Photo by Stephen W. Brock

VRA LA 2019

Visual Resources Association
Annual Conference
March 26-29, 2019
Los Angeles, California

Contents

Welcome to Los Angeles

Welcome to the 2019 Visual Resources Association Conference at the DoubleTree by Hilton in Los Angeles Downtown.

Whether you associate LA with the film or music industries, or at the forefront of art and culture, Los Angeles is truly the "Creative Capital of the World." One in every six of its residents works in a creative industry and there are more artists, writers, filmmakers, actors, dancers, and musicians living and working in Los Angeles than any other city at any time in history. What better place for us to celebrate and explore our roles at the forefront of image, media, and data management than in a city of creatives and innovators? In addition, our conference hotel will place us at the heart of Little Tokyo in downtown L.A., a national historic district and a landmark of Japanese-American culture.

As usual, the conference offers a fun and practical educational program of events, including sessions, workshops, and special interest groups. Take advantage of this year's programming that limits the schedule to only two sessions running concurrently.

The VRA Board and local planning committee has set up many guided tours for your benefit. The myriad offerings include exhibition and behind-the-scenes tours at the Los Angeles County Museum of Art (LACMA), the Huntington Research Library, the Fashion Institute of Design & Merchandising, and the Japanese American National Museum. Make new friends and catch up with old friends during social events like the Meetup Lunch for New Members, coffee breaks, and receptions. The local conference planners have also provided a great deal of dining and entertainment options within walking distance of the hotel. Please refer to the conference website blog dining and walking tours sections.

For new attendees, you will find the membership to be a very welcoming group. If you are a new member you can connect with a mentor, and if you are an existing member, please reach out to new members. As part of the organization's fundraising efforts, an online donate-to-win drive is underway. The offerings are a year-long membership OR a 2020 conference registration. Both are fully transferable to a friend. And please take an opportunity to engage with our sponsors at the Community Partner Event.

Our Convocation speaker will be artist and Visual Strategist for NASA's Jet Propulsion Laboratory, Dan Goods. Following the talk please join us in the Kyoto Gardens at the conference hotel for the VRA Convocation Reception.

Finally, I would like to thank everyone who made this conference possible, including the VRA Board, the Vice President for Conference Program, Jacob Esselstrom, and the Vice President for Conference Arrangements, Lael Ensor-Bennett. Sincere thanks should also be extended to our conference organizers, the Los Angeles Local Planning Committee, including, Maureen Burns, Krystal Boehlert, Jackie Spafford, John Trendler, Sheryl Frisch, Christine Fritsch, Jennifer Faist, and Teodora Bozhilova. Thank you all for your hard work!

Stephen A. Patton, President, Visual Resources Association, on behalf of the Executive Board

Program at a Glance

Monday, March 25

Time	Event
8:00am	VRA Executive Board Meeting I
9:00am	VRAF Board Meeting
2:00pm	Los Angeles Conservancy Walking Tour: Art Deco **FILLING**
4:00pm	Registration Desk
4:30pm	VRA Board / VRAF Board Joint Meeting

Tuesday, March 26

Time	Event
7:30am	Registration Desk
8:00am	Workshop: Clean, Transform and Enhance Your Data – Getting Started with OpenRefine **LIMITED**
	Workshop: The Only Thing to Fear is Fear Itself: Public Speaking for Introverts and Other Reluctant Presenters **LIMITED**
9:00am	Workshop: Lesson Planning for Fair Use and Visual Literacy **FILLING**
	Los Angeles County Museum of Art (LACMA): Library & Archives / 3D: Double Vision **FULL**
10:00am	Los Angeles Conservancy Walking Tours: Historic Downtown **LIMITED**
12:15pm	Meetup Lunch for New Members, 1st/2nd Time Attendees, VREPS, Mentors/Mentees, and Reviewers/Reviewees
12:30pm	Hauser & Wirth: Exhibitions Tour **LIMITED**
1:00pm	Japanese American National Museum: Exhibition Tour **LIMITED**
2:00pm	Session: Mapping New Vistas: Employing Emerging Technologies Into Your Visual Resource Services
	Session: Where Is Your DAMS? Considerations From a Locally-Hosted Instance

3:00pm	Coffee Break

3:15pm	Session: Lightning Talks

4:30pm	Session: Moving/Still/Textual Pictures - Tools for Analyzing Art, Texts, and Films
	Session: Teaching Visual Literacy as an Evolving Discipline

5:45pm	Greater New York Chapter Meeting

6:00pm	Material and Object Collections Special Interest Group Meeting
	Publications and Communications Group Meeting
	Solo Visual Resources Professionals Special Interest Group Meeting

7:00pm	Welcome Reception

Wednesday, March 27

8:00am	Annual Business Meeting / Breakfast

10:45am	Session: Digital Scholarship and Digital Humanities
	Session: Special Topics in Intellectual Property Rights: Motion Pictures, Archival Footage, and Film in Pedagogy

11:00am	Registration Desk

12:00pm	Japanese American National Museum: Behind the Scenes Tour LIMITED

12:15pm	Cataloging and Metadata Standards Committee Meeting Education Committee Meeting
	Financial Advisory Committee Meeting Intellectual Property Rights Committee Meeting
	Nominating Committee Meeting VREPS Committee Meeting

1:15pm	Session: Digital Preservation and Audio/Visual Content
	Session: Framing Places and Identities: Biographies of Photographic Archives and their Environments

2:15pm	Coffee Break	Community Partnership Event: Finding Opportunities to Collaborate
4:45pm	VRA Convocation	
6:45pm	VRA Convocation Reception	

Thursday, March 28

7:30am	Registration Desk

8:00am	LUNA Special Interest Group Meeting	MDID Special Interest Group Meeting

9:15am

Session: The Digital Scholarship Pivot: Case Studies in Using VR Skills to Expand Your Professional Reach

Session: The Rights Stuff: Ethical Decision-Making and Image Use in Different Contexts

10:30am

Digital Scholarship/Digital Humanities Special Interest Group Meeting

Future-Proof Your Data: An Intro to CCO, the First Building Block Special Interest Group Meeting

12:00pm

Awards Committee Meeting	Development Committee Meeting
Membership Committee Meeting	Travel Awards Committee Meeting

Japanese American National Museum: Behind the Scenes Tour **FULL**

Fashion Institute of Design & Merchandising (FIDM): Museum and Galleries Tour **LIMITED**

