



# Visual Resources Association

Conference **28**: Atlanta, GA | March 16-21, 2010

SCHEDULE OF SESSIONS, MEETINGS,  
WORKSHOPS, AND EVENTS

[www.vraweb.org](http://www.vraweb.org) | International Association of Image Media Professionals



# Welcome to Atlanta!

## Visual Resources Association 28<sup>th</sup> Annual Conference

March 16-21, 2010  
Westin Peachtree Plaza Hotel  
Atlanta, Georgia



A warm Southern welcome to the 28th annual Visual Resources Association Conference in Atlanta. This gracious and charming city is home to a rich array of museums and historic buildings, as well as exciting entertainment destinations - some within easy walking distance of our conference venue. The landmark Westin Peachtree Plaza Hotel, a contender for the title of “tallest hotel in the Western hemisphere,” is conveniently located mere steps away from a MARTA rapid transit stop, giving visitors an easy, safe, quick and inexpensive trip to and from Hartsfield International Airport and to the various points of interest around the “Big Peach.”

VRA\*28 features a new, compact conference model intended to offer our attendees the greatest possible bang for their precious travel and professional development bucks. By concentrating the core of conference programming into a 72-hour period extending from mid-day Wednesday to mid-day Saturday, we have designed Conference\*28 to be an intense yet affordable experience.

VRA\*28 offers a full program of events, including sessions, workshops, and special interest groups. Wednesday’s Opening Plenary features provocative visionary and activist leader Peter Brantley discussing future models for content creation and distribution in “The Internet Archive.” At the Closing Plenary on Saturday, Jason Roy will address “Collections of Distinction: Adding Value to the Online Community of Visual Resources” with a moderated panel of respondents. Highlighting the elegant Members Dinner will be our annual awards ceremony. The popular “Ask the Experts” will provide one-on-one opportunities to ask questions and cultivate advanced skills, while the “Birds of a Feather” affinity group meetings will enable members with shared interests and concerns to engage in collaborative problem-solving. Wrapping up the conference’s final evening will be our unique VRAffle, at which Empress Patti and her crew of VRAffleRousers will distribute largesse and entertain the assembled throng with equal aplomb.

I would like to thank our session, special interest group, and workshop leaders for bringing together experts from both within and beyond our membership to educate, inform, and inspire us. Our sponsors and exhibitors deserve special thanks for their collaborative spirit in working with us to develop the Vendor Slam event. The local arrangements committee, led by Frank Jackson, has been instrumental in making many of the connections that enrich the conference program, from the architectural walking tours to information about local restaurant options catering to all tastes and budgets, along with transit options to help attendees to make the most effective use of their time.

Enjoy these four exciting days with your colleagues here in the “Athens of the South.” We hope you will find your time here to be professionally rewarding and personally invigorating.

**Allan T. Kohl**, President, Visual Resources Association  
On behalf of the VRA Executive Board

# Day At-a-Glance and Hotel Meeting Room Layout

## Tuesday, March 16, 2010

8:00 am-4:30 pm	Meeting: VRA Executive Board 1	Boardroom
12:30-4:00 pm	Meeting: VRAF Board of Directors	1402
4:30-6:00pm	Meeting: VRA Board / VRAF Board Joint	1402
6:00-9:00pm	Registration Desk	Atlanta Foyer

## Wednesday, March 17, 2010

8:00am-12:00pm	Workshop 1: Enhancing Your Professional Toolkit	Atlanta H
8:00am-12:00pm	Workshop 2: Strategic Planning: Who, What, Why and How	Augusta I-II
8:00am-6:00pm	Registration Desk	Atlanta Foyer
8:00am-6:00pm	VRAffle Tables	Atlanta A
9:00-11:00am	Tour: DOCOMOMO Downtown Atlanta	Westin Lobby
9:00am-12:00pm	Meeting: ARTstor Hosting Advisory Group (invitation only)	1403
10:00-11:30am	Tour: Historic Midtown	Peters House
11:30am-1:00pm	Birds of a Feather Network Lunch: Career Transitions	Sun Dial
1:00-2:15pm	Opening Plenary: Peter Brantley, The Internet Archive	Atlanta BCD
2:30-4:00pm	Session 1: Utilizing Blogs to Improve & Market Resources	Atlanta EFG
2:30-4:00pm	Session 2: Staying Alive: Strategies for Dealing w/ Change & Increasing Professional Viability	Atlanta BCD
4:00-5:00pm	SIG Meeting: ARTstor Users Group	Atlanta EFG
5:00-6:00pm	Meeting: VRA Regional Chapter Chairs	International G
5:00-6:00pm	Meeting: Awards Committee	1403
5:00-6:00pm	Meeting: Nominating Committee	1402
5:00-6:00pm	Meeting: Financial Advisory Committee	1401
5:00-6:00pm	Meeting: Travel Awards Committee	International A
5:00-6:30pm	SEI Reunion	Westin Lobby Bar
6:30-8:30pm	Opening Night Welcome Reception	Overlook



## Thursday March 18, 2010

7:30-9:00am	New Members & First Time Attendees Breakfast	Augusta I
8:00am-6:00pm	Registration Desk	Atlanta Foyer
8:00am-6:00pm	VRAffle Tables	Atlanta A
9:00-10:30am	Session 3: Transition to Learning Spaces, Redefining Our Space for the Digital World	Atlanta BCD
9:00-10:30am	Session 4: By the Numbers, Gathering AND Using Statistics	Atlanta EFG
9:00-10:30am	Ask the Expert: Databases, XML and System Design	Atlanta H
9:00-10:30am	Ask the Expert: Digital Imaging and Scanning	Atlanta H
9:00-10:30am	Ask the Expert: Teaching Teachers ARTstor and MDID	Atlanta H
11:00am-12:30pm	Session 5: After the Transition, Planning for Collections Storage and Workspace Changes in the Digital Environment	Atlanta BCD
11:00am-12:30pm	Session 6: Shapeshifting, A Practical Look at Metadata Interoperability	Atlanta EFG
12:30-2:00pm	Birds of a Feather Network Lunch: Video	Sun Dial
12:30-2:00pm	Meeting: Data Standards Committee	1402
12:30-2:00pm	Meeting: Membership Committee	International C
12:30-2:00pm	Meeting: Digital Initiatives Advisory Group	1403
12:30-2:00pm	Meeting: SEI Implementation Team	International F
2:00-6:00pm	Vendor Exhibit Hall, opens 2pm. Vendor Slam II 3:30-6:00pm	Atlanta EFG
2:00-3:30pm	SIG Meeting: CONTENTdm Users Group	Atlanta H
2:00-3:30pm	SIG Meeting: Insight + LUNA for Sharing, Discovery, and Display	Augusta I
2:00-3:30pm	SIG Meeting: MDID Users Group	Atlanta BCD
2:00-3:30pm	SIG Meeting: VCat Users Group	International E
2:00-3:30pm	SIG Meeting: IRIS Users Group	Augusta II
3:30-6:00pm	Vendor Slam	Atlanta EFG
5:30-6:30pm	Meeting: VRA Great Lakes Regional Chapter	1401
5:30-6:30pm	Meeting: VRA Greater New York Regional Chapter	1402
5:30-6:30pm	Meeting: VRA Mid-Atlantic Regional Chapter	Augusta III
5:30-6:30pm	Meeting: VRA Midwest Regional Chapter	Augusta II
5:30-6:30pm	Meeting: VRA New England Regional Chapter	International E
5:30-6:30pm	Meeting: VRA Northern California Regional Chapter	International C
5:30-6:30pm	Meeting: VRA Southeast Regional Chapter	International G
5:30-6:30pm	Meeting: VRA Texas/Southwest Regional Chapter	1403
5:30-6:30pm	Meeting: VRA Upstate New York Regional Chapter	Augusta I
7:00-10:00pm	Event: VRA Members Reception and Dinner	Peachtree Ballroom

## Friday March 19, 2010

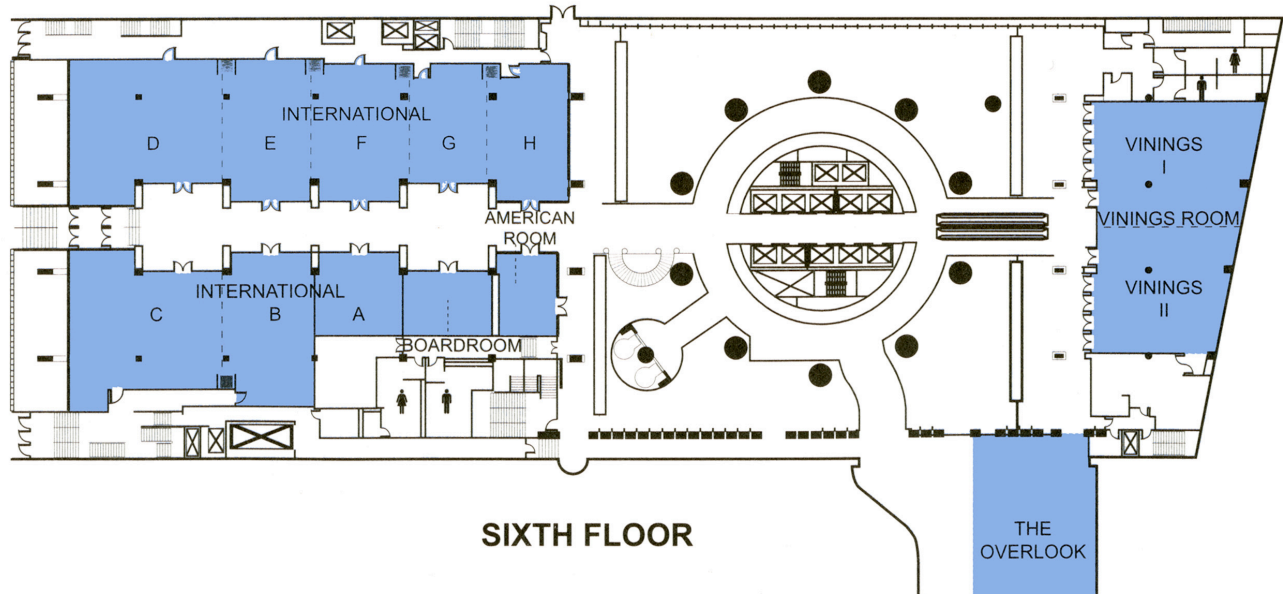
8:00-10:30am	Meeting: Annual Business	Augusta
8:00am-6:00pm	Registration Desk	Atlanta Foyer
10:30am-12:00pm	Special Session: VRA Strategic Plan Presentation	Atlanta BCD
12:00-1:30pm	Student Members Q & A Lunch	International A
12:00-1:30pm	Meeting: Education Committee	1402
12:00-1:30pm	Meeting: Development Committee	1401
12:00-1:30pm	Meeting: Intellectual Property Rights Committee	1403
12:00-1:30pm	Meeting: VRA Publication Program Group (invitation only)	TBD
12:00-1:30pm	SIG Meeting: SAHARA Users Group	Atlanta EFG
12:00-4:30pm	VRAffle Tables	Atlanta A
1:30-3:00pm	Session 7: Engaging New Technologies, part 1	Atlanta BCD
1:30-3:00pm	Session 8: Life on the Other Side of The Pond, VR Activity in Europe	Atlanta EFG
1:30-3:00pm	Ask the Expert: Digital Assets Management	Atlanta H
3:30-5:00pm	Session 9: Engaging New Technologies, part 2	Atlanta BCD
3:30-5:00pm	Session 10: Visual Resources As Archives: The Case of the Lane Brothers and Tracy O'Neal Collections	Atlanta EFG
3:30-5:00pm	Ask the Expert Forum - ARTstor Searching	1401
3:30-5:00pm	Ask the Expert Forum - MDID	Atlanta H
5:00-6:00pm	Engaging New Technologies Booth	Atlanta BCD
5:00-6:30pm	SIG Meeting: VRA Digital Matchmaking Group	Atlanta EFG
5:00-6:30pm	Meeting: 2011 Joint VRA/ARLIS Minneapolis	
	Conference Planning	1401
6:30-7:30pm	Event: VRAffle Finale	Augusta

