



Tenth National Museum Publishing Seminar

September 26–28, 2002
Chicago, Illinois

Thursday

September 26

- Noon – 3 pm Registration
Waldorf Room, third floor
Chicago Hilton and Towers
- 3:30 pm Leave for the John G. Shedd Aquarium
- 4 pm Free time at the Shedd
- 5 pm Welcome and opening remarks
- Stephanie Medlock**
*Director, Publishing Programs
Graham School of General Studies
The University of Chicago*
- Susan F. Rossen**
*Executive Director, Publications
The Art Institute of Chicago*
- Debra Fassnacht**
*Executive Vice President
John G. Shedd Aquarium*
- 5:20 pm Keynote address
- Patricia Schroeder**
*President and CEO
Association of American Publishers
Washington, D.C.*
- 6:30 pm Marine mammal presentation
- 7 pm Cocktails and dinner at the Shedd

Friday

September 27

- 8–9 am Registration
Waldorf Room, third floor
Chicago Hilton and Towers
- 9–9:10 am Welcome
- 9:10–10:30 am **Popular versus scholarly:
Is it a great divide?**
Waldorf Room
- Greg Britton**
Director, Minnesota Historical Society Press, St. Paul
- Richard Dobbs**
*Director of Sales, Harper Collins Children's Books,
formerly Coeditions/Reprints Manager, Special
Publications, The Metropolitan Museum of Art,
New York*
- Michael Maegraith**
Publisher, The Museum of Modern Art, New York
- 10:30–11 am Break: meet the sponsors
- 11 am–12:15 pm **CONCURRENT SESSIONS**
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|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Working with a
designer
Marquette Room,
third floor | How to
develop popular
publications
Waldorf Room |
| Kathy Fredrickson
<i>Principal, studio blue
Chicago</i> | Debra Mancoff
<i>Writer and art historian
Chicago</i> |
| Terry Ann R. Neff
<i>Principal,
t.a. neff associates, inc.
Chicago</i> | Ed Marquand
<i>President,
Marquand Publishing
Seattle</i> |
- 12:15–1:45 pm Lunch on your own
- Continued on reverse.*

Friday, September 27, continued.

1:45-3 pm

CONCURRENT SESSIONS

Maximizing magazines and newsletters
Waldorf Room

Todd Baker
Vice President
The Domain Group
Seattle

Amy Ritter
Director of Public Relations, Shedd Aquarium, Chicago

Photo editing and reproduction rights
Marquette Room

Mary Goljenboom
President, Ferret Research
Chicago

3-3:45 pm

Break: meet the sponsors

3:45-5:15 pm

CONCURRENT SESSIONS

The realities of developing children's books
Marquette Room

John Harris
Senior Editor, J. Paul Getty Museum, Los Angeles

Howard Reeves
Senior Editor and Director of Children's Books, Harry N. Abrams, Inc., New York

Starting a publishing program
Waldorf Room

Greg Britton
Director
Minnesota Historical Society Press, St. Paul

Susan F. Rossen
Executive Director of Publications, The Art Institute of Chicago

7 pm

Optional dinner. Sign up at the registration desk to go out with a group of your colleagues. Five different restaurants have been selected.

Saturday

September 28

9-10:30 am

Working with trade publishers
Waldorf Room

Sharon Gallagher
Publisher, Distributed Art Publishers (D.A.P.)
New York

Judy Metro
Editor-in-Chief, National Gallery of Art
Washington, D.C.

Michael Sittenfeld
Manager of Curatorial Publications
The Jewish Museum, New York

10:30-10:45 am

Break: meet the sponsors

10:45 am-12 pm

CONCURRENT SESSIONS

Book production in the digital age
Waldorf Room

Presenters
Sarah Guernsey
Production Coordinator
Publications, The Art Institute of Chicago

Matt Simpson
Project Director, studio blue, Chicago

Respondents
Daniel Frank
Project Director
Meridien Printing
East Greenwich, Rhode Island

Patrick Goley
CEO, Professional Graphics, Rockford, Illinois

12-1:30 pm

Lunch, with **Sharon Gallagher** as a speaker
Williford A&B Room

1:30-2:45 pm

Web 101
Waldorf Room

Barry Aprison
Director of Science and Technology
Museum of Science and Industry
Chicago

Stacy Koumbis
Museum Technology Consultant, Chicago

Red Weller
Branch Manager, Active Matter, Chicago

2:45-3 pm

Break: meet the sponsors

3-4 pm

CONCURRENT SESSIONS

Negotiating publishing contracts
Marquette Room

Barry Szczesny
Attorney, Eckhart McSwain Silliman & Sears, Chicago

Creating compelling wall labels
Waldorf Room

Wendy Woon
Director of Education,
Museum of Contemporary Art, Chicago

Barbara Ciga
Exhibitions, The Field Museum, Chicago

4-5 pm

Closing keynote
The art museum and its publics
Waldorf Room *Barleuard Room*

Neil Harris
Preston and Sterling Morton Professor
Department of History, University of Chicago

7:30 pm

Optional dinner. Sign up at the registration desk.