1:00pm

Session: Ed Ruscha's Streets of LA: A lesson in digitizing, organizing and presenting visual information at the Getty
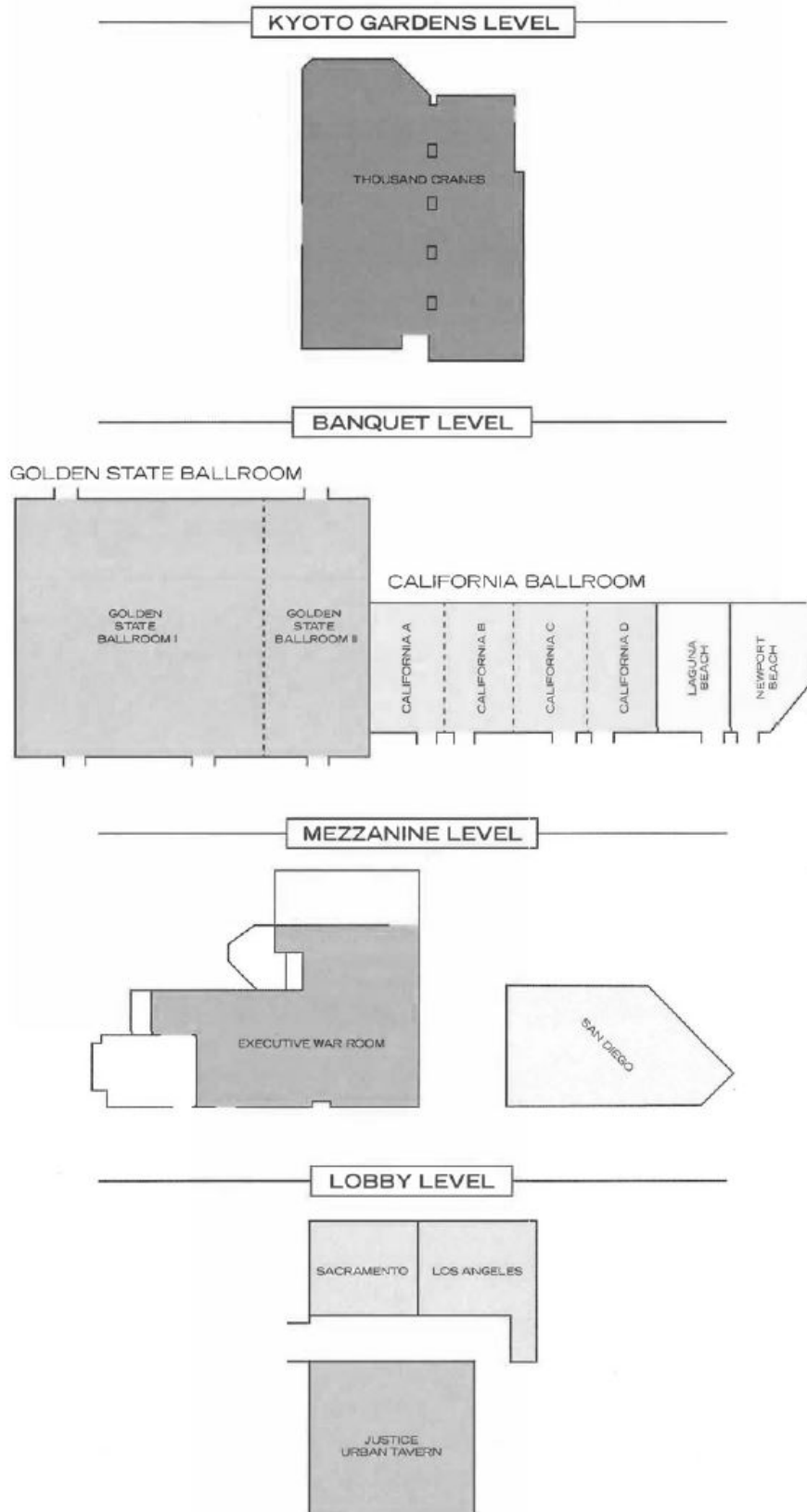
2:30pm	Coffee Break

2:45pm

Great Lakes Chapter Meeting	International Chapter Meeting	Mid-Atlantic Chapter Meeting
Midwest Chapter Meeting	Northern & Southern California Chapters Joint Meeting	
Pacific Rim Chapter Meeting	Southeast Chapter Meeting	Upstate New York Chapter Meeting
Wild West Chapter Meeting		

3:45pm	Artstor/ITHAKA Special Interest Group Meeting	Chapter Chairs Meeting
5:00pm	VREPS Session: Stories from the Start
6:00pm	VRAF and VRA Donor Recognition Reception
7:00pm	New England Chapter Meeting	Dinearounds
7:30pm	Dinearounds

Friday, March 29

7:30am	Registration Desk
8:00am	VRA Executive Board Meeting II
	Workshop: Advanced Embedded Metadata Export-Import in Adobe Bridge **LIMITED**
	Workshop: Mapping an Archive: Data, Data, Data **LIMITED**
	Workshop: Practical Coding for Visual Resources: Python & Version Control **LIMITED**
9:30am	Fashion Institute of Design & Merchandising (FIDM): Campus and Library Tour **LIMITED**
10:00am	Huntington Library, Art Collection, and Botanical Gardens Tour **FILLING**

DOUBLETREE BY HILTON LOS ANGELES DOWNTOWN

KYOTO GARDENS LEVEL

THOUSAND CRANES

BANQUET LEVEL

GOLDEN STATE BALLROOM

GOLDEN STATE BALLROOM I

GOLDEN STATE BALLROOM II

CALIFORNIA BALLROOM

CALIFORNIA A

CALIFORNIA B

CALIFORNIA C

CALIFORNIA D

LAGUNA BEACH

NEWPORT BEACH

MEZZANINE LEVEL

EXECUTIVE WAR ROOM

SAN DIEGO

LOBBY LEVEL

SACRAMENTO

LOS ANGELES

JUSTICE URBAN TAVERN

Special Thanks

Welcome to the Visual Resources Association's 2019 Annual Conference in Los Angeles! It has been an exciting and inspiring task to bring you great content that supports your professional growth while you take in a little of this multicultural and vibrant city.

We are so fortunate to work with an enthusiastic and committed executive board. The generosity and thoughtfulness of Stephen Patton, Jasmine Burns, Andreas Knab, and Amy McKenna has been critical to the planning of this conference. We also need to applaud the amazing work of the Membership Coordinator, Lise Hawkos, who handles the behind-the-scenes, and onsite work of the registration process with skill and speed.

Local and regional VRA members took on the significant task of coordinating tours as well as contributing hours and fantastic ideas toward creating some awesome welcome packets and opportunities for attendees while they visit Los Angeles. Enormous thanks go to Local Planning Coordinator Krystal Boehlert and Maureen Burns. We are also grateful to the entire local planning team, Teodora Bozhilova, Jennifer Faist, Sheryl Frisch, Christine Fritsch, Jackie Spafford, and John Trendler, as well as several non-local members, Jeannine Keefer and Allan Kohl, for their special contributions to the conference.

We are greatly appreciative of the efforts of the Membership Committee, including the Visual Resources Association's Emerging Professionals and Students group (VREPS) and our Mentor Coordinator Dawn Feavyour who has significantly expanded the Conference Mentor Program. We would like to give a special welcome and thanks to all of the new members attending. We hope they will find the conference a rewarding experience that will contribute to their professional development.

Thank you to the Development Committee Chair Chris Strasbaugh, and committee member and liaison, Maureen Burns. Securing sponsorships and support for the VRA is a never-ending endeavor. And to those generous sponsors who have supported this year's events, thank you! A complete list of sponsors appears separately in this program.

To the speakers, organizers, and moderators responsible for the excellent workshops and sessions, we want to express our deep gratitude. Without you there is no conference! Every year we are impressed by the fantastic ideas and work that go into coordinating and delivering the content offerings we have grown accustomed to at VRA conferences. As always we want to especially thank our committees for organizing so many excellent content packed sessions and workshops.

The Visual Resources Association Foundation (VRAF) and vrcHost deserve a special thank you for their support of the Convocation. We were delighted to invite Dan Goods to share the story of his unusual journey and how he has found that innovation, collaboration, passion, and creativity can be unleashed to better understand yourself and what it means to be human. We are proud of the variety of workshops offered this year, which are once again all sponsored by VRAF. We can't wait to hear how they help advance your work.

Finally, we know that the conference is only a success with the engaged participation of attendees. Please give yourselves a pat on the back and a high five to all of the registration desk volunteers. Thank you to all of you for making the trip and contributing your own thoughts, passions, skills and time to this awesome learning and networking experience.