## Saturday March 20, 2010

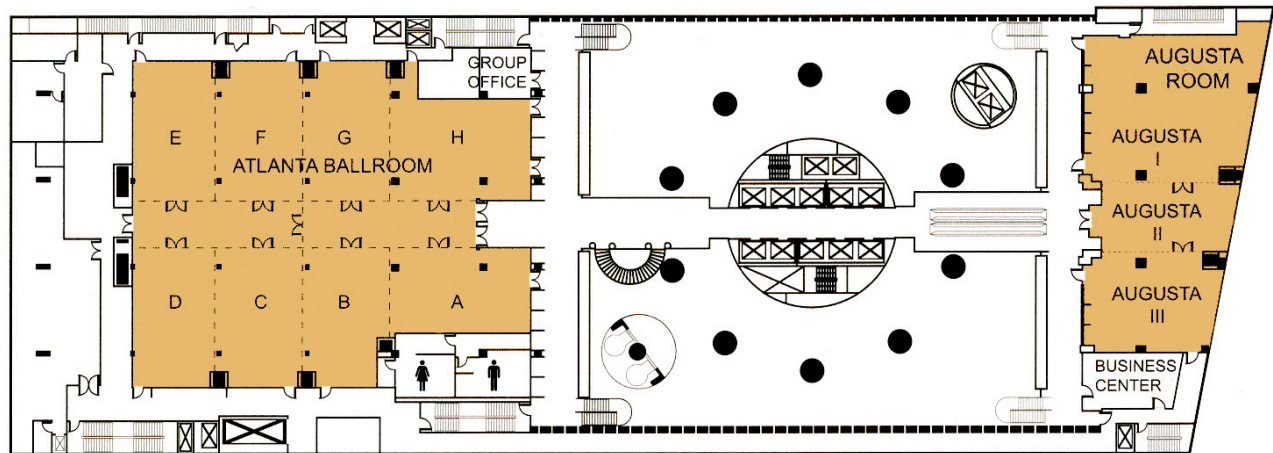
7:30-9:00am	SIG Meeting: Cataloging Issues Special Interest Group	1401
7:30-9:00am	SIG Meeting: Museum Visual Resources Special Interest Group	1402
7:30-9:00am	VRA Leadership Breakfast (by invitation)	Augusta III
8:00am-12:00pm	Registration Desk	Atlanta Foyer
9:00-10:30am	Session 11: Instruction 101	Atlanta EFG
9:00-10:30am	Session 12: Embedded Metadata: share, deliver, preserve	Atlanta BCD
11:00am-12:30pm	Closing Plenary Session: Jason Roy, University of Minnesota	Atlanta BCD
12:30-6:00pm	Workshop 3: Selling Visual Resources: Communication & Marketing Strategies for the 21st Century	Atlanta EFG

## Sunday March 21, 2010

9:00am-3:00pm	Meeting: VRA Executive Board 2 (by invitation)	American
---------------	--	----------

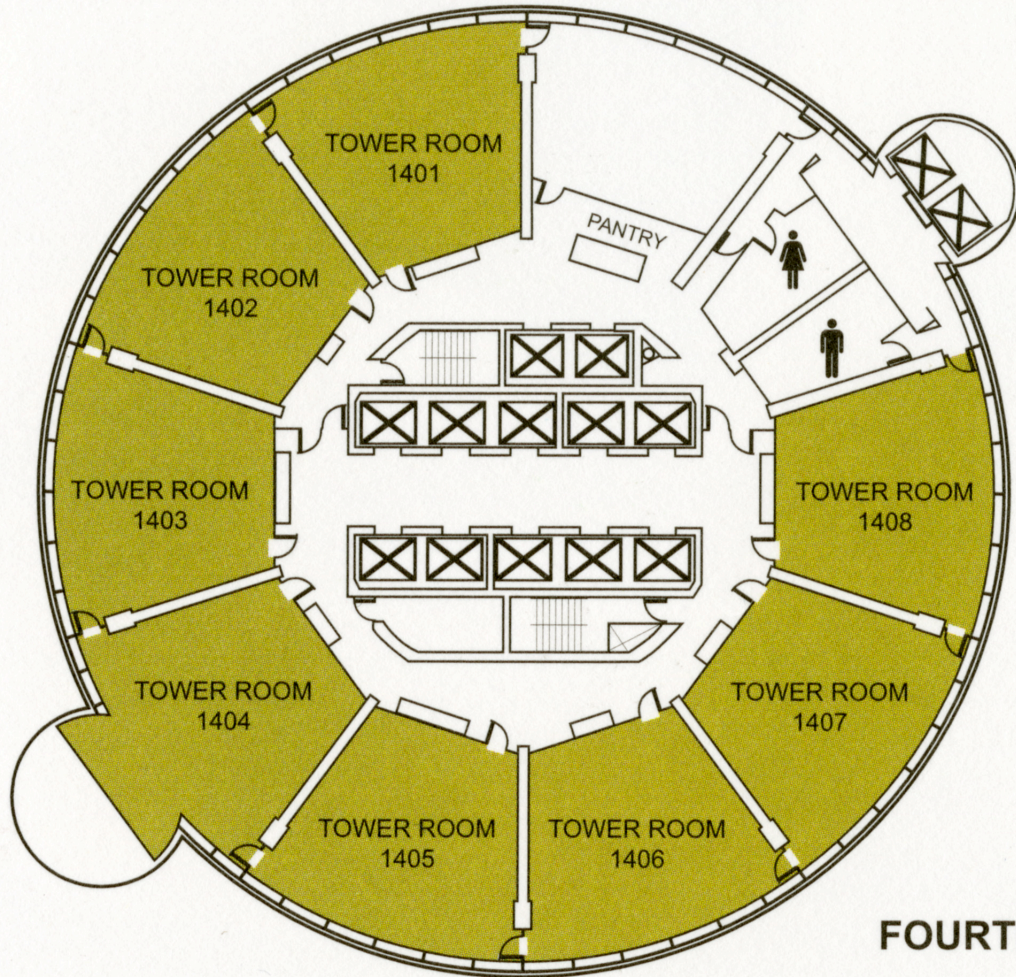


**SIXTH FLOOR**



**SEVENTH FLOOR**





**FOURTEENTH FLOOR**

# Special Thanks!

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

Welcome VRA friends and colleagues, old and new, to Atlanta for our 28th Annual Conference. The conference may be condensed into 72 hours, but it is jam-packed with great programming! We hope you will participate in, and benefit from, the experience.

There are many folks to thank, starting with Shane McDonald of Kennesaw State University for designing the Atlanta conference's colorful and delicious looking logo. Thanks to Mary Alexander at University of Alabama for her work scheduling the registration desk volunteers and to all the registration desk volunteers for pitching in to help attendees with their questions and local logistics. Thanks to Frank Jackson of Emory University, Pat Cospers of the University of Alabama, and all the members of the local arrangements committee for their assistance with defining tour opportunities, suggesting and compiling lists of fantastic places to eat, and scoping out the sights and highlights of our host city.

Thanks to incoming Executive Board members, Robb Detlefs and Billy Kwan for their publicity campaign spotlighting the 28th Conference program and features of Atlanta in informative weekly installments of "Welcome to Atlanta" (So Y'all Get Down Here Now!). Empress Patti, the Raffle Rousers, and VRAffle table volunteers deserve our thanks for their VRAffle event Gone with the Slides. And following on the success of Vendor Slam I, Steven Kowalik, Emy Nelson Decker and the VRA Development Committee present Vendor Slam II. We are grateful for their hard work on "the sequel" and would like to extend our thanks to the many vendors participating in this lively exhibits hall and presentation format.

Finally our very special thanks to our fellow members of the Executive Board: President Allan Kohl, President-Elect Maureen Burns, Treasurer Jane Darcovich, Secretary Marcia Focht, and PR&C Officer Mark Pompelia with the stellar assistance of Membership Services Coordinator Lise Hawkos and Web Site Editors Amy McKenna and Astrid Otey. The Annual Conference is truly a team effort and we couldn't have accomplished it without your guidance and assistance.

Our heartfelt thanks!  
"Your VRA Veeps"

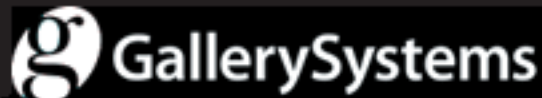
Heidi S. Raatz, Minneapolis Institute of Arts, Vice President for Conference Program  
Brian Shelburne, University of Massachusetts Amherst, Vice President for Conference Arrangements



*Emb***ARK** is

- a) a customizable database application for cataloguing images
- b) a web interface for presenting your collection online
- c) a cross-platform Macintosh and Windows program
- d) a quicker and easier solution than doing it yourself
- e) all of the above

Answer: (e) all of the above. Really.



gallerysystems.com info@gallerysystems.com  
Berkeley New York

# Donor Acknowledgements

## Kathe Hicks Albrecht Travel Award Fund

Kathe Hicks Albrecht

## Joseph C. Taormina Memorial Travel Awards

Garneta Taormina

John J. Taormina

## New Horizons Travel Awards

Anonymous

## Luraine Tansey Education Fund

Allan T. Kohl

Heidi Raatz

Lynda S. White

## Corporate Travel Awards

Archivision, Inc.

Davis Art Images

Saskia Ltd. Cultural Documentation

## ARTstor Speaker Fund

ARTstor

## VRAffle Corporate Contributors

Archivision Inc.

Bridgeman Education Ltd.

CLS Jewelry

Davis Art Images (Davis Publications, Inc.)

## Red Level Conference Support

Visual Resources Association Foundation

## Green Level Conference Support

Archivision, Inc.

Backstage Library Works, Inc.

Bridgeman Education Ltd.

Davis Art Images (Davis Publications, Inc.)

Front Porch Digital Inc.

Gallery Systems Inc.

Luna Imaging, Inc.

Saskia Ltd. Cultural Documentation

Scholars Resource, Inc.

SoftChalk LLC

Two Cat Digital Inc.

## Blue Level Conference Support

Great Lakes Chapter, VRA

Greater New York Chapter, VRA

Mid-Atlantic Chapter, VRA

Midwest Chapter, VRA

New England Chapter, VRA

Southeast Chapter, VRA

Texas Chapter, VRA

Upstate New York Chapter, VRA

VisualResources: An International Journal of

Documentation (Taylor and Francis Academic)

(List complete as of March 11, 2010)

**To all, the VRA extends its warmest thanks and deepest appreciation.**

Emy Nelson Decker, University of Georgia  
Co-chair, VRA Development Committee

Steven Kowalik, Hunter College / CUNY  
Co-chair, VRA Development Committee



The Visual Resources Association Foundation would like to extend a special thank you to our VRA donor friends for contributions since the publication of the 2009 VRA Annual Conference program. Your contributions directly impact the Summer Educational Institute (SEI), the Cataloging Cultural Objects (CCO) projects, as well as other emerging Foundation initiatives. This year your donations helped to support our first Professional Development Grant and to sponsor VRA conference programming in Atlanta. In addition, please visit our web site to see our special SEI sponsors and donors. <http://www.vrafoundation.org/sei2010/sponsors.html>

Thank you again, we could not do it without your generous support.

