special Projects
The Metropolitan Museum of Art, New York

Dan Kornblut

Image Exchange
Santa Monica, California

3:30 p.m.

Refreshment break.

4:00 p.m.

The Ongoing Transformations of Museum Publishing

Stephen Weil

Senior Emeritus Scholar
Center for Museum Studies
Smithsonian Institution
Washington, D.C.

5:30 p.m.

Invitation to Chicago in 2002.

7:00 p.m.

Cash Bar: National Gallery of Canada.

7:30 p.m.

Dinner: National Gallery of Canada, Great Hall.