With sincere appreciation,
Lael J. Ensor-Bennett, Johns Hopkins University, Vice President for Conference Arrangements
Jacob Esselstrom, Vice President for Conference Program

Our Amazing Sponsors

PLATINUM

SILVER

Inter-American Institute for Advanced Studies in Cultural History

BRONZE

Sponsor Credits

Convocation:
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Convocation Legacy Lecture:
Visual Resources Association Foundation
Convocation Reception:
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Conference Wi-Fi:
Artstor

Tote Bags:
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Coffee Breaks:
Tuesday: vrcHost
Wednesday: Digital Transitions
Thursday: vrcHost

Workshops:
Visual Resources Association Foundation:
Clean, Transform and Enhance Your Data – Getting Started with OpenRefine
*The Only Thing to Fear is Fear Itself: Public Speaking for Introverts and Other Reluctant
        Presenters*
Lesson Planning for Fair Use and Visual Literacy
Advanced Embedded Metadata Export – Import in Adobe Bridge
Mapping an Archive: Data, Data, Data
Practical Coding for Visual Resources: Python & Version Control

Sessions:
vrcHost:
*Mapping New Vistas: Employing Emerging Technologies into Your Visual Resources
        Services*
*Ed Ruscha's Streets of LA: A Lesson in Digitizing, Organizing and Presenting Visual
        Information at the Getty*

Inter-American Institute for Advanced Studies in Cultural History:
Teaching Visual Literacy as an Evolving Discipline
Digital Scholarship and Digital Humanities
The Rights Stuff: Ethical Decision-Making and Image Use in Different Contexts

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

Chris Strasbaugh, Ohio State University, Chair, VRA Development Committee

Conference Policies & Codes

Code of Civility

The Visual Resources Association is committed to the highest ethical and professional standards of conduct as an integral part of the organization's mission, furthering research and education in the field of image management. To achieve this goal, the Association relies on each community member's ethical behavior, honesty, integrity, and good judgment. Each member should demonstrate respect for the rights and opinions of others and is responsible for his/her actions. Disturbances at association events, including disruptive behavior or harassment that infringes upon the rights of others, may lead to disciplinary action or sanctions, especially if the act would interfere with the processes, procedures, or functions of the VRA. Any person who violates this code of civility may be subject to warning (verbal or written), removal from events, and/or denial of membership benefits. Any sanctions imposed will be based on the severity of the offense, amount of harm created, the violators record, and comparable offenses.

Visual Resources Association Event Photography and Recording Policy

As image media professionals, the VRA encourages the sharing of pictures documenting organizational events. There are a variety of official methods employed at conferences and meetings to record and share information, which does not preclude personal photography. Officially designated conference photographers (including the Association's Public Relations & Communications Officer and the Archivist) document such events for the organization's records. Balancing the ethical considerations associated with taking or publishing photographs and legal obligations is especially relevant in a digital world with mobile technology.

Below are some considerations:

- Taking pictures or video might be disruptive or distracting, especially during presentations;
- Please respect the intellectual property rights of presenters;
- Please consider rules associated with specific performances and venues, such as fundraising events, as some do not allow photography of any kind;
- Quality over quantity—being selective of what is published is appreciated;
- Please avoid publishing unflattering or embarrassing photographs—be considerate;
- If you're concerned about an image of yourself that has been published online, contact the person that posted it;
- Some online services allow posters and viewers to control privacy settings—you might be able to do this yourself;
- Please avoid tagging excessively, but we do encourage metadata;
- If you're unsure about posting something, ask the person involved if it's OK to post.
- Lead by example as we move forward into new technologies;
- Please share responsibly—sharing media can help promote the association and show how much fun it is to be a member of the VRA.

Visual Resources Association Annual Business Meeting Agenda, Los Angeles 2019
Wednesday, March 27, 8:00am — 10:30am
DoubleTree by Hilton Los Angeles, California

   I.   Call to Order

   II.   Approval of Minutes from the 2018 Annual Business Meeting, Philadelphia

   III.   Recognition and Thanks to the Los Angeles Local Arrangements Team

   IV.   State of the Association: Stephen Patton, President

   V.   Treasurer's Report: Andreas Knab, Treasurer

   VI.   Report from the Visual Resources Association Foundation: Elaine Paul, Chair, Foundation Board of Directors

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

   A. Appointees
   B. Committees, Advisory Groups, and Task Forces
   C. Regional Chapters
   D. Other Reports and Announcements

   VIII.   VRA Leadership Recognition

   A. Appointees
   B. Committees, Advisory Groups, and Task Forces
   C. Regional Chapters
   D. Other

   IX.   Recognition of Outgoing VRA Executive Board Members

   A.   Jacob Esselstrom, Vice President for Conference Program

   B.   Jasmine Burns, Secretary

   X.   Welcome to Incoming VRA Executive Board Members

   A.   Sara Schumacher, Vice President for Conference Program

   B.   Marsha Taichman, Secretary

   XI.   VRA Member Remembrances

   XII.   VRA 2020 Baltimore Conference Presentation

   XIII.   New Business

Adjournment

Visual Resources Association 2019 Annual Conference

E Event	**M** Meeting	**R** Registration
S Session	**C** Social	**T** Tour
V Vendors	**W** Workshop	

MARCH 25 • MONDAY

8:00am – 4:00pm   M   **VRA Executive Board Meeting I**
Laguna Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
By invitation only.

9:00am – 4:00pm   M   **VRAF Board Meeting**
Newport Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
By invitation only.

2:00pm – 4:30pm   T   **Los Angeles Conservancy Walking Tour: Art Deco**   Pershing Square (532 South Olive Street Los Angeles, CA 90013)
The Art Deco tour is an in-depth look at the history, materials, and style of Art Deco architecture popular in Los Angeles in the 1920s and 1930s. Everyone knows that L.A. is a glamorous city. But few know that true Old Hollywood glamour lies in the streets of downtown L.A.! Nothing evokes Jazz Age elegance like Art Deco. On this tour, you'll marvel at the incredible detail of these structures, with their brilliant colors and lush materials. You'll learn how Art Deco made its way to L.A., and why it became such a defining architectural style in the city.

The Los Angeles Conservancy is a nonprofit membership organization, currently celebrating its 40th anniversary, that works through education and advocacy to recognize, preserve, and revitalize the historic architectural and cultural resources of Los Angeles County. One service provided is informative docent-led architectural walking tours in downtown L.A., see: https://www.laconservancy.org/tours.

Tour starts in Pershing Square (if closed, meet at the corner of 6th & Olive Streets)

$20.00 | Limited to 15 participants.
Online registration is closed. Sign up for this tour at the conference registration desk.
(Adding this tour to your schedule here does not guarantee registration.)

4:00pm – 6:00pm   R   **Registration Desk**
Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

4:30pm – 5:30pm   M   **VRA Board** / **VRAF Board Joint Meeting**
Laguna Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
By invitation only.

| E Event | M Meeting | R Registration | S Session | C Social | T Tour | V Vendors | W Workshop |

7:30am – 5:00pm	R	**Registration Desk**

Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

8:00am – 12:00pm	W	**Workshop: Clean, Transform and Enhance Your Data – Getting Started with OpenRefine**

San Diego Room, Mezzanine Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: Visual Resources Association Foundation

ORGANIZER:

- Sheryl Frisch, Visual Resource Specialist, California Polytechnic State University

INSTRUCTORS:

- Sheryl Frisch, Visual Resource Specialist, California Polytechnic State University
- Samantha Norling, Digital Collections Manager, Newfields
- Greg Reser, Metadata Analyst, University California, San Diego

$40.00 | Limited to 25 participants.
Online registration is closed. Sign up for this workshop at the conference registration desk.
(Adding this workshop to your schedule here does not guarantee registration.)

Spend less time editing more records while improving the quality of your data using OpenRefine (http://openrefine.org/), an open source program that offers a practical approach to efficiently clean and transform data. Data comes from multiple sources and is messy. Cleaning data takes time, and is challenging when staffing and resources are limited. In this workshop, you will be given an overview of the program, learn how to analyze your data, and transform it with text faceting, filtering, clustering, and using GREL (General Refine Expression Language) expressions that will allow you to write code to further manipulate data.

One of OpenRefine's most advanced features is the reconciliation service which allows you to connect to Linked Open Data (LOD) on the Web and enrich your data with additional information (Wikidata, Getty vocabularies, LCSH and LCNAF, VIAF, and more). Use of the built-in Wikidata reconciliation service will be demonstrated in a pre-recorded video by Samantha Norling (Digital Collections Manager, Newfields).

Participants will need to bring a laptop to follow along with the exercises. Instructions on how to download and install OpenRefine, data sets, and additional documentation, will be emailed to you prior to the workshop.