Warm regards,

Elisa Lanzi, chair  
for the VRA Foundation Board of Directors

**Silver Circle**  
Kathe Albrecht

**Bronze Circle**  
Christine L. Sundt  
Ann Thomas

**Fellows**  
Hans Brandhorst  
Kathleen Cohen  
Macie Hall  
Allan T. Kohl  
Elisa Lanzi  
Elizabeth O'Keefe  
Christina Updike

**Friends**  
Maureen Burns  
Linda Callahan  
Marcia Focht  
Andrew Gessner  
Trudy Jacoby  
Terry Kerby  
Cindy Abel Morris  
Lily Solmssen Moureaux  
Henry A. Pisciotta  
Rob Wilkinson  
Loy Zimmerman

# Preliminaries

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

## Hotel

### The Westin Peachtree Plaza

210 Peachtree St., Atlanta, GA 30303  
(404) 659-1400

The Westin Peachtree Plaza is one of the defining features of the Atlanta skyline. Atlanta's world-renowned architect, John Portman, designed the dramatic layout of the hotel. At 723 feet, The Westin Peachtree Plaza was Atlanta's tallest building until 1987, when it was surpassed by One Atlantic Center. Today, the Westin Peachtree Plaza remains the tallest hotel in the Western Hemisphere and is the fifth tallest building in Atlanta.

The 73-story hotel is a cylindrical tower clad in reflective glass and consists of 1,100 rooms and 80,000 square feet of meeting and exhibition facilities. The dynamic, 90-foot lobby incorporates art and elements of nature into its attractive design. The uppermost floors house a tri-level revolving restaurant, The Sun Dial Restaurant, Bar and View, offering unparalleled views of Atlanta. Located in the heart of downtown, Atlanta's top business venues and tourist attractions including CNN Center, Centennial Olympic Park, Turner Stadium, World of Coca-Cola and Georgia Dome are within a few steps.





## **Why Archivision, why now?**

**The answer? The economics:**

- ▶ **Economy of scale by licensing modules – great quality for less per image than local cataloging and copystand production**
- ▶ **Labor-saving ease of loading into delivery systems and support documents for all the major systems**
- ▶ **Staff support – five hours with every order**
- ▶ **Standardized data available in Excel and XML and a free database to boot!**

**We look forward to meeting and talking with you at the Vendor Slam!**

# Preliminaries

## VRA 28th Annual Conference, March 16-21, 2010, Atlanta

All tours and workshops have limited enrollment, as do several special events, and registration is on a firstcome,first-served basis. If you have successfully pre-registered for one or more of these events, the appropriate tickets will be in the registration packet you receive at the conference. When registration for a particular event is filled, a wait list will be maintained. When possible we will take on-site registration for events that have not been entirely filled. You can check at the Registration Desk for information on events that are still open. If you pre-register and pay for an event and cannot be registered because it is already full, you will receive a refund. The refund check will be issued in the weeks immediately following the conference. No refunds are available for tours or special events for which you successfully register but do not or cannot attend.

### Registration

The VRA Registration/Information Desk and a message board will be available on the 7th floor in the Atlanta Foyer. On-site registration provides you with access to all general VRA events and allows you to register for special events where space is available.

#### On-site Registration Fees

Individual Member (VRA or member affiliate):	\$275.00
Student Member:	\$150.00
Non-member:	\$375.00
Daily Rate:	\$120.00

### Conference Evaluation

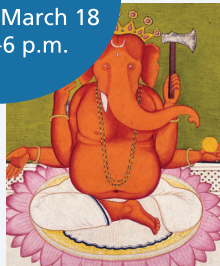
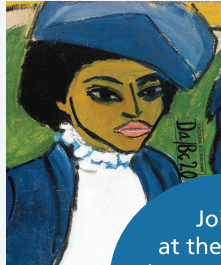
Any feedback about the VRA Annual Conference is greatly appreciated! A Conference Evaluation Form will be available online following this conference. The conference coordinators read all the forms and use your feedback in planning programming for future conferences. Please fill out and submit the Conference Evaluation Form electronically, or alternately print out and return to:

Heidi S. Raatz, Visual Resources Librarian  
Minneapolis Institute of Arts  
2400 Third Avenue South  
Minneapolis MN 55404



# Fine Art Digital Images

for Teaching, Study, and Research



Join us  
at the Vendor  
Slam and Exhibits:  
Thursday, March 18  
from 2-6 p.m.

Build your digital resource collections with images selected for use in major subject areas, as well as emerging fields of study.

### Ancient to Contemporary Art

Davis specializes in Modern and Contemporary Art, Design, American Art, and non-Western Art, as well as collections from throughout the history of art.

### Teaching Archive

Each image is selected to support subjects taught in Art, Art History, and the Humanities, focusing on the quality of the archive's content and images.

### New Images and Image Sets

We continue to work with museums, artists, and photographers to develop our archive. All Davis images and sets are available to license at [davisartimages.com](http://davisartimages.com).



Davis Art Images is your source for all Davis images and image sets. Contact us at [das@davisart.com](mailto:das@davisart.com).



[davisartimages.com](http://davisartimages.com)

800-533-2847

[das@davisart.com](mailto:das@davisart.com)

# Preliminaries

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

## Conference Photography and Video Recording Policy

The photographing and video recording of speakers and their presentation materials by individual attendees is not permitted during sessions, roundtables, workshops, and similar conference events. The taking of photographs can be distracting to both speakers and one's fellow audience members. The unauthorized re-use of presentation visuals may also violate the intellectual property rights of presenters, and can compromise ongoing research and projects-in-progress that speakers may not wish to make available to the public at large.

Officially-designated conference photographers (including the Association's Public Relations & Communications Officer and the Archivist) may occasionally and discretely document such events for the organization's records with the approval of the event moderator. Speakers may at their discretion provide their texts and presentation materials for posting on VRAWEB following the conference, and are encouraged to submit their texts for publication in the *Bulletin*.

The taking of photographs and the making of video or audio recordings of any kind during professional performances are strictly prohibited by contractual restrictions.

Attendees are welcome to photograph for personal purposes the public transactions of the Association, including the awards and leadership recognition ceremonies held during the Members' Dinner and the Annual Business Meeting, as well as social events such as the VRAffle.

## Conference Program Credits

Content:	Brian Shelburne, University of Massachusetts Amherst Heidi Raatz, Minneapolis Institute of Arts Steven Kowalik, Hunter College
Editor and Layout:	Mark Pompelia
Cover and Logo:	Shane McDonald, Kennesaw State University
Photographs:	AtlantaPhotos.com Westin Peachtree Plaza



*Saskia*<sup>®</sup>  
CULTURAL DOCUMENTATION

February 2010

## *F*orty-four Years of Teaching with Saskia Images!

**Saskia's core art history images have a 44-year reputation for high quality, comprehensive data and are selected specifically for teaching art history.** Saskia's images are licensed for a one-time fee and can be incorporated in any database viewing software.

The Saskia Archive is well known for its extensive, in-depth coverage of Greek and Roman Art, Romanesque and Gothic Architecture, Italian Renaissance and Baroque Art, Dutch and Flemish, French 18th and 19th century, all monuments inside St. Peter's, as well as Chinese and Indian Art. **Above all, our images provide a solid basis for building courses over time.**

For a visual introduction to this high-quality resource, you may view sample images at [www.scholarsresource.com](http://www.scholarsresource.com), our sister company and distributor of Saskia electronic images. For further information, please don't hesitate to contact Todd Jones (TJ) at 303 997-2900, ext. 230 or by writing to [tj@scholarsresource.com](mailto:tj@scholarsresource.com).

Renate Wiedenhoef, President

License the entire  
Saskia Archive  
and receive a  
**45% discount**

Saskia Digital Images are licensed  
exclusively through Scholars Resource

[WWW.SCHOLARSRESOURCE.COM](http://WWW.SCHOLARSRESOURCE.COM)

VRA 28th Annual Conference, March 16-21, 2010  
Westin Peachtree Plaza Hotel  
Atlanta, Georgia

**Annual Business Meeting**

Friday, March 19, 2010, 8:00-10:30 AM

I. Call to Order

II. Approval of Minutes from the 2009 Annual Business Meeting

III. State of the Association Address: Allan T. Kohl, President

IV. Treasurer's Report: Jane Darcovich, Treasurer

V. Report from the Visual Resources Association Foundation: Elisa Lanzi, Chair, Foundation Board of Directors

VI. Reports and Announcements from Appointees, Committees, and Chapters

A. VRA Bulletin Editor

B. Travel Awards Committee

C. VRA White Paper Task Force

D. Northern California Chapter

E. Other reports and announcements

VII. VRA Leadership Recognition: Allan T. Kohl, President

A. Appointees

B. Committee and Task Force Chairs

C. Regional Chapter Chairs

VIII. Recognition of Outgoing VRA Executive Board Members

A. Jane Darcovich, Treasurer

B. Mark Pompelia, Public Relations & Communications Officer

C. Allan T. Kohl, President

IX. Welcome to Incoming VRA Executive Board Members

A. Billy Kwan, Treasurer

B. Robb Detlefs, Public Relations & Communications Officer

X. Presentation, VRA - ARLIS/NA 2011 Joint Conference, Minneapolis: Members of the 2011 Joint Conference Local Planning Committee

XI. New Business

XII. Installation of President Maureen Burns

XIII. Adjournment



The educator's only choice  
for easy content creation.

“

SoftChalk is our go-to  
software to transform  
lessons into interactive  
experiences.

”



Visit us at our booth and register to win a prize!

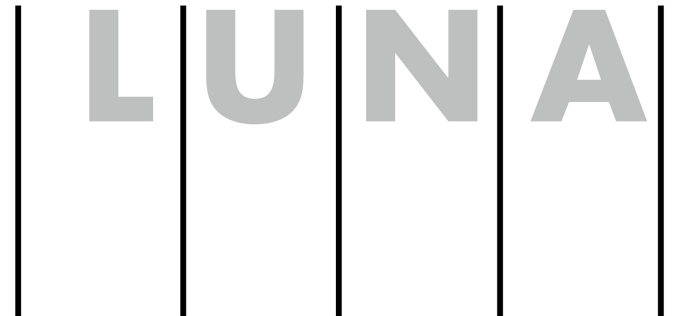
softChalk™

*If it's not easy, it's not SoftChalk.*

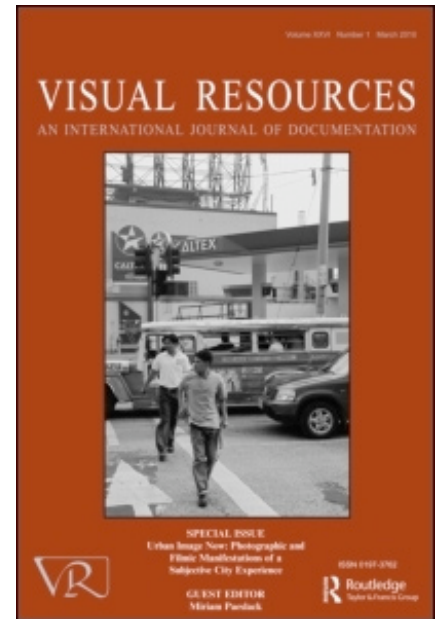


# Vendor Directory

VRA 28th Annual Conference, March 16-21, 2010, Atlanta







# Program: Tuesday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

**8:00 am-4:30 pm**  
Boardroom

**Meeting: VRA Executive Board** (invitation only)

Chair: Allan T. Kohl, VRA President

**12:30-4:00 pm**  
1402

**Meeting: VRA Foundation Board of Directors** (invitation only)

Chair: Elisa Lanzi, VRAF Director

**4:30-6:00 pm**  
1402

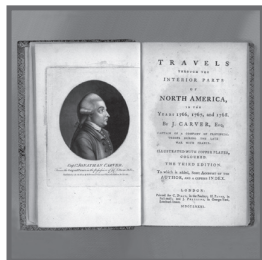
**Meeting: VRA Executive Board & VRA Foundation Board of Directors** (invitation only)

Chairs: Allan T. Kohl, VRA President & Elisa Lanzi, VRAF Director

**6:00-9:00 pm**  
Atlanta Foyer

**Registration Desk**

# LUNA



## **SOFTWARE** INSIGHT + LUNA

The complete *and affordable* solution for building, exploring, and sharing digital collections.

- built-in search engine optimization
- presentation and slide show tools
- integration with Flickr
- web 2.0 tools
- and much, much, more

Luna Imaging Inc.  
2702 Media Center Drive  
Los Angeles, CA 90065-1733  
tel. 800-452-LUNA (5862)

e-mail: [sales@lunaimaging.com](mailto:sales@lunaimaging.com)

## **DIGITIZATION** DIGITIZE + DELIVER

Innovative digitization services for preservation and access since 1993

- tradition of quality and care
- detailed or ballpark quotes
- less than 1\$ a slide? Yes we can

[www.lunaimaging.com](http://www.lunaimaging.com)

## **CONTENT** LUNA COMMONS.ORG

Where content comes together. A new, dynamic way to explore digital collections.

- link
- embed
- share
- zoom
- expose
- collaborate
- discover

[www.lunacommons.org](http://www.lunacommons.org)

# Program: Wednesday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

**8:00 am-12:00 pm**  
Atlanta H

## **Workshop 1: Enhancing Your Professional Toolkit**

**Organizers & Presenters:** Macie Hall, Johns Hopkins University  
Rebecca Anne Moss, University of Minnesota

**8:00 am-12:00 pm**  
Augusta I-II

## **Workshop 2: Strategic Planning: Who, What, Why and How**

**Organizers:** Elizabeth Schaub, The University of Texas at Austin & VRA Education Committee  
**Presenters:** Elizabeth Schaub, The University of Texas at Austin  
Dawn Feavoyour, Rollins College

**8:00 am-6:00 pm**  
Atlanta Foyer

## **Registration Desk**

**8:00 am-6:00 pm**  
Atlanta A

## **VRAffle Tables**

**9:00-11:00 am**  
Westin Lobby

## **Tour 1: DOCOMOMO Downtown Atlanta**

**9:00 am-12:00 pm**  
1403

## **Meeting: ARTstor Hosting Advisory Group (invitation only)**

**10:00-11:30 am**  
Peters House

## **Tour 2: Historic Midtown**

**11:30 am-1:00 pm**  
Sun Dial

## **Birds of a Feather Network Lunch: Career Transitions**

**Hosts:** Maureen Burns, IMAGinED Consulting

Leigh Gates, Independent Professional  
Margaret Webster, Cornell University, emerita

**1:00-2:15 pm**  
Atlanta BCD

**Opening Plenary Session: Peter Brantley, The Internet Archive**

Organizers: Gretchen Wagner, ARTstor & VRA IPR Committee

**2:30-4:00 pm**  
Atlanta EFG

**Session 1: Utilizing Blogs to Improve & Market Resources**

Organizers: Jen Green, Plymouth State University & VRA Education Committee  
Panelists: Caitlin Pereira, Massachusetts College of Art and Design  
Elaine Paul, University of Colorado at Boulder  
Elizabeth Schaub, The University of Texas at Austin  
Amanda Rybin, The University of Chicago

**2:30-4:00 pm**  
Atlanta BCD

**Session 2: Staying Alive: Strategies for Dealing w/ Change & Increasing Professional Viability**

Organizers: Maureen Burns, IMAGinED Consulting & VRA Education Committee  
Panelists: Margo Ballantyne, Lewis and Clark College  
Stephanie Beene, Watzek Library, Lewis & Clark College  
Jeanne Keefe, Rensselaer Polytechnic Institute  
Heidi Raatz, Minneapolis Institute of Arts  
Margaret Webster, Cornell University, Emerita

**4:00-5:00 pm**  
Atlanta EFG

**Meeting: ARTstor Users Group**

Organizer: Christine Kuan, ARTstor Collection Development  
Presenters: Christine Kuan, ARTstor Collection Development  
Megan Marler, ARTstor User & Integrative Services  
Stephanie Krueger, ARTstor Library Relations

# Program: Wednesday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

5:00-6:00 pm  
International G

**Meeting: Regional Chapter Chairs**

5:00-6:00 pm  
1403

**Meeting: Awards Committee**

Brenda MacEachern, chair; Mark Pompelia, board liaison

5:00-6:00 pm  
1401

**Meeting: Financial Advisory Committee**

Ann Woodward, chair; Jane Darcovich, board liaison

5:00-6:00 pm  
1402

**Meeting: Nominating Committee**

Ann R.F. Burns, chair; Allan T. Kohl, board liaison

5:00-6:00 pm  
International A

**Meeting: Travel Awards Committee**

Jackie Spafford, chair; Heidi Raatz, board liaison

5:00-6:30 pm  
Westin Lobby Bar

**SEI Reunion**

6:30-8:30 pm  
Overlook

**Opening Night Welcome Reception**

Enjoy a relaxed opportunity to meet, greet, and socialize with your fellow conferees and our guests from Atlanta-area colleges, universities, libraries and museums at the conclusion of the Conference's opening day. Plenty of hors d'oeuvres will be served, and a variety of beverages will be available at the cash bar.



# TWO CAT DIGITAL

Expert Services for VRA Members

## Scanning to Archival Media & Hard Drives

*Outsource your scanning to us for better quality, lower cost and fast turnaround.*

### We Scan:

Film in all sizes (35mm, 120, 4x5, 8x10)  
Mounted slides a specialty  
Prints, books, scrolls, posters  
Lantern slides, glass plates

Archive CD/DVD, Photo CD II  
New Hasselblad X5 virtual drum scans  
Betterlight Scanback

## Digital Imaging Consulting Services

Digital Transition Plans  
Workflow Optimization  
Equipment Selection and Training



**Two Cat Digital**  
14719 Catalina Street  
San Leandro, CA 94577 USA  
[www.twocatdigital.com](http://www.twocatdigital.com)

## Our Clients Love Us.....

*"We continue to be impressed with your operation: your service is quick, your staff is personable and helpful, and our images are beautifully digitized and come with custom filenaming. Your digitizing services inevitably save us hours of time which, in turn, means that our projects are more expeditiously completed."*

*-Margaret Webster  
Cornell University - Ithaca, New York*

*"What we thought would be 3-5,000 slides turned out to be 11,000, and the Two Cat team still managed to digitize them all to high resolution files with custom filenames in three weeks over the holidays. Thank you so much!"*

*-Xima Avalos  
California College of the Arts - San Francisco, California*

*"Two Cat Digital provides professional and practical advice with well-written documentation. Their understanding of the digital image environment and background in photography allow them to offer reasonable options and recommended practices. They are highly valued colleagues."*

*-Trudy Jacoby  
Princeton University - Princeton, New Jersey*

## How can we help you?

**Contact:** Howard Brainen  
510-483-1220 x201  
Email: [howard@twocatdigital.com](mailto:howard@twocatdigital.com)

# Program: Thursday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

**7:30-9:00 am**  
Augusta I

## **New Members & First Time Attendees Breakfast**

Annual breakfast event for new VRA members and those attending their first VRA conference. Let breakfast be on us while you mix and mingle with both new and longtime members of the Association. The event is also an opportunity to meet VRA leaders. Attending the breakfast is a great way to meet others in our organization in a friendly and social environment. Be sure to bring your mentor or mentee. You definitely do not want to miss out on the fun!

**8:00 am-6:00 pm**  
Atlanta Foyer

## **Registration Desk**

**8:00 am-6:00 pm**  
Atlanta A

## **VRAffle Tables**

**9:00-10:30 am**  
Atlanta BCD

## **Session 3: Transition to Learning Spaces, Redefining Our Space for the Digital World**

**Organizers:** Meghan Musolff, University of Michigan  
Beth Wodnick, Princeton University  
**Moderator:** Beth Wodnick, Princeton University  
**Panelists:** Lauree Sails, University of Maryland  
Kathe Albrecht, American University  
Heidi Eyestone, Carleton College  
Elisa Lanzi, Smith College

**9:00-10:30 am**  
Atlanta EFG

## **Session 4: By the Numbers, Gathering AND Using Statistics**

**Organizer:** Cindy Abel Morris, University of New Mexico  
**Panelists:** Kathleen Keating, University of New Mexico  
Cindy Abel Morris, University of New Mexico  
Megan Marler, ARTstor User & Integrative Services

**9:00-10:30 am**  
Atlanta H

**Ask the Expert: Databases, XML and System Design**

Expert: Susan Jane Williams, Independent Cataloging and Consulting Services

**9:00-10:30 am**  
Atlanta H

**Ask the Expert: Digital Imaging and Scanning**

Expert: Howard Brainen, Two Cat Digital, Inc.

**9:00-10:30 am**  
Atlanta H

**Ask the Expert: Teaching Teachers ARTstor and MDID**

Expert: Megan Battey, Middlebury College

**11:00 am-12:30 pm**  
Atlanta BCD

**Session 5: After the Transition, Planning for Collections Storage and Workspace Changes in the Digital Environment**

Organizers: Billy Kwan, Metropolitan Museum of Art, & VRA Greater New York Regional Chapter

Moderator: Billy Kwan, Metropolitan Museum of Art

Panelists: Jenni Rodda, New York University, Institute of Fine Arts  
Steven Kowalik, Hunter College  
Claire Dienes, Metropolitan Museum of Art  
Sarah Goldstein, Vassar College

**11:00 am-12:30 pm**  
Atlanta EFG

**Session 6: Shapeshifting, A Practical Look at Metadata Interoperability**

Organizer: Robert Carter, The University of Texas at Austin

Moderator: Elizabeth Schaub, The University of Texas at Austin

Panelists: Robert Carter, The University of Texas at Austin  
Susan Jane Williams, Independent Cataloging and Consulting Services  
Jenn Riley, Indiana University-Bloomington

# Program: Thursday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

12:30-2:00 pm  
Sun Dial

**Birds of a Feather Network Luncheon: Video**

Hosts: Carolyn Caizzi, Yale University  
Leslie Trumble, University of Denver

12:30-2:00 pm  
1402

**Meeting: Data Standards Committee**

Johanna Baumann & Trish Rose-Sandler, chairs; Brian Shelburne, board liaison

12:30-2:00 pm  
1403

**Meeting: Digital Initiatives Advisory Group**

Maureen Burns, chair; Maureen Burns, board liaison

12:30-2:00 pm  
International C

**Meeting: Membership Committee**

Elaine Paul, chair; Marcia Focht, board liaison

12:30-2:00 pm  
International F

**Meeting: SEI Implementation Team**

Organizers: Kathe Alrecht & Alix Reiskind

**2:00-3:30 pm**  
Atlanta EFG

**Vendor Exhibit Hall**

Organizer: Development Committee

Exhibit Hall open to attendees. Participating vendors include: [Archivision](#) | [Backstage Library Works](#) | [Bridgeman Education](#) | [Davis Art Images](#) | [Front Porch Digital](#) | [Gallery Systems](#) | [Luna Imaging Inc.](#) | [Saskia Ltd](#) | [Scholars Resource](#) | [SoftChalk](#) | [Two Cat Digital Inc.](#)

**2:00-3:30 pm**  
Atlanta H

**Meeting: CONTENTdm Users Group**

Organizer: Sherrie Brittig, University of Dayton

Presenter: Judith Cobb, OCLC

**2:00-3:30 pm**  
Augusta I

**Meeting: Insight + LUNA for Sharing, Discovery, and Display**

Co-organizers: Nancy Harm & Anna Miller, LUNA Imaging, Inc.

**2:00-3:30 pm**  
Augusta II

**Meeting: IRIS Users Group**

Organizer: Kari Smith, University of Michigan

Presenters: Kari Smith, University of Michigan  
Kathleen Brown, IRIS database programmer

**2:00-3:30 pm**  
Atlanta BCD

**Meeting: MDID Users Group**

Organizer: Christina Updike, James Madison University

Presenters: Andreas Knab & Kevin Hegg, James Madison University

**2:00-3:30 pm**  
International E

**Meeting: VCat Users Group**

Organizer: Susan Jane Williams, Independent Cataloging and Consulting Services

# Program: Thursday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

**3:30-6:00 pm**  
Atlanta EFG

## **Vendor Slam**

**Organizer:** Development Committee  
**Moderator:** Steven Kowalik, Hunter College

Following the successful introduction of this event at the 27th Annual VRA Conference in Toronto, VRA is proud to bring you Vendor Slam II. A variety of vendors will each give short presentations describing products and services of interest to the visual resources professional. The presentations will be followed by a wine-and-cheese reception during which attendees can meet vendors, gather promotional materials, and register (at no cost) to be eligible to win two fabulous VRAffle prizes from Archivision and Bridgeman Education. Thanks to both Archivision and Bridgeman Education for their generous donations in support of the VRA! Make sure to attend the Vendor Slam in order to be eligible for these exclusive VRAffle prizes, and say hello to our valued business associates.