8:00am – 12:00pm   W   **Workshop: The Only Thing to Fear is Fear Itself: Public Speaking for Introverts and Other Reluctant Presenters**

Sacramento Room, Lobby Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: Visual Resources Association Foundation

ORGANIZER:

- Betha Whitlow, Curator of Visual Resources, Washington University in Saint Louis

INSTRUCTORS:

- Meghan Rubenstein, Curator of Visual Resources, Colorado College
- Marsha Taichman, Visual Resources & Public Services Librarian, Cornell University
- Betha Whitlow, Curator of Visual Resources, Washington University in Saint Louis

$40.00 | Limited to 20 participants.
Online registration is closed. Sign up for this workshop at the conference registration desk.
(Adding this workshop to your schedule here does not guarantee registration.)

Many of us have a fear of public speaking that prevents us from sharing our great ideas and experience, and even those who speak frequently admit that getting up in front of a room can still induce trembling hands and sweaty palms. While useless tips like imagining your audience in their underwear to banish nerves abound, in truth simple steps can be taken to help you survive and even thrive before a crowd. In a highly supportive and interactive environment, this workshop will explore the causes (and even potential benefits!) of stage fright, and discuss how to mitigate it through: Mindfulness and other stress reduction techniques The fear minimizing power of a well-crafted talk Techniques for public speaking After taking this workshop, you may still not actively court the limelight. But you will have the tools-- and ideally newfound confidence--to transition from perpetual audience member to speaker on the stage.

9:00am – 12:00pm   W   **Workshop: Lesson Planning for Fair Use and Visual Literacy**

California Ballroom A-B, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: Visual Resources Association Foundation

ORGANIZERS/PRESENTERS:

- Allan Kohl, Librarian, Visual Resources and Library Instruction, Minneapolis College of Art and Design
- Bridget Madden, Associate Director, Visual Resources Center, University of Chicago

INSTRUCTORS:

- Dani Brecher Cook, Director of Teaching & Learning, Library, University of California, Riverside
- Allan Kohl, Librarian, Visual Resources and Library Instruction, Minneapolis College of Art and Design
- Bridget Madden, Associate Director, Visual Resources Center, University of Chicago
- Molly Schoen, Visual Resources Curator, Fashion Institute of Technology

$30.00 | Limited to 25 participants.
Online registration is closed. Sign up for this workshop at the conference registration desk.
(Adding this workshop to your schedule here does not guarantee registration.)

The open access e-book *Fair Use in the Visual Arts: Lesson Plans for Librarians* (ARLIS/NA Occasional Paper No. 17, 2018) builds off of the *CAA Code of Best Practices in Fair Use for the Visual Arts* to guide art information professionals in designing and delivering active learning experiences that empower students to understand copyright and take advantage of fair use in their art, design, and academic practices. This workshop will introduce art information professionals to frameworks and best practices for user instruction and equip them with tools and strategies to teach fair use in their own institutions. The workshop will give attendees an understanding of fair use and other visual literacy issues and how to integrate them into library instruction.

9:00am – 1:00pm   T   **Los Angeles County Museum of Art (LACMA): Library & Archives / 3D: Double Vision**
THIS TOUR IS FULL.   Los Angeles County Museum of Art (5905 Wilshire Blvd, Los Angeles, CA 90036)

Since its inception in 1965, the Los Angeles County Museum of Art (LACMA) has been devoted to collecting works of art that span both history and geography, mirroring Los Angeles's rich cultural heritage and uniquely diverse population.

Jessica Gambling, LACMA Archivist, will lead us on a tour of the Library and Archives.
"In keeping with LACMA's commitment to research and education, the Mr. and Mrs. Allan C. Balch Art Research Library maintains an extensive, non-circulating collection of research-level materials that support the museum's collections and programming. The library holds over 200,000 monographs, exhibition catalogs, journals, periodicals, reference resources, and current auction catalogs, as well as a growing collection of art ephemera files. As of January 2014, the library shares its space with LACMA's Art and Technology program."

Curatorial Assistant, Nick Barlow, will then lead a walk-through of the 3D.
"Double Vision Exhibition. *3D: Double Vision* is the first American exhibition to survey a full range of artworks, dating from 1838 to the present, that produce the illusion of three dimensions. Drawn from the realms of art, science, mass culture, and entertainment, the artworks in *3D: Double Vision* will dazzle the eyes and provoke the imagination. Ultimately, to experience 3D is to engage with questions about the nature of perception, the allure of illusionism, and our relationship with the technologies that create such images."

Tour organizer will help participants coordinate ride share to and from the museum. Please budget ~$15 round trip for ride share costs.

Itinerary:
8:00am Depart Doubletree Little Tokyo for LACMA (10 miles/30 minute drive)
8:50am Meet at LACMA Staff Entrance
9:00am Archives & Library Tour
10:00am Curator Tour of *3D: Double Vision* exhibition
11:00am Free Range Gallery Time
12:00pm No-Host Lunch (Ray's & Stark, C+M, LACMA Cafe, Wilshire food trucks)

Los Angeles County Museum of Art
lacma.org
5905 Wilshire Blvd
Los Angeles, CA 90036

Driving Map

10:00am – 12:30pm   T   **Los Angeles Conservancy Walking Tours: Historic Downtown**
The Los Angeles Conservancy is a nonprofit membership   Pershing Square (532 South Olive Street Los Angeles, CA 90013)
organization, currently celebrating its 40th anniversary, that
works through education and advocacy to recognize, preserve, and revitalize the historic architectural and cultural resources of Los Angeles County. One service provided is informative docent-led architectural walking tours in downtown LA, see: https://www.laconservancy.org/tours.

Historic Downtown
The Historic Downtown tour provides a great overview of the historical and cultural landmarks of downtown Los Angeles, from the eighteenth century to the present, including the Central Library, the U.S. Bank Tower, the Bradbury Building and a ride aboard the historic funicular Angels Flight (ticket included, 24-hour notice needed for wheelchair access to the train).

Tour starts in Pershing Square (if closed, meet at the corner of 6th & Olive Streets)

$20.00 | Limited to 18 participants.
Online registration is closed. Sign up for this tour at the conference registration desk.
(Adding this tour to your schedule here does not guarantee registration.)

| 12:15pm – 1:45pm | C | **Meetup Lunch for New Members, 1st/2nd Time Attendees, VREPS, Mentors/Mentees, and Reviewers/Reviewees** |

Golden State Ballroom I, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

New members, 1st/2nd time conference attendees, VREPS, conference/year-round mentors and mentees, and peer resume & cover letter reviewers/reviewees are invited to meetup over an informal lunch. If you are new to the VRA or the conference experience or are an emerging professional or student, or just need some time to catch up with your mentor, mentee, reviewer or reviewee, this Meetup is a great way to connect in a friendly and social environment. Boxed lunch will be provided. Let's Meetup!

By invitation only.

Endorsed by the VRA Membership Committee.

| 12:30pm – 1:45pm | T | **Hauser & Wirth: Exhibitions Tour** | Hauser & Wirth (901 East 3rd Street Los Angeles CA 90013) |

An Educator led gallery tour will guide us through the current exhibitions at Hauser & Wirth.

Hauser & Wirth opened its Los Angeles location in March 2016 in the heart of the burgeoning Downtown Los Angeles Arts District. Occupying a former flour mill, Hauser & Wirth Los Angeles is a vibrant communal space that links art and architecture with a dynamic events program. In addition to supporting and collaborating with many local and international cultural organizations, nonprofits, and universities, the Los Angeles gallery fosters public dialogue with the arts through a range of activities that engage the city's diverse population.

$10.00 | Limited to 20 participants.
Online registration is closed. Sign up for this tour at the conference registration desk.
(Adding this tour to your schedule here does not guarantee registration.)