**5:30-6:30 pm**  
1401

## **Meeting: VRA Great Lakes Regional Chapter**

Marlene Gordon, chair

**5:30-6:30 pm**  
1402

## **Meeting: VRA Greater New York Regional Chapter**

Sarah Goldstein, chair

**5:30-6:30 pm**  
Augusta III

## **Meeting: VRA Mid-Atlantic Regional Chapter**

Macie Hall, chair

**5:30-6:30 pm**  
Augusta II

## **Meeting: VRA Midwest Regional Chapter**

Nicole Finzer, chair

**5:30-6:30 pm**  
International E

**Meeting: VRA New England Regional Chapter**

Carey Mack Weber, chair

**5:30-6:30 pm**  
International C

**Meeting: VRA Northern California Regional Chapter**

Karen Kessel, chair

**5:30-6:30 pm**  
International G

**Meeting: VRA Southeast Regional Chapter**

Barbara Brenney, chair

**5:30-6:30 pm**  
1403

**Meeting: VRA Texas Regional Chapter**

Katherine K. Moloney, chair

**5:30-6:30 pm**  
Augusta I

**Meeting: VRA Upstate New York Regional Chapter**

Jeanne M. Keefe, chair

**7:00-10:00pm**  
Peachtree Ballroom

**VRA Members Reception and Dinner**

A highlight of the Conference, the annual Members Dinner brings us together to celebrate with our colleagues in an elegant setting with full banquet service. The evening will include the announcement of the Association's major honors and awards, as well as recognition of our Travel Award recipients and our generous Travel Award donors.



# Program: Friday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

**8:00-10:30 am**  
Augusta

## **Annual Business Meeting**

The VRA Annual Business Meeting is the official forum for conducting Association business. The agenda includes the President's State of the Association message; the Treasurer's report; updates on current and future Association projects and activities; the recognition of outgoing officers, committee chairs, and appointees; the induction of incoming officers, committee chairs, and appointees; and the presentation on the 2011 conference host city. There will be an opportunity for questions and announcements from the membership. All members are encouraged to attend and enjoy breakfast while they catch up on Association business.

**8:00 am-6:00 pm**  
Atlanta Foyer

## **Registration Desk**

**10:30 am-12:00 pm**  
Atlanta BCD

## **VRA Strategic Plan Presentation**

**Organizers:** Macie Hall, Johns Hopkins University  
Betha Whitlow, Washington University in St. Louis  
**Moderator:** Betha Whitlow, Washington University in St. Louis  
**Presenters:** Leigh Gates, Independent Professional  
Jen Green, Plymouth State University  
Elizabeth Gushee, University of Virginia  
Christine Hilker, University of Arkansas at Fayetteville  
Greg Reser, University of California-San Diego

Members of the Strategic Plan Task Force will present the VRA Strategic Plan. They will also answer questions and engage in a dialog with members on the goals and recommendations they have made to direct the VRA through the next five years.

**12:00-1:30 pm**  
1401

## **Meeting: Development Committee**

Steven Kowalik & Emy Decker, chairs; Jane Darcovich, board liaison

**12:00-1:30 pm**  
1402

**Meeting: Education Committee**

Betha Whitlow, chair; Maureen Burns, board liaison

**12:00-1:30 pm**  
1403

**Meeting: Intellectual Property Rights Committee**

Chris Sundt & Getchen Wagner, chairs; Allan T. Kohl, board liaison

**12:00-1:30 pm**  
TBD

**Meeting: Publications Program Group**

Mark Pompelia, chair

**12:00-1:30 pm**  
Atlanta EFG

**Meeting: SAHARA Users Group**

Organizer: Annn Whiteside. MIT

**12:00-1:30 pm**  
International A

**Student Members Q & A Lunch**

Organizers: Elaine Paul, University of Colorado at Boulder and VRA  
Membership Committee

This event, organized by the Membership Committee, is a venue for student members to meet with each other and with members of the leadership of the VRA, including one or more Executive Board members. The question and answer format provides student members with an opportunity to ask VRA leaders about topics such as educational issues, employment opportunities, and emerging trends in image management. It provides VRA leadership with an occasion to share ways in which student (and new professional) members bring valuable knowledge and insights to our organization, and encourage student members to become active within the association. It is also an important opportunity for student members to network with each other. While the Membership Committee Chair will be present to moderate the discussion, the goal is to allow for an environment where an informal and collegial dialogue can unfold, and provide a starting place where student members and VRA leadership can learn from each other.

# Program: Friday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

12:00-4:30 pm  
Atlanta A

**VRAffle Tables**

1:30-3:00 pm  
Atlanta BCD

**Session 7: Engaging New Technologies, part 1**

**Organizers:** Betha Whitlow, Washington University in St. Louis  
Susan Jane Williams, Independent Cataloging and Consulting Services  
VRA Education Committee

**Panelists:** Heather Cleary, OTIS College of Art and Design  
Meghan Musolff, University of Michigan  
John Trendler, Scripps College  
Betha Whitlow, Washington University in St. Louis  
Susan Jane Williams, Independent Cataloging and Consulting Services

1:30-3:00 pm  
Atlanta EFG

**Session 8: Life on the Other Side of The Pond, VR Activity in Europe**

**Organizers:** Vicky Brown, University of Oxford and the International VR Community

**Panelists:** Vicky Brown, University of Oxford  
Catherine Worrall, University College Falmouth  
Eric Decker, Heidelberg Research Architecture  
Lavinia Ciuffa, American Academy in Rome

1:30-3:00 pm  
Atlanta H

**Ask the Expert: Digital Assets Management**

**Expert:** Jeanne Keefe, Rensselaer Polytechnic Institute

**3:30-5:00 pm**  
Atlanta BCD

**Session 9: Engaging New Technologies, part 2**

**Organizers:** Betha Whitlow, Washington University in St. Louis  
Susan Jane Williams, Independent Cataloging and Consulting Services  
VRA Education Committee

**Panelists:** Carolyn Caizzi, Yale University  
Meghan Musolff, University of Michigan  
Greg Reser, University of California-San Diego  
John Trendler, Scripps College  
Betha Whitlow, Washington University in St. Louis

**3:30-5:00 pm**  
Atlanta EFG

**Session 10: Visual Resources As Archives: The Case of the Lane Brothers and Tracy O’Neal Collections**

**Organizer:** Stephen Zietz, Georgia State University

**Panelists:** Peter Roberts, William Hardesty, & Stephen Zietz, Georgia State University

**3:30-5:00 pm**  
1401

**Ask the Expert: ARTstor Searching**

**Expert:** Eileen Fry, Indiana University

**3:30-5:00 pm**  
Atlanta H

**Ask the Expert: MDID**

**Experts:** Andreas Knab & Christina Updike, James Madison University

**5:00-6:30pm**  
Atlanta BCD

**Engaging New Technologies Booth**

**Organizers:** Susan Jane Williams, Independent Cataloging and Consulting Services  
VRA Education Committee

ALL of the Engaging New Technologies presenters will be available to answer your questions on the following topics: Video, Embedding Metadata, Gadgets, Cloud Computing, and “Getting Started with New

# Program: Friday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

Technologies-General Questions About Anything and Everything.” The New Technologies Booth is sponsored by the VRA Education Committee, and co-organized by Susan Jane Williams. Designed to complement the two-part Engaging New Technologies session, the Experts Booth will provide a casual space for conference attendees to ask questions about and interact with new technologies. The primary goal is to provide people with a relaxed environment to engage with the Emerging Technologies presenters and get their questions answered!

**5:00-6:30pm**  
Atlanta EFG

## **Meeting: VRA Digital Matchmaking Group**

**Organizers:** Maureen Burns, IMAGinED Consulting & VRA Digital Initiatives Advisory Group

**5:00-6:30pm**  
1401

## **Meeting: 2011 Joint VRA/ARLIS Minneapolis Conference Planning Committee**

**6:30-7:30pm**  
Augusta

## **VRAffle Finale**

There was a land of Projectors and Slides called the Old Slide Library... Here in this pretty world Analog took its last bow... Here was the last ever to be seen of Gepe mounts and Foil Tape, of Copystands and of Refilers... Look for it only in books, for it is no more than a dream remembered. A Slide Library gone with the wind...

Calling all southern belles and blockade runners! Come to Atlanta for the VRA Conference, but stay for the VRAffle, y'all! Miss Scarlett and Mr. Rhett cordially invite y'all to the festive, yet epic and sweeping drama that is the Gone with the Slide VRAffle. It lies somewhere between Twelve Oaks and my beloved Tara. Great balls of fire, it'll be ever so grand.

Ticket prices shall be, as always, 1 for \$2, 6 for \$10. The VRAffle drawing shall be at 6:30 p.m. on Friday, March 19. Ah do hope y'all are preparing y'all's most delightful donations for our glorious cause (unwanted wedding rings are strictly optional), that cause being replenishing the coffers of the Tansey Travel Awards.

Scholars Resource is a vibrant online marketplace of high quality digital images for teaching of art history and related disciplines.

## **BENEFITS OF LICENSING IMAGES THROUGH SCHOLARS RESOURCE INCLUDE:**

**PERPETUAL LICENSING**—License images in perpetuity for a one-time fee allowing you to build collections you can count on to be there year after year, even when budgets may not.

**RICH & TOPICAL CONTENT**—Scholars Resource provides access to nearly 200,000 images (most of which are exclusive to Scholars Resource) of the world's finest art and architecture provided by world-class museums such as The Metropolitan Museum of Art and Museum of Fine Arts, Boston, as well as from the world's best privately photographed collections such as Saskia and Bridgeman.

**FREE IMAGE PLATFORM**—Why spend tens of thousands of dollars building a computer network to host and distribute your images campus-wide, when you can use Scholars Resource's platform for free? With our high-resolution online image viewer, unlimited amounts of disk storage, and simple to use search engine, you can purchase spectacular images that your faculty and students can view, use, and enjoy instantaneously.

For more information, please contact us at 303-997-2900 x230 or at [tj@scholarsresource.com](mailto:tj@scholarsresource.com)

**BROWSE WITHOUT OBLIGATION**  
**[www.scholarsresource.com](http://www.scholarsresource.com)**



Scholars Resource is on Facebook

TEL 303.997.2900 x 230 | 3440 YOUNGFIELD ST. #106 WHEAT RIDGE, CO 80033



**IMAGES  
YOU CAN ENJOY  
IMMEDIATELY AND  
RELY ON FOREVER**



# Program: Saturday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

**7:30-9:00am**  
1401

**Meeting: Cataloging Issues Special Interest Group**

Organizers: Meghan Musolff, University of Michigan  
Elisa Lanzi, Smith College

**7:30-9:00am**  
1402

**Meeting: Museum Visual Resources Special Interest Group**

Organizer: Kirsten Soderlind, 1000Museums, Inc.

**7:30-9:00am**  
Augusta III

**VRA Leadership Breakfast**

This invitation-only breakfast is a chance for the VRA Leadership (including Committee Chairs, Chapter Chairs, Board Appointees, VRA Presidents Group and the VRA Executive Board) to gather and discuss organization matters and interests.