Itinerary:
12:15 - Meet in Hotel Lobby to walk to H&W (0.6 miles/12 minutes walk)
12:30 - 1:30 - Tour with Gallery Educators (Exhibitions TBA)
1:45 - Meet at H&W entrance, return to hotel

Hauser & Wirth
hauserwirth.com
901 East 3rd Street
Los Angeles CA 90013

Walking Map

| 1:00pm – 3:00pm | T | **Japanese American National Museum: Exhibition Tour** |

The Japanese American National Museum Japanese American National Museum (100 N Central Ave, Los Angeles, CA 90012) promotes understanding and appreciation
of America's ethnic and cultural diversity by sharing the historical and contemporary experiences of people of Japanese ancestry. The first museum of its kind in the United States, JANM opened in a new facility in 1999 (two blocks from the VRA conference hotel). The museum has a permanent collection of art works, artifacts, photographs, written records, oral histories, and other materials documenting the lives of Japanese Americans before, during, and after the World War II mass incarceration. Changing exhibitions have ranged from *America's Concentration Camps* to *Ansel Adams at Manzanar* to a focus on artists like Isamu Noguchi and Ruth Asawa to popular culture icons like Hello Kitty and George Takei, the latter of whom donated his personal collection in 2016. Recent digital projects of interest, which incorporate items from the JANM collections, include Exploring America's Concentration Camps and Enemy Mail.

$15.00 | Limited to 10 participants.
Online registration is closed. Sign up for this tour at the conference registration desk.
(Adding this tour to your schedule here does not guarantee registration.)

Itinerary:
1:00 - 2:00: Docent led tour of *Common Ground*
2:00 - 2:15: Staff introduction to *Gambatte*
2:15 - Self-guided time in *Gambatte* or other areas of museum

MARCH 2019 EXHIBITIONS:
Common Ground: Incorporating hundreds of objects, documents, and photographs collected by the Japanese American National Museum, this exhibition chronicles 130 years of Japanese American history, beginning with the early days of the Issei pioneers through the World War II incarceration to the present.

Gambatte! Legacy of an Enduring Spirit features modern and historical photographs documenting the stories of Japanese Americans who were forcibly incarcerated during World War II. Large-format contemporary photos taken by Pulitzer Prize-winning photojournalist Paul Kitagaki Jr. are displayed next to images shot 75 years ago by such noted photographers as Dorothea Lange, Ansel Adams, and others; each pairing features the same individuals or their direct descendants as the subject matter. Inspired by the Japanese concept of *gambatte*—to triumph over adversity—the exhibition chronicles the strength and legacy of a generation of Japanese Americans who persevered over unimaginable hardship.

| 2:00pm – 3:00pm | S | **Session: Mapping New Vistas: Employing Emerging Technologies Into Your Visual Resource Services** |

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Sponsors: vrcHost LLC
ORGANIZER:

- Jon Cartledge, Digital Imaging Specialist, Smith College

PRESENTERS:

- Jon Cartledge, Digital Imaging Specialist, Smith College
- Andrew Maurer, Interactive Media Coordinator, Smith College
- Chris Strasbaugh, Digital Library Archivist and Curator, The Ohio State University

As responsibilities and needs shift for the visual resource community, finding new, relevant, technologies for art history and other humanities can be a daunting task. Presenters will discuss using different technologies to expand the meaning of visual resource classroom support and the strategic role you can play to begin being to matchmaker and mover of technology in your institution.

Jonathan Cartledge and Andrew Maurer from the Imaging Center at Smith College will share the history and results of recent pilot projects in virtual environments and ArcGIS mapping for classroom use. Visual resource projects take on new forms from StoryMap presentations to virtual exhibition halls.

Chris Strasbaugh from the Knowlton School at The Ohio State University will be talking about how he saw Virtual Reality as the next great tool for education and how he created buy-in from vendors and the faculty to imagine what is possible in the classroom with the help of ever-important student ambassadors.

| 2:00pm – 3:00pm | S | **Session: Where Is Your DAMS? Considerations From a Locally-Hosted Instance** |

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZER/PRESENTER:

- Sarah Pham, Collection Information Specialist, Los Angeles County Museum of Art (LACMA)

This session begins with Sarah Pham (Digital Assets Specialist) from the Los Angeles County Museum of Art detailing factors in the management of a locally-hosted DAMS, including how the varying roles of stakeholders are balanced as well as the challenges influencing workflows and DAMS end users. For instance, who is best suited to interface with the software vendor? Are administrators the prime point of contact? How do they best facilitate collaboration between the vendor and IT staff while prioritizing users needs and expectations? The second part of this session will be a facilitated conversation where attendees are encouraged to participate in an informal discussion; topics can range from the challenges and highlights of working with digital assets to addressing users needs as administrators or the steps involved in implementing a DAMS. This can be an opportunity for attendees to connect with fellow practitioners to talk about where they may be with their DAMS and as a group work through some solutions or ideas to best serve users and administrative needs.(This is an updated hybrid presentation/discussion formerly a panel comparing instances of local versus cloud-hosted DAMS.)

| 3:00pm – 3:15pm | C | **Coffee Break** |

Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: vrcHost LLC

Grab some coffee or tea and some trail mix before heading into your next session!

| 3:15pm – 4:15pm | S | **Session: Lightning Talks** |

Golden State Ballroom I, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

MODERATOR:

- Jackie Spafford

PRESENTERS:

- Jessica Cebra , Metadata Management Librarian, Stanford Libraries/Prelinger Library, *Artists' books, zines, and ephemera at the Prelinger Library in San Francisco*
- Monica Kenzie, Information Resources Technical Specialist, University of Michigan, *Migrating Forward*
- Adelaide McComb, Curatorial Assistant, Lakota Dream Museum, *Decolonizing Museum Data*
- Jason Miller, Director, CED Visual Resources Center, UC Berkeley Environmental Design Archives, *Planting Plans: combining new images, old data, and the landscape before you*
- Jeff Mixter, Software Engineer, OCLC, *Sharing and Aggregating Cultural Heritage material using IIIF*
- Devon Murphy, Graduate Student, University of North Carolina at Chapel Hill, *The Information Worlds of Art Museum Curators and Registrars*
- Julia Murphy, Digital Asset Manager, Hirshhorn Museum and Sculpture Garden, *"Interpretative" Documentation*
- Jackie Spafford, Image Resources Curator, University of California, Santa Barbara, *New Life for a Visual Resources Space*

4:30pm – 5:45pm	S	**Session: Moving/Still/Textual Pictures - Tools for Analyzing Art, Texts, and Films**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

MODERATOR:

- John Hunter, Professor of Comparative Humanities, Bucknell University

PRESENTERS:

- Sarah Eckermann, Computer Engineering student, Bucknell University
- John Hunter, Professor of Comparative Humanities, Bucknell University
- Bridget Madden, Associate Director, Visual Resources Center, University of Chicago
- Gabriel Rodriguez, Digital Curator, Media Center for Art History, Columbia University
- Stefaan Van Liefferinge, Associate Research Scholar, Media Center for Art History, Columbia University

4:30pm – 5:45pm	S	**Session: Teaching Visual Literacy as an Evolving Discipline**

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: Inter-American Institute for Advanced Studies in Cultural History

ORGANIZER/MODERATOR:

- Patricia Guardiola, Assistant Director, Fisher Fine Arts Library, University of Pennsylvania

PRESENTERS:

- Amy Lazet, Visual Resources Specialist, College for Creative Studies
- Meghan Rubenstein, Curator of Visual Resources, Colorado College
- Jessica Sack, Jan and Frederick Mayer Senior Associate Curator of Public Education, Yale University Art Gallery

In 2011, the ACRL published its Visual Literacy Competency Standards for Higher Education, which provide guidance in finding, using, evaluating, and making images. The years since those standards were established have been revolutionary for online images and other visual media, from increased digitization to new methods of sharing, editing, and manipulating. In a landscape where anyone can create media and metadata, we face the challenges of evaluating quality, accuracy, and authenticity while navigating information overload. This session will explore academic initiatives in visual literacy, whether integrated in the classroom, provided as tutorials, or implemented in a novel fashion. We'll also examine popular and even controversial means of finding, sharing, and making digital media. We will pose these questions: In our current climate, what does it mean to be visually literate, and how do we assess this skill? How have visual literacy and our methods for teaching it changed in the era of fake news and doctored media? What can we do as information professionals to be both guides and innovators in the field of visual literacy instruction?

5:45pm – 6:30pm	M	**Greater New York Chapter Meeting**

Chapter Chair: Hotel Lobby (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Erin McCall, Artstor

| 6:00pm – 7:00pm | M | **Material and Object Collections Special Interest Group Meeting** |

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

CO-ORGANIZERS:

- Allan Kohl, Librarian, Visual Resources and Library Instruction, Minneapolis College of Art and Design
- Jackie Spafford, Image Resources Curator, University of California, Santa Barbara

MODERATOR:

- Allan Kohl, Librarian, Visual Resources and Library Instruction, Minneapolis College of Art and Design

Materials-based collections represent a challenging new mode of information management in terms of subject specialization, physical description and accommodation, and institutional mission. The goal of this SIG is to facilitate open discussion of Material and Object Collections and their relationship to various library/visual resources tasks. The Material and Object Collections SIG would provide an opportunity for individuals working with a variety of materials and objects collections - including those that support art and art history courses, those that support architecture and design courses, and those in cultural heritage organizations - to share ideas, issues, and potential solutions in regard to tasks similar to common library/visual resources activities (including cataloging, documentation, staffing, outreach), as well as more specialized concerns relating to the management of physical objects (security, storage and retrieval, the design of user spaces, etc.). By providing an opportunity for participants to share brief introductions and profiles of their collections, we hope to encourage networking and exchange information about sources for specialized items; to display sample items; and to provide examples of successful solutions to typical problems. Our long-range goal would be to foster an ongoing support group that would be of particular benefit to those professionals who are in the beginning stages of building or organizing physical collections.

| 6:00pm – 7:00pm | M | **Publications and Communications Group Meeting** |

San Diego Room, Mezzanine Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZER:

- Amy McKenna

| 6:00pm – 7:00pm | M | **Solo Visual Resources Professionals Special Interest Group Meeting** |

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

MODERATOR:

Jennifer Kniesch, Visual Resources Librarian, Dickinson College

The Solo Visual Information Professionals Special Interest Group acts as a platform for discussion for VRA members who are solo professionals. Solo visual information professionals have no professional peers within their immediate department. They often serve as the head of the library or visual collection and may have support staff such as assistants, interns, student workers or volunteers. They are found in all types of GLAM related organizations including special libraries, art and architecture school libraries, museum libraries, branch libraries, academic departments and independent art agencies. For solo professionals, the VRA SIG provides a crucial means to connect with the wider community. This special interest group enables solo professionals to discuss the issues, challenges, and opportunities unique to their positions.

| 7:00pm – 8:00pm | C | **Welcome Reception** |

Welcome to VRA 2019 in Los Angeles! Reconnect with colleagues, compare schedules, and settle in for a great conference while you enjoy a light snack of cheese and fruit, sip infused waters, or get a drink at the open bar.

Kyoto Gardens (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

MARCH 27 • WEDNESDAY

8:00am – 10:30am M **Annual Business Meeting / Breakfast**

Golden State Ballroom I, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

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 2020 conference host city. There will be an opportunity for questions and announcements from the membership. Breakfast will be provided.

The Executive Board cordially invites all Visual Resources Association members to attend and participate.

10:45am – 11:45am S **Session: Digital Scholarship and Digital Humanities**

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: Inter-American Institute for Advanced Studies in Cultural History

ORGANIZER/MODERATOR:

- Brian Shelburne, Head, Digital Scholarship Center, University of Massachusetts Amherst

PRESENTERS:

- Lavinia Ciuffa, Photographic Archive - Curator, American Academy in Rome
- Emily Hagen, PhD Student, Department of Art History, Penn State
- Jenni Rodda, Manager, Digital Media and Computer Services, Institute of Fine Arts/NYU

Digital Scholarship and Digital Humanities are terms that describe rapidly growing techniques and methodologies in academia. For some Visual Resources professionals, the technologies that are used in DS/DH projects are perceived as a shift away from our skillset that requires significant additional learning and resources to participate. At the heart of many projects, however, are tools and techniques that have been employed in traditional VR facilities for years. This session offers case studies of how VR professionals with a conventional VR background can contribute to DS/DH projects in a meaningful way. It also offers an example of how VR professionals with minimal knowledge can learn these tools and produce meaningful projects.

10:45am – 11:45am S **Session: Special Topics in Intellectual Property Rights: Motion Pictures, Archival Footage, and Film in Pedagogy**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZERS/MODERATORS:

- Margaret McKee, Digital Asset Manager, The Menil Collection
- Heather Seneff, Director, Visual Media Center, University of Denver

PRESENTER:

- Snowden Becker, MLIS Program Director, UCLA Department of Information Studies
- Amy Lazet, Visual Resources Specialist, College for Creative Studies
- Claudy Op den Kamp, Senior Lecturer in Film, Bournemouth University

As layered, collective works that bring together multiple kinds of intellectual property, films present complex rights challenges. How do commercial studios clear all the rights hurdles necessary to bring new works to the public, and how do they manage the rights for these new creations? How do film archives evaluate the copyright status of works that come into their collection, and how do they balance the interests of rights holders with their mission to preserve and provide access to these materials? How can visual resource professionals who facilitate the pedagogical use of motion pictures in teaching and student work traverse these tricky waters and evaluate when they can assert fair use with confidence? This session will examine issues specific to the use of film and new media in research, education, and creative works. Three speakers will address aspects of copyright that impact the commercial motion picture industry, film archives, and educational institutions.

11:00am – 4:00pm	R	**Registration Desk**

Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

12:00pm – 1:00pm	T	**Japanese American National Museum: Behind the Scenes Tour**

The Japanese American National Museum Japanese American National Museum (100 N Central Ave, Los Angeles, CA 90012)

promotes understanding and appreciation of America's ethnic and cultural diversity by sharing the historical and contemporary experiences of people of Japanese ancestry. The first museum of its kind in the United States, JANM opened in a new facility in 1999 (two blocks from the VRA conference hotel). The museum has a permanent collection of art works, artifacts, photographs, written records, oral histories, and other materials documenting the lives of Japanese Americans before, during, and after the World War II mass incarceration. Changing exhibitions have ranged from *America's Concentration Camps* to *Ansel Adams at Manzanar* to a focus on artists like Isamu Noguchi and Ruth Asawa to popular culture icons like Hello Kitty and George Takei, the latter of whom donated his personal collection in 2016. Recent digital projects of interest, which incorporate items from the JANM collections, include Exploring America's Concentration Camps and Enemy Mail.

$15.00 | Limited to 10 participants.
Online registration is closed. Sign up for this tour at the conference registration desk.
(Adding this tour to your schedule here does not guarantee registration.)

Itinerary:
12:00 - 12:30: Behind the scenes with Collections Department
12:30 - 12:45: Staff introduction to *Gambatte*
12:45 - Self-guided time to spend in *Gambatte* or other areas of museum

MARCH 2019 EXHIBITIONS:
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12:15pm – 1:00pm	M	**Cataloging and Metadata Standards Committee Meeting**

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Chair: Xiaoli Ma

12:15pm – 1:00pm	M	**Education Committee Meeting**

Los Angeles Room, Lobby Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Chair: Beth Haas

12:15pm – 1:00pm	M	**Financial Advisory Committee Meeting**

Laguna Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Chair: Jeannine Keefer

12:15pm – 1:00pm	M	**Intellectual Property Rights Committee Meeting**

San Diego Room, Mezzanine Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Co-Chairs: Margaret McKee & Heather Seneff

12:15pm – 1:00pm	M	**Nominating Committee Meeting**

Newport Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Chair: Allan Kohl

12:15pm – 1:00pm	M	**VREPS Committee Meeting**

Sacramento Room, Lobby Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Co-Chairs: Chelsea Stone & Kendra Werst

1:15pm – 2:15pm	S	**Session: Digital Preservation and Audio/Visual Content**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZER:

- Joey Heinen, Digital Preservation Specialist, Los Angeles County Museum of Art

MODERATOR:

- Krystal Boehlert, Visual Resources Specialist, University of California Riverside

PRESENTERS:

- Joey Heinen, Digital Preservation Specialist, Los Angeles County Museum of Art
- Holly McGee, Digital A/V Assistant, Getty Research Institute
- Sadie Menchen, Digital Services Manager, Academy of Motion Picture Arts and Sciences