**8:00 am-12:00 pm**  
Atlanta Foyer

**Registration Desk**

**9:00-10:30 am**  
Atlanta EFG

**Session 11: Instruction 101**

Organizers: Ryan Brubacher, Occidental College & VRA Education Committee  
Panelists: Betha Whitlow, Washington University in St. Louis  
Emy Nelson Decker, University of Georgia, Atlanta  
Meredith Kahn, University of Michigan  
Sarah Cheverton, James Madison University



**9:00-10:30 am**  
Atlanta BCD

**Session 12: Embedded Metadata: share, deliver, preserve**

Organizer: Greg Reser, University of California-San Diego  
Moderator: Johanna Bauman, ARTstor  
Panelists: Greg Reser, University of California-San Diego  
Johanna Bauman, ARTstor  
Kari Smith, University of Michigan  
David Riecks, Stock Artist's Alliance

**11:00 am-12:30 pm**  
Atlanta BCD

**Closing Plenary Session: Collections of Distinction: Adding Value to the Online Community of Visual Resources**

Organizer: Heidi Raatz, Minneapolis Institute of Arts  
Speaker: Jason Roy, Digital Collections Unit / Digital Library Development Lab, University of Minnesota  
Panelists: Margo Ballantyne, Lewis and Clark College  
Stephanie Beene, Lewis & Clark College  
Karin Whalen, Reed College  
Jamie Lausch, University of Michigan, MLIS Student

**12:30-6:00 pm**  
Atlanta EFG

**Workshop 3: Selling Visual Resources: Communication & Marketing Strategies for the 21st Century**

Organizers: Elizabeth Schaub, The University of Texas at Austin & VRA Education Committee  
Presenters: Maureen Burns, IMAGinED Consulting  
Sarah Cheverton, James Madison University  
Elizabeth Schaub, The University of Texas at Austin  
Betha Whitlow, Washington University in St. Louis

# Program: Sunday

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

9:00 am-3:00 pm  
American

VRA Executive Board Meeting #2 (by invitation only)





## Bridgeman Education

### The Definitive Image Resource for All Subjects



Access to the visual culture of every civilization



Over 300,000 individually catalogued images rich in metadata



A cross-curricular resource for both students and educators



Over 60,000 20th-21st century copyright-cleared images



Download images for coursework and presentations



Simple annual subscription with no initial sign up fee



Web-based access, no proprietary software required



Teaching modules from project Silver [www.silvereducation.org](http://www.silvereducation.org)

Bridgeman Education is the online educational resource of the world's premier archive of fine art, history and cultural imagery: Bridgeman Art Library.

[www.bridgemaneducation.com](http://www.bridgemaneducation.com)

# Program: Abstracts

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

## **Ask the Expert - ARTstor Searching**

Are you and your patrons having trouble locating images in ARTstor? Are you spending a lot of time searching for matches to items in your collection? Do you feel like something ought to be in ARTstor, but you're not finding it? Are your patrons frustrated by large numbers of returns, both in ARTstor and on the web? Expert Eileen Fry has developed a number of strategies, hints, and guidelines to help you be a more efficient image searcher.

## **Ask the Expert: Databases, XML and System Design**

Want to talk about how your database will interface with other system components such as image delivery systems? Or how xml will impact how you handle data in the future? Are you planning a system or a new database and want to implement standards? Come chat about these or any other data or database topic of your choosing with expert Susan Jane Williams.

## **Ask the Expert: Digital Assets Management**

Are you thinking about purchasing or using a library asset management system? Is your primary focus on the storage and retrieval of large amounts of infrequently changing media assets, such as digital video or audio media or photographic archives? Wondering about what is involved in the conversion and what these types of systems will or won't do for you? Sign up to meet and discuss these issues one on one with expert Jeanne Keefe.

## **Ask the Expert: Digital Imaging and Scanning**

Sign up to ask expert Howard Brainen any questions you have about working with images, scanning, and color management.

## **Ask the Expert - MDID**

Members of the MDID Development Team will be on hand to answer any and all questions regarding the Madison Digital Image Database system. Attendees will be able to ask questions about the new MDID 3, about the current version MDID 2, make suggestions for further development, and/or receive technical and curatorial help specific to the use of MDID at their institution.

## **Ask the Expert: Teaching Teachers ARTstor and MDID**

Expert Megan Battey has conducted intensive one-on-one training sessions with faculty (art history and other disciplines) and taught group workshops. Adapting her training to the different learning styles of the faculty, she has enjoyed some success breaking down barriers of those who are reluctant or technology-resistant. Megan is happy to share her insights and strategies with other VR professionals.

## **Birds of a Feather Network Lunch: Career Transitions**

Career transitions are the focus of this Birds of a Feather lunch. A mentoring and support group for information professionals, primarily in visual resources and art librarianship, was started last year. The goal is to provide moral support, practical career management information (job searching, networking, volunteer opportunities, etc.), and to stay connected with like-minded colleagues and pertinent professional organizations. Whether just starting out, seeking a mid-career adjustment, suffering from job loss, or retired, mutual assistance can be found by joining in. Lunches are “Dutch treat” at a nearby restaurant. By prior reservation only.

## **Birds of a Feather Network Lunch: Video**

Supporting Faculty Use of Video in the Classroom. With the plethora of video clips available online as well as the ease with which one can make video clips, more and more humanities faculty are using them in their teaching. What can we do as Visual Resources professionals to support them in this endeavor and does it behoove us to do so, given changes in the profession? Lunches are “Dutch treat” at a nearby restaurant. By prior reservation only.

## **Opening Plenary: Peter Brantley, The Internet Archive**

Peter Brantley, is widely respected as a creative, visionary and activist leader in the library community, with over 20 years experience in working with libraries and information technology systems. Peter is currently with the Internet Archive, <http://www.archive.org/index.php>, a well known nonprofit that seeks to preserve copies of the Internet and Internet sites, as well as other cultural artifacts in digital form. Before joining the Internet Archive, Peter was the Executive Director of the Digital Library Federation, a partnership organization of 39 libraries and related organizations that advocated for the use of electronic-information technologies to extend libraries’ collections and services, and that provided leadership for libraries by identifying standards and best practices for digital collections and network access, coordinating research and development in the libraries’ use of technology, and fostering projects and services that libraries need but cannot develop individually. Before joining DLF, Peter was the director of strategic technology for academic information systems in the University of California’s Office of the President. He also served as director of technology for the California Digital Library.

# Program: Abstracts

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

Drawing from his significant experience at DLF, the Internet Archive and the California libraries, Peter will discuss his views of the role that libraries and VR departments should play in the information technology landscape of the future, especially vis-à-vis copyright. In particular, he will discuss what libraries and VR departments should be doing to preserve the scholarly record, to advocate for community standards, and to protect academic access to scholarship given the ongoing, highly pitched battles between copyright owners and users. Should libraries be taking a more aggressive stand to protect the rights of the academic user? Are libraries and other academic entities ceding too much to commercial entities like Google? Will the library survive if scholars and students increasingly go directly to the Internet to obtain what they need? Peter's talk will focus on the potential for collective action among libraries and VR departments to protect and defend the role of the scholar and access to scholarly and educational materials.

## **Closing Plenary Session: Jason Roy, Digital Collections Unit / Digital Library Development Lab, University of Minnesota, "Collections of Distinction: Adding Value to the Online Community of Visual Resources"**

Jason Roy has presented on the subject of digital collections and initiatives at the annual conferences of the Minnesota Digital Libraries (MDL), the Society of American Archivists Annual Conference, and the Archive-It Conference. Currently Head, Digital Collections Unit & Interim Co-director, Digital Library Development Lab, University of Minnesota Libraries, Jason fosters the creation of and access to research and scholarly material in digital form from within the collections of the Libraries and across the University of Minnesota. Making content available to users is an expectation shared by nearly every cultural organization. Often this means an increasing commitment to digitization and the use of online discovery tools for providing access.

Since no one institution has the financial resources to digitize everything in their holdings, it is imperative that organizations identify and prioritize which collections most deserve their attention. This session will focus on approaches and methods of targeting those collections within your own institution that can provide the most value to users. By showcasing our own collections of distinction we can significantly impact the growing array of online visual resources now available to our community of users while still highlighting the uniqueness of each of our own holdings.

In an era when it is all too easy for institutional administrations to view subscriptions to large image databases as a one size fits all solution to visual resources needs, a shift towards identifying what you have that's unique and getting it out there in a manner that makes your collection relevant to both your local users and the larger universe of image users becomes vital. Some VR collections have already begun this process. Recent success stories include the accessCeramics collection, a pilot project organized by the Visual Resources Collection of Watzek Library and the Art Department of Lewis & Clark College, and the Reed Digital Collections Artists' Books site at Reed College. We can also learn from projects still in the early stages of development, such as Local Color: A Database of Art on Campus being developed at the University of Michigan (watch for updates & announcements on this project via the linked AAEL Blog).

Jason's presentation will be followed by a moderated discussion, featuring a panel of respondents composed of VR professionals who have achieved various measures of success in creating and sharing collections of distinction.

## **Session 1: Utilizing Blogs to Improve & Market Resources**

As visual resource collections become increasingly digitally focused and opportunities to personally meet incoming students and faculty decreases, we now are charged with making our virtual presence more visible, as well as reaching out to our users where they already are on the web. The web environment is our second home and equally as important as our physical space and appearance. Most of our student patrons will never have to cross our threshold, but they will use our services if they are aware of them. We can find them on Facebook, Twitter, and get them to read our RSS feeds. But, how do we organize and maintain these avenues of information? Visual resources professionals need to design information hubs that direct users to other web-based resources as well as local collections, and blogs offer a lot of potential for achieving that. It is clear that students and faculty who feel engaged by staff online are more likely to utilize resources and services; blogs can be a dynamic hub for the web tools we use to reach our patrons. This session will introduce you to creative ways to design and market blogs, strategies for keeping blogs relevant and dynamic, an overview of other web tools that support user access and experience, as well as strategies for quantifying a blog's success. Blogs presented include: Derivative Image, Visual Resourcefulness, All Things Visual, and Deep Focus.

## **Session 2: Staying Alive: Strategies for Dealing w/ Change & Increasing Professional Viability**

The current economic downturn has adversely impacted many visual resources collections and art libraries, but there are ways to advocate for these important facilities and to demonstrate that image and information professionals actively contribute to an institution's mission and technological future by providing necessary expertise, assets, services, and learning spaces. This roundtable will bring together visual resources professionals from a cross-section of institutions who have recently experienced transformative change to discuss strategies for positively coping with negative impacts on professional lives and the status of visual resources facilities. They will address what was learned from such experiences, recommend actions to take, and provide a variety of possible scenarios that can lead to successful outcomes. Ample time will be given to questions from the floor and allowed for audience participation.

## **Session 3: Transition to Learning Spaces, Redefining Our Space for the Digital World**

This session will examine the potential repurposing of spaces originally occupied by physical collections into Learning Spaces, dedicated to the creation, instruction and use of digital visual resources. It will provide an overview of the concept of Learning Spaces, including why it is important and worthwhile to advocate for and invest time, energy and money in this type of space. Panelists will speak on issues including how to negotiate for such a space, and provide specific examples of VR collections that have investigated or have completed the shift to a Learning Space.

Due to the shift from analog slides to digital images, many visual resource collections are either currently facing, or will soon face, a major change in the use of space. What was once known as the "slide room" has grown to include a variety of resources for ever-evolving research and teaching needs, as well as digital image creation and manipulation. An inevitable part of that evolution includes using and presenting digital technology as a way to organize, search, present, research, and discover visual resources. The transition to Learning Spaces can help keep the visual resource collection--and the professionals that staff it--vital, viable, and necessary in these uncertain times.



# Program: Abstracts

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

## Session 4: By the Numbers, Gathering AND Using Statistics

This presentation will address the gathering and use of statistics from three distinct points of view. The first part will describe the impetus behind and development of an online statistical database. Employees of the UNM University Libraries created this system to automate and replace the pencil tic process of reference statistics gathering necessary for annual ARL reporting. In addition to describing the process, the tool itself will be demonstrated. (Further, it is available, free, to other institutions through Creative Commons licensing.) The second portion will be a report from the VR trenches, describing how the Bunting Library has adapted and implemented this new technology. Although only six months of data will be available, it is hoped that trends will be evident which describe how the data can validate that one VR facility is doing to meet the ongoing digital transition. In addition, the possibility of using the data for administrative requirements addressing outcomes assessment and performance based budgeting will be considered. Finally, demonstrating another facet of the numbers “game”, ARTstor staff will explore the unique needs and challenges of reporting and effectively evaluating the usage of multimedia resources. They will discuss usage data, and how analysis of these data are used to improve ARTstor collections and services, and how ARTstor is working with the community to develop new approaches for reporting media asset statistics.