Across the various options in Digital Asset Management Systems, there is great inconsistency in terms of their ability to faithfully preserve and provide access for A/V content. How are cultural heritage institutions grappling with these complexities and forging their own path with the systems they have in place? For this session we will hear from digital preservationists at three different institutions. Over the past year, LACMA has expanded its configuration of ResourceSpace (ODIN) to support A/V content as well as improving upon its technical and provenance metadata extraction and management to assist in obsolescence monitoring and preservation planning for its digital collections. However, this wasn't without a high degree of trial and error, a particularly complex situation given that they are locally hosted and must share responsibilities between LACMA staff and the software developers. The Getty Research Institute has been using Rosetta to manage both preservation and access workflows for its audio-visual collection items. They will address some of the challenges faced in serving the diverse needs of their user base, the changing nature of web standards and video players, as well as the complexity of managing a service for a large institution with a development company that is across the globe. The Academy of Motion Picture Arts and Sciences' Digital Management Services platform brings together collections management, digital asset management, and digital preservation workflows into a single, centralized platform. They will provide an overview of the platform's architecture, which combines Collections Management, Digital Asset Management, and Media Asset Management systems. They will highlight the benefits and challenges of designing automated workflows for preservation and access that accommodate a wide range of both audiovisual and still image assets.

1:15pm – 2:15pm	S	**Session: Framing Places and Identities: Biographies of Photographic Archives and their Environments**

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

CO-ORGANIZERS/CO-MODERATORS:

- Anne Blecksmith, Head, Reader Services, The Huntington
- Maureen Burns, Consultant IMAGinED Consulting & Associate, Archivision

PRESENTERS:

- Ute Dercks, Deputy Head of Photo Library, Kunsthistorisches Institut in Florenz, Max-Planck-Institut
- Tracey Schuster, Head of Permissions and Photo Archive Services, Getty Research Institute
- Greg Williams, Director, Archives and Special Collections, California State University, Dominguez Hills

Photographs in archives, museums, or special collections lead two distinct lives--a creative life prior to entering a repository and a preservation life afterwards. Ideally, repositories bridge the two lives; however, notions of place and institutional practices have tangible impacts on both identities. Scholars, such as Elizabeth Edwards, have advanced our understanding of the materiality of photographs, their social biographies, and the integral and complex roles photographs and photo archives serve in anthropological and historical contexts. Initiatives such as the Photo Archives conference series, led and organized by Costanza Caraffa at the Kunsthistoriches Institut in Florenz, have expanded upon ideas of the archive of place and conceptualized the photo archive as a dynamic, evolving ecosystem that has the power to shape the identity of its collections, dependent on the archive for survival. Thus the repository itself—whether it is a photo archive, museum, or special collection—assigns a new place and identity to photographs. Moving into a digital space, making the images more readily accessible, complicates issues relating to location and effects institutional practices. Place and identity also influence access and the experience of the collection managers and researchers. This session will explore three repositories that are connected in various ways to their mission, creator, history, and geographical location and will illustrate singular collections as case studies of the two lives—creative and preservation. Presenters will share the histories and challenges of the collections and archives as well as ideas for developing a deepened and more inclusive collective cultural memory.

2:15pm – 4:00pm	C	**Coffee Break**

Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: Digital Transitions

This coffee break will be held in conjunction with the Community Partnership Event: Finding Opportunities to Collaborate event. Enjoy a coffee or tea and an elegant dessert while talking to VRA's commercial partners and committee leaders about products, projects, and learn about how to become more involved in the work of the Visual Resources Association.

2:15pm – 4:00pm	V	**Community Partnership Event: Finding Opportunities to Collaborate**

Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

This Community Partnership event, scheduled concurrently with a coffee break and no opposing programming, will provide VRA members with focused time to meet with VRA's commercial partners and committee leaders. The one hour and 45 minute event will provide ample opportunities for conversations about products, projects, and information about how to become more involved in the work of the Visual Resources Association.

| 4:45pm – 6:45pm | E | **VRA Convocation** |

Golden State Ballroom I, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: Visual Resources Association Foundation, vrcHost LLC

Join us for what is sure to be one of the the highlights of the 2019 conference! The Convocation begins with recognition of the Association's honors and awards recipients, along with the generous donors who have made these awards available, followed by the Visual Resources Association Foundation Legacy Lecture given by Dan Goods.

Dan Goods is an independent artist and the Visual Strategist at NASA's Jet Propulsion Laboratory in Pasadena, CA. During the day he runs The Studio at the Jet Propulsion Laboratory, leading a team developing creative ways of communicating and working to transform complex concepts into compelling stories that can be universally understood. In his leadership role there, Goods uses his artistic talents and passion for creating experiences where people are reminded of the gift and privilege of being alive. After hours, he works on a wide range of personal creative projects. Currently he is collaborating with others on new public art pieces in San Diego and San Francisco and is developing the "Museum of Awe," an experience of art, science, theater and surprise, with David Delgado and Ivan Amato. Goods won an International Design Excellence Award for his work on the eCLOUD, a 110-foot-long digital sculpture at the San Jose International Airport. He has worked on other large-scale art projects at the Atlanta International Airport, at SIAS International University in China and for BMW in Paris, and has shown his work in museums around the world.

We hope that you will join us at the Convocation on Wednesday, March 27th, to hear Dan Goods speak about his unusual journey and how he has found that innovation, passion, and creativity can be unleashed to understand what it means to be you and what it means to be human.

| 6:45pm – 8:45pm | C | **VRA Convocation Reception** |

Catch up with friends and meet new colleagues while experiencing the ethereal contrast of a classic Japanese garden on a Los Angeles rooftop. Wander on stone pathways, admire gorgeous plants, vibrant flowers and a cascading waterfall in this half-acre oasis as you enjoy an open bar and an assortment of hot and cold hors d'oeuvres.

Kyoto Gardens (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

| E | Event | M | Meeting | R | Registration | S | Session | C | Social | T | Tour | V | Vendors | W | Workshop |

MARCH 28 • THURSDAY

7:30am – 5:00pm   R   **Registration Desk**

Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

8:00am – 9:00am   M   **LUNA Special Interest Group Meeting**

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZER:

- Michelle de Farra, Project Manager, Luna Imaging

PRESENTERS:

- Michelle de Farra, Project Manager, Luna Imaging
- Drake Zabriskie, Chief Technical Officer, Luna Imaging

This session will focus on sharing recent enhancements to the LUNA Software including the LUNAversal Viewer, IIIF technologies and the integration of Archival Cloud Storage. The session is open to current users and those who are interested in learning more about how LUNA serves the evolving needs of the VR community. A question and answer period will follow.

8:00am – 9:00am   M   **MDID Special Interest Group Meeting**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZER/PRESENTER:

- Andreas Knab, Owner, vrcHost LLC

In this session Andreas Knab from vrcHost will share updates made to the MDID3 application over the past year, including the 2018 MDID 3.3 release. Other speakers will give short presentations on the use of MDID at their institutions. Topics for discussion include software and hardware requirements, installation issues, best practices, system integration, custom application development, etc. This informative session is open to anyone using or interested in MDID. Adequate time for a question and answer period will follow the presentation.

9:15am – 10:15am   S   **Session: The Digital Scholarship Pivot: Case Studies in Using VR Skills to Expand Your Professional Reach**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZER:

- Betha Whitlow, Curator of Visual Resources, Washington University in Saint Louis

MODERATOR:

- Brian Shelburne, Head, Digital Scholarship Center, University of Massachusetts Amherst

PRESENTERS:

- Carolyn Lucarelli, Curator of Visual Resources, The Pennsylvania State University
- Brian Shelburne, Head, Digital Scholarship Center, University of Massachusetts Amherst
- Betha Whitlow, Curator of Visual Resources, Washington University in Saint Louis

In a time when academic institutions emphasize the development of tangible and marketable skills alongside traditional humanities training, the so-called "digital humanities" are rapidly gaining traction. Notwithstanding their swift growth, the definition of the field remains mutable and even contested. Are these approaches and methodologies practical, theoretical, or some combination of the two? Despite varying approaches to and understandings of what constitutes the field, trying to enter it can still feel like gaining access to an exclusive club. This session will explore how to become a part of existing digital humanities and scholarship efforts, as well as how to use the skill sets common within our professional community to lead and spearhead original work in and approaches to the field.