## Session 5: After the Transition, Planning for Collections Storage and Workspace Changes in the Digital Environment

Over the last few years, many of us have successfully migrated from a workflow process that handled analog image materials to a new workflow that manages and processes digital images. However, at the same time, we cannot totally discard our traditional collections of slides, black & white photographs, and large-format color transparencies. Instead, there has been discussion about developing vigorous retention, assessment and preservation policies or procedures of culling existing analog materials, assessing their significance to our institutions’ missions, preserving and digitizing any unique and hidden content in our collections, and storing them permanently in our image databases or digital asset management systems. Another challenge associated with the process of managing or disposing of these analog materials is space planning for a new or repurposed VR center or image library. We must safeguard any unique and important analog collections, while simultaneously re-engineering our space to adjust to the changing needs and priorities of our patrons. Many of us now confront a pressing need to re-purpose our analog-designed spaces to fit a digital world: areas for digital workstations and technology can end up sharing real estate with our analog collections, contributing to the space planning challenges we face.

In this session, professionals from differing VR environments will discuss how they have met the challenges of culling and re-housing their collections, developing strategic plans to digitize and preserve any unique or hidden content in their collections, and re-purposing their workspaces. There is no single way to address these challenges; instead, we hope that through lively discussion, we can learn from each others’ experience and then apply what is relevant at our home institutions. Speakers will emphasize what is practical and reasonable, with an eye to the future.

## **Session 6: Shapeshifting, A Practical Look at Metadata Interoperability**

Currently visual resources managers are frequently tasked with preparing data not only within their database, but also to be served out to multiple tools--to their local delivery systems, to ARTstor, to an institutional repository. How can we make our data work harder than we do? What skills and tools do we need to perform this work efficiently, both for ourselves and working with others? How can we craft data that is nimble and easy to transform as needed for different tools and different users? In this session, presenters will discuss “polymorphous” metadata from a practical standpoint, focusing on the theory and the what, the why and the how.

## **Session 7: Engaging New Technologies, part 1**

Following on the heels of the first Engaging New Technologies session in Toronto, this fast-paced follow-up will demonstrate a rich variety of new technologies, and show how to engage with a heady array of contemporary products, services and tools. Organized as two distinct but complementary 90 minute sections, this session will present overviews (10 minutes each) of at least 10 tools, providing for a sample of an end product use, an overview of the software itself (demystifying the process involved in using it), followed by an open opportunity to brainstorm about how each tool or technology can be applied (matched) to our own work to support instruction, communication and research. Topics Covered in Part 1: Cloud Computing, including social computing, micro blogging, integrative computing, mobile computing, and online privacy; 3D Technologies, including rapid prototyping, 3D display, 3D modeling, and virtual realities; How to Keep Up With New Technologies and Fun Stuff with updates to technologies introduced at VRA Toronto, including display, social, and pedagogical technology.

## **Session 8: Life on the Other Side of The Pond, VR Activity in Europe**

This session will look at some instances where European Visual Resources professionals have morphed their roles and sought ways to maintain their positions, at a time when our profession is in a state of flux due to economic, institutional and technological factors. Each speaker will discuss specific initiatives and projects they have become involved in, which in turn represent a snapshot of a new VR profession emerging within the European domain.

OXCLIC, Archives & other activities in & beyond Oxford - Vicky Brown

The History of Art department’s sizeable analogue collections have historically served as a centrally accessible resource for the whole of the Oxford University image user community. The challenge has been to maintain this level of service through the digital transition as we battle for staff and budgets and wrestle with copyright restrictions. Vicky will speak about some of the projects she is currently engaged in relating to digitisation and widening access to these collections, including collaborations with other Faculties, libraries & IT services. She will also reflect on how her role has expanded in sometimes unexpected ways as she becomes involved in Visual Resources related projects beyond Oxford.

# Program: Abstracts

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

University College Falmouth, The Image Space - Catherine Worrall

As University College Falmouth was taking part in a repository project through the JISC (Joint Information Services Committee), it was suggested that creating a digital image collection for teaching and research at the college would be appropriate and incorporated into the project. This coupled with the fact that analogue slides were being used less for teaching in favour of images from internet sources and elsewhere, made the provision of a copyright cleared, quality image resource for staff and students a priority. Catherine will talk about how she turned this suggestion into a reality, including how she incorporated unique local content such as the Cornwall Artists and Designers Collection and University College Falmouth's Degree Shows, seeking the experience of the VRA to shape the direction of the project and structure of the end product. She will also describe the added positive impact that being involved in this project has had on her role within the library at University College Falmouth, leading to a complete review of her post.

Interacting with images: adding functionality to images databases - Eric Decker

Several projects within the Cluster of Excellence Asia and Europe use the Image Database HeidICON for storing images and for making these accessible via metadata. It is a strategic part of the Transcultural Image Database (TID) which is being developed within the Heidelberg Research Architecture (HRA). However, plans for the TID go further than HeidICON allows for. We therefore are evaluating the HyperImage tool based at University of Lueneburg and Humboldt University of Berlin. The software developed by this project can be seen as a functional add-on to an image database like HeidICON. It provides the possibility to interlink parts of images. It also provides a flexible interface for metadata tagging, and the possibility to create web accessible publications with text, images and links. The development of the highly innovative and expansive HyperImage software and combination with the HeidICON image database not only promises to provide new territories in addressing transcultural visualities but may also become an important contribution to enhancing digital resources. In his paper, Eric will introduce showcases and present major results of the evaluation process.

Procedures in the Photographic Archive: the acquisition of historical collections to making them accessible on the web - Lavinia Ciuffa

In the Photographic Archive at the American Academy in Rome, one of their current projects is the preservation, cataloguing and digitization of a nineteenth century collection of photographs - the Parker Collection. In her presentation, Lavinia will look at the different procedures, from acquiring historical collections to making them accessible on the web, using the Parker Collection as a case study. She will explore in depth, policies such as evaluating a collection prior to accepting it, considering all of the cost and legal implications, setting budgets and teams of staff and managing the technical aspects of preserving, conserving, recording and publishing resources to the web. She will consider these procedures from both an administrative and technical stance, underlining the versatile nature of the curator's role.

## **Session 9: Engaging New Technologies, part 2**

Following on the heels of the first Engaging New Technologies session in Toronto, this fast-paced follow-up will demonstrate a rich variety of new technologies, and show how to engage with a heady array of contemporary products, services and tools. Organized as two distinct but complementary 90 minute sections, this session will present overviews (10 minutes each) of at least 10 tools, providing for a sample of an end product use, an overview of the software itself (demystifying the process involved in using it), followed by an open opportunity to brainstorm about how each tool or technology can be applied (matched) to our own work to support instruction, communication and research. Topics Covered in Part 2: Video, including where to find video content, how to edit and present video, and classroom applications; Semantic Web, including general information and principles, embedded metadata, and products/projects; How to Keep Up With New Technologies and Fun Stuff with new and different technologies of the presenters' choice.

## **Session 10: Visual Resources As Archives: The Case of the Lane Brothers and Tracy O'Neal Collections**

This session considers two large commercial photographs collections in the Georgia State University Library that were acquired as a corporate archives, arranged and preserved in an archival manner, and accessed using traditional archival access tools. When the Library acquired CONTENTdm in 2009, the conceptual approach to the collections had to change: the photographs collections are now being considered as assemblages of items and small series. As the demand for creating item-level metadata developed, so too did the possibility of using the collections as the basis of a research project rather than illustrations of research already compiled. Three presentations consider the (1) acquisition, history and preservation of the collections; (2) shift in thinking of the collections as archives to collections of images; and (3) the use of the images as research resource. Specifically, the presentations are titled, "From Office Records to Archives" (Roberts), "From Archives to Image" (Hardesty), "From Image to Idea" (Zietz).

## **Session 11: Instruction 101**

Many VR positions are changing. Though we may be uncomfortable with the idea of coming out from behind our desks to grapple with new tasks, the time is now for VR professionals to take on multiple roles. One of these significant new roles is that of instructor, whether in the classroom or one-on-one. The transition from full-time cataloger to part-time educator may be a rather overwhelming one for many of us, but the expertise exists within our ranks to help us all become successful instructors.

While many topics fall under the blanket of instruction, this session is devoted to confidence building and providing people with the basic tools to move ahead in an instructional capacity. It will focus on good preparation practices for successful individual and group instruction, strategies for working with a variety of populations from first year college students to older adults, and basic how-to guidance for designing good instruction sessions.

# Program: Abstracts

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

## **Session 12: Embedded Metadata: share, deliver, preserve**

Embedding metadata in image files is an idea that is gaining acceptance. Still, there are a lot of questions to answer before we can get consistently usable and sustainable results. This session will explore the challenges of creating embedded metadata and the benefits that might be realized once best practices are established.

## **SIG Meeting: ARTstor Users Group**

ARTstor is a non-profit digital library that provides more than one million images of cultural objects and architectural works covering a wide range of historical, political, social, economic, and cultural documentation from prehistory to the present. ARTstor collections enable a wide range of users -- curators, scholars, educators, librarians, and students -- to teach and study with images in an online environment optimized for exploring visual content in new and exciting ways. This session will highlight ARTstor collections and platform features, and will describe new directions including the Shared Shelf initiative. ARTstor has formed a community partnership to develop Shared Shelf -- an image cataloging and management system that will provide new capacity to build and share digital images for teaching and study.

## **SIG Meeting: Cataloging Issues**

This is an open forum that is “all about cataloging.” It will be audience-driven, but moderated. As with previous years, an email call to the VRA-L will be sent prior to the start of the conference asking for cataloging conundrums and solutions to generate topics for discussion.

## **SIG Meeting: CONTENTdm Users Group**

A meeting of users and potential users of CONTENTdm to discuss issues and share solutions. A representative from OCLC will be in attendance to showcase new features, share plans for future development, and solicit feedback from the VR User Group. Potential topics include the new VRA Core 4 metadata template for CONTENTdm, interactions between VR and Library staff in developing collections within CONTENTdm, and institutional customizations to CONTENTdm.

## **SIG Meeting: Digital Matchmaking Group**

This special interest group provides an open and ongoing forum for brainstorming ideas about creating a matchmaking commons, discussing progress to date, and advancing a variety of digital initiatives. The goal is to share ideas about images, metadata, tools, and collaborative activities.

## **SIG Meeting: Insight + LUNA for Sharing, Discovery, and Display**

Join the Luna team for an introduction to the LUNA Commons and the public collections that are available for free, educational use. Explore the collections while learning about the new features of the LUNA browser. Proposed topics include how LUNA is being leveraged on campuses to support both departmental and institutional (private and public) collections for research and for teaching. Learn how LUNA works with Library Discovery tools and what Search Engine Optimization enables. New features to be previewed include support for annotations, external media - both FLICKR, and local media with the introduction of the My Media Server. Additional topics would include an overview of our development direction starting with Insight + LUNA and our outlook for the future of LUNA as a front-end to other repositories. Open to the VRA Community at large.

## **SIG Meeting: IRIS Users Group**

The group will be discussing implemented improvements and making suggestions for additional features to the most recent (2008) version of IRIS (Image Resources Information System). IRIS 2008 implements the VRA Core v.4.0 and CCO and includes an XML export to MDID and may soon be able to accommodate an ARTstor export. IRIS, begun in 1997 as a cooperative venture of 7 institutions, now has some 27 member institutions. Anyone is welcome to attend this meeting; you do not need to be an IRIS user to learn from or contribute to the discussion.