9:15am – 10:15am	S	**Session: The Rights Stuff: Ethical Decision-Making and Image Use in Different Contexts**

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: Inter-American Institute for Advanced Studies in Cultural History

ORGANIZER:

- Bonnie Rosenberg, Manager of Rights and Images, Museum of Contemporary Art Chicago
- Sara Schumacher, Architecture Image Librarian, Texas Tech University

MODERATOR:

- Nazareth Pantaloni, Head, Copyright Program, Indiana University Libraries

PRESENTERS:

- Maureen Burns, Consultant, IMAGinED Consulting & Sales Representative, Archivision
- Bonnie Rosenberg, Manager of Rights and Images, Museum of Contemporary Art Chicago
- Sara Schumacher, Architecture Image Librarian, Texas Tech University

Ethical decisions surrounding image use are tied to unique contexts, making them difficult to standardize within institutional practices. Different disciplines and professions have their own accepted practices that can include—but often reach outside of—legal considerations. Additionally, the complex landscape of modern technologies and image formats further complicates processes of granting rights and permissions. As managers, stewards, and advocates for visual resources, we feel a responsibility to promote ethical image use universally, and equally want to ensure our own images and image collections are used in ways consistent with our organization's values. How can we successfully integrate ethical decision-making into existing image use practices? This session will tackle academic and non-academic contexts and discuss strategies for reaching and educating various stakeholders and audiences.

10:30am – 11:30am	M	**Digital Scholarship/Digital Humanities Special Interest Group Meeting**

California Ballroom, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZER/MODERATOR:

- Brian Shelburne, Head, Digital Scholarship Center, University of Massachusetts Amherst

A gathering of Visual Resources professionals interested in Digital Scholarship to discuss issues in DS from the VR perspective and share thoughts on how to integrate DS work into our daily routines.

10:30am – 11:30am	M	**Future-Proof Your Data: An Intro to CCO, the First Building Block Special Interest Group Meeting**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZER/MODERATOR:

- Susan Jane Williams, Metadata Specialist, Archivision

PRESENTERS:

- Jon Cartledge, Digital Imaging Specialist, Smith College
- Sheryl Frisch, Visual Resource Specialist, California Polytechnic State University

CCO (Cataloging Cultural Objects) is the first building block in creating standardized data that can stand the test of time and be migrated into future digital initiatives. However, the 2017 Cataloging and Metadata Practices Survey showed that many respondents were not familiar with CCO, and that both new VRA members and veteran catalogers are likely to be dealing with modified "in-house" data entry guides. Find out what you may have been missing! CCO gives a solid foundation in structuring and storing your data for the 21st century, and guides to standardizing data content, both for data entry and for public display and use, including Linked Open Data (when combined with a data structure schema and RDF.) This session will be the perfect opportunity to get exposure to CCO concepts and training, with a Q&A segment as well.

12:00pm – 12:45pm	M	**Awards Committee Meeting**

12:00pm – 12:45pm M **Awards Committee Meeting**
Newport Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Chair: Steven Kowalik

12:00pm – 12:45pm M **Development Committee Meeting**
Laguna Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Chair: Chris Strasbaugh

12:00pm – 12:45pm M **Membership Committee Meeting**
Los Angeles Room, Lobby Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Chair: Amy Lazet

12:00pm – 12:45pm M **Travel Awards Committee Meeting**
Sacramento Room, Lobby Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Committee Chair: Allan Kohl

12:00pm – 1:00pm T **Japanese American National Museum: Behind the Scenes Tour**
THIS TOUR IS FULL.   Japanese American National Museum (100 N Central Ave, Los Angeles, CA 90012)

The Japanese American National Museum promotes understanding and appreciation of America's ethnic and cultural diversity by sharing the historical and contemporary experiences of people of Japanese ancestry. The first museum of its kind in the United States, JANM opened in a new facility in 1999 (two blocks from the VRA conference hotel). The museum has a permanent collection of art works, artifacts, photographs, written records, oral histories, and other materials documenting the lives of Japanese Americans before, during, and after the World War II mass incarceration. Changing exhibitions have ranged from *America's Concentration Camps* to *Ansel Adams at Manzanar* to a focus on artists like Isamu Noguchi and Ruth Asawa to popular culture icons like Hello Kitty and George Takei, the latter of whom donated his personal collection in 2016. Recent digital projects of interest, which incorporate items from the JANM collections, include Exploring America's Concentration Camps and Enemy Mail.

Itinerary:
12:00 - 12:30: Behind the scenes with Collections Department
12:30 - 12:45: Staff introduction to *Gambatte*
12:45 - Self-guided time to spend in *Gambatte* or other areas of museum

MARCH 2019 EXHIBITIONS:
Common Ground: Incorporating hundreds of objects, documents, and photographs collected by the Japanese American National Museum, this exhibition chronicles 130 years of Japanese American history, beginning with the early days of the Issei pioneers through the World War II incarceration to the present.

Gambatte! Legacy of an Enduring Spirit features modern and historical photographs documenting the stories of Japanese Americans who were forcibly incarcerated during World War II. Large-format contemporary photos taken by Pulitzer Prize-winning photojournalist Paul Kitagaki Jr. are displayed next to images shot 75 years ago by such noted photographers as Dorothea Lange, Ansel Adams, and others; each pairing features the same individuals or their direct descendants as the subject matter. Inspired by the Japanese concept of *gambatte*—to triumph over adversity—the exhibition chronicles the strength and legacy of a generation of Japanese Americans who persevered over unimaginable hardship.

| 12:00pm – 2:30pm | T | **Fashion Institute of Design & Merchandising (FIDM): Museum and Galleries Tour** |

Take a special guided Fashion Institute of Design & Merchandising (919 South Grand Avenue, Los Angeles, California, 90015) tour of the *Art of*
Motion Picture Costume Design exhibition, a celebration of Oscar-nominated costumes and their designers in its 27th year. See over 100 costumes from more than 20 films. Also, in the History Gallery, attendees will examine one of the rarest gold and silver embroidered ensembles to survive from the courts of Napoleon & Josephine. *Majesty and Mystery: Saving a Napoléonic Court Gown* is the name of the exhibition.

This tour of FIDM Museum &History Gallery is led by Kevin Jones, FIDM Museum Curator

Free self-guided tours of the FIDM Museum & Galleries, may be taken Tuesday – Saturday, 10am – 5pm (fidmmuseum.org)

$25.00 | Limited to 25 participants.
Online registration is closed. Sign up for this tour at the conference registration desk.
(Adding this tour to your schedule here does not guarantee registration.)

Costs of transport not included:
Ride sharing recommended (20 minutes)
Metro Red Line (20-30 minutes)
Walk (30 minutes)

About FIDM and FIDM Museum & Galleries
FIDM/ Fashion Institute of Design & Merchandising (http://fidm.edu/) is an internationally recognized college with 4,200 students and over 70,000 graduates. An accredited, private institute for specialized professional education, FIDM offers degrees in 32 disciplines, including Bachelor's degree options anda Master of Business Administration. The college is headquartered in downtown Los Angeles, with other campus locations in Orange County, San Diego and San Francisco.

FIDM Museum & Galleries has one of the nation's finest costume collections of more than 15,000 objects, dating from the 18th century to the present. Exhibitions occur throughout the year, highlighted by the *Art of Motion Picture Costume Design* and *Art of Television Costume Design*.

1:00pm – 2:30pm	S	**Session: Ed Ruscha's Streets of LA: A lesson in digitizing, organizing and presenting visual information at the Getty**

Golden State Ballroom I, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: vrcHost LLC

ORGANIZER/MODERATOR:

- Beth Haas, Digital Imaging Technician, Princeton University, Firestone Library

PRESENTERS:

- Nathaniel Deines, Digital Art History Project Manager at the Getty Research Institute
- Chris Edwards