## **SIG Meeting: MDID Users Group**

The Madison Digital Image Database (MDID) is a freely distributed, open source web application developed at James Madison University to facilitate teaching with digital media online and in the classroom. This SIG meeting will bring MDID developers, users and potential users together to share their experiences and to ask questions. Members of the MDID development team will talk about the new MDID 3 release, ongoing development, and discuss the completion of the IMLS grant for development of an API for MDID. There will also be demonstrations of the software's new features and presentation tools. In addition to the formal presentation there will be a special MDID "Ask the Experts" forum [insert time info]. Attendees will be able to ask questions about MDID, make suggestions for further development, or receive technical and curatorial help specific to the use of MDID at their institution. Because MDID does not generate revenue, it is not possible for James Madison University to provide in-depth technical support to other institutions. Therefore this event provides a unique venue for sharing information within the MDID community.

# Program: Abstracts

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

## **SIG Meeting: Museum Visual Resources**

The Museum Visual Resources Special Interest Group provides an opportunity for museum professionals to gather and to discuss issues that are particular to museums. Topics to be discussed may include image licensing practices, DAMS and CMS systems, effective interdepartmental workflow, getting more museum professionals involved in the VRA, and the economy's effect on museums.

## **SIG Meeting: SAHARA Users Group**

This meeting is an opportunity for VRA members involved in SAHARA to meet informally to discuss their work in the SAHARA environment, to hear about updates on SAHARA technical development, and to learn about future planning. Those who are not yet involved in SAHARA but would like to be are welcome to attend this meeting.

## **SIG Meeting: VCat Users Group**

VCat (renamed from VireoCat) is a Filemaker-based database that is VRA Core 4 and CCO compliant. It is capable of outputting both flattened Core 4 Excel and Core 4 validating XML. The database is free and downloadable from the user group website: <https://sites.google.com/site/vcatusers/>. All are welcome (whether you use VCat or not) to attend this 5th annual meeting; there will be a short presentation about VCat and related data sharing issues and then discussion among the users.

## **Tour 1: DOCOMOMO Downtown Atlanta Walking Tour**

Join a representative of the Georgia Chapter on DOCOMOMO (DOcumentation and COnservation of buildings, sites and neighborhoods of the MOdern Movement) for a special walking tour of Downtown Atlanta focusing on Modern sites, including buildings designed by SOM, FABRAP, John Portman, Robert and Company, and other nationally and regionally recognized designers. Participants will learn more about the development of Downtown Atlanta during the 20th Century and visit several historic sites. Included is a guided tour of the Marcel Breuer/Stevens and Wilkinson designed Atlanta Central Library. An introductory program will look at the impact Modern architecture made (and continues to make) on Downtown Atlanta. The tour will start in the lobby of the hotel. Cost: \$20.00, Limit: 25 people



## **Tour 2: Historic Midtown Walking Tour**

Step back into Midtown Atlanta's origins at the 1883 Peters House and its surrounding streets. This turn-of-the-century neighborhood is rich in its variety of residential architectural styles and stories of notable residents. Directions: MARTA: Exit at North Avenue station (N3). Walk 3 blocks east along North Avenue to the intersection of Piedmont Avenue. Cross Piedmont and turn left. Peters House will be on your right. Led by a representative from the Atlanta Preservation Center.

## **Workshop 1: Enhancing Your Professional Toolkit**

As career professionals we should have up-to-date resumes and CVs (and know the difference between the two) so that we are ready to take advantage of new opportunities in the field when they arise. At the same time, we may be called upon to participate on search committees or to hire assistants. Expanding our expertise in these areas is an important part of our professional lives. This workshop will address topics from both sides of the interview table:

- Creating, revising, updating resumes and CVs
- Writing effective cover letters
- How to succeed in the interview process
- Evaluating job applications and conducting a job interview
- Writing a job description
- Upgrading a position

We will focus on skill building and provide a hands-on, active learning session.

## **Workshop 2: Strategic Planning: Who, What, Why and How**

As the visual resources landscape continues to evolve it is imperative that the mission, goals and objectives of visual resources collections not only serve the particular needs of local constituents but also complement the vision of the larger organization within which the visual resources unit resides. A strategic plan serves as a road map for the visual resources unit's activities, helping to guide decisions and set priorities. This workshop will address the rationale for developing a strategic plan, outline strategies for authoring and promoting a plan, how to measure the success of a plan once it's has been implemented and when to update a plan and the process for doing so.

## **Workshop 3: Selling Visual Resources: Communication & Marketing Strategies for the 21st Century**

# Program: Abstracts

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

The shift from use of analog to digital images has brought about myriad changes for visual resources professionals and their related constituents. As a result, such professionals must communicate effectively to a broad set of stakeholders--including administrators, faculty, students and staff--about transformed resources and services in the Digital Age. Visual resources professionals must actively market collections, services and expertise so that customers think about local resources, services and image professionals first when attempting to meet their image-based needs.

This workshop will focus on identifying target stakeholders, strategies for effective communication, principles of adult learning, developing a marketing plan, planning effective instruction sessions and using Web 2.0 technologies for outreach; sample instruction sessions that can be used to meet the needs of local constituents will be provided. Examples of innovative marketing techniques will be presented and case studies illustrating effective use of these techniques including posters and the use of Web 2.0 technologies such as blogs, Facebook, Flickr, Del.icio.us, YouTube and online exhibits will be discussed. During the workshop, participants will have the opportunity to share examples of communication and marketing strategies and describe challenges encountered in the workplace. Participants will be invited to collaborate with workshop leaders and each other before and after the conference via a Google Group, where relevant articles, handouts, examples and templates will be posted.

# THE OCLC PRESERVATION SERVICE CENTER IS NOW PART OF BACKSTAGE LIBRARY WORKS

## WHAT MAKES YOUR COLLECTION SPECIAL?

Your institution has been entrusted as the guardian of important local history resources. Perhaps it's the town newspaper archive, a collection of rare books, unique genealogical materials, handwritten correspondence, or maybe a set of irreplaceable photographs and negatives.

Backstage preservation services can help you convert these special collections into digital and microfilm formats, enabling greater public access and ensuring long-term protection.

With options for *microfilming* or *scanning* directly from your original materials, we can also complete the process by *digitizing your microfilm* for accessibility or by *imaging your digital files to film* for archival preservation.

Backstage *metadata* experts can convert digital images of printed materials into *searchable text*, with image-over-text layering for the best features of both formats. And we can catalog your digital collections according to your institution's preferences.

Our in-house *microfilm duplication* facilities are at your disposal to create service copies for local use or extra reels for inter-library loan.

We can also *re-master your decaying acetate film* onto preservation-grade polyester base film, often a first step in preparing old microfilm for a clean digital conversion.

And our *climate-controlled vault* is the perfect place to store your master reels, securing the future of your microfilm collections.

Find out what Backstage can do for your preservation efforts. Come talk to us at the conference, give us a call, or chase us down online.



# Visual Resources Association

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

Incorporated as a General Not-for-Profit Corporation in the State of Missouri, August 31, 1982, under Number N0028029, Federal Tax ID Number 43-1293169.

## Membership

Application for membership in the VRA is available at [vraweb.org](http://vraweb.org)

### Individual Membership (2010 rates)

#### Annual Salary Range:

Less than \$20,000	\$ 40.00
\$20,000 - 29,999	\$ 65.00
\$30,000 - 39,000	\$ 95.00
\$40,000 - 49,000	\$ 115.00
Over \$50,000	\$ 145.00
Student, Retired, Unemployed	\$ 35.00
Contributing:	\$ 150-299.00
Patron:	\$ 300.00+
Institutional	\$ 145.00

Memberships are for the calendar year (January through December); those received after October 15 are applied to the next calendar year.

## Executive Board 2009-10

President:	Allan Kohl, Minneapolis College of Art & Design
President-elect:	Maureen Burns, IMAGinED Consulting
Vice President for Conference Arrangements:	Brian Shelburne, University of Massachusetts, Amherst
Vice President for Conference Program:	Heidi Raatz, Minneapolis Institute of Arts
Secretary:	Marcia Focht, Binghamton University
Treasurer:	Jane Darcovich, University of Illinois, Chicago
Public Relations and Communications Officer:	Mark Pompelia

## Executive Board 2010-11

President:

Vice President for Conference Arrangements:

Vice President for Conference Program:

Secretary:

Treasurer:

Public Relations and Communications Officer:

Maureen Burns, IMAGinED Consulting

Brian Shelburne, University of Massachusetts, Amherst

Heidi Raatz, Minneapolis Institute of Arts

Marcia Focht, Binghamton University

Billy Kwan, Metropolitan Museum of Art

Robb Detlefs, Gallery Systems

## VRA Appointees 2009

Images Newsletter Editor:

Machine-Readable Bibliographic Information  
Committee (MARBI) of the American Library

Association Representative:

Membership Services Coordinator and Listserv Manager:

Picture Licensing Universal System Coalition (PLUS)

Board of Directors Appointee:

Professional Status Survey Task Force Co-chairs:

Publications Programming Group Chair:

Strategic Plan Task Force Co-chairs:

VRA Archivist:

VRA Archives Task Force Co-chairs:

VRA Bulletin Editor:

VRA Special Bulletins Editor:

VRA Web Site Editor:

White Paper Task Force

Marlene Gordon, University of Michigan-Dearborn

Sherman Clarke, New York University

Lise Hawkos

Dustin Wees, ARTstor

Christine E. Hilker, University of Arkansas

Margaret N. Webster, Cornell University

Mark Pompelia

Virginia (Macie) Hall, Johns Hopkins University

Betha L. Whitlow, Washington University in St. Louis

Martine Sherrill, Wake Forest University

Linda A. Reynolds, Williams College

Joseph A. Romano, Oberlin College

John Taormina, Duke University

Mark Pompelia

Amy A. McKenna, Williams College

Maureen Burns, ImaginED

# Visual Resources Association

VRA 28th Annual Conference, March 16-21, 2010, Atlanta

## Regional Chapters 2009

Canada  
Great Lakes  
Greater New York  
Greater Philadelphia  
Mid-Atlantic  
Midwest  
New England  
Northern California

Pacific Rim  
Southeast  
Southern California  
Texas  
Upstate New York

Eric Schwab, Ontario College of Art & Design  
Marlene Gordon, University of Michigan-Dearborn  
Sarah Goldstein, Vassar College  
Laura Grutzeck, University of the Arts  
Virginia (Macie) M.G. Hall  
Nicole Finzer, Northwestern University  
Megan Battey, Middlebury College  
Heather Cummins, Academy of Art University  
Karen Kessel, Sonoma State University  
Jeanette Mills, University of Washington/Seattle  
Barbara Brenney, North Carolina State University  
John M. Trendler, Scripps College  
Katherine Moloney, Amon Carter Museum  
Jeanne M. Keefe, Rensselaer Polytechnic Institute

## VRA Committee Chairs 2009

Awards:  
Data Standards Co-chairs:

Development Co-chairs:

Digital Initiatives Advisory Group Co-chairs:

Education:

Financial Advisory Committee:

Intellectual Property Rights:

Membership:

Nominating:

Summer Educational Institute VRA Co-chair:

Travel Awards:

Brenda MacEachern, University of Western Ontario  
Johanna Bauman, ARTstor  
Tricia Rose-Sandler, University of California, San Diego  
Emy Nelson Decker, University of Georgia  
Steven Kowalik, Hunter College, CUNY  
Maureen Burns, ImaginED  
Betha L. Whitlow, Washington University in St. Louis  
Ann Woodward, Johns Hopkins University  
Christine L. Sundt, Visual Resources Consultant & Educator  
Gretchen Wagner, ARTstor  
Elain Paul, University of Colorado at Boulder  
Ann R. F. Burns, University of Virginia  
Jeanne Keefe, Rensselaer Polytechnic Institute (2007-2009)  
Heidi Eyestone, Carleton College  
Jacqueline Spafford, University of California, Santa Barbara





# *VRA - ARLIS/NA*

*2nd Joint Conference*

*Minneapolis*

*March 23-28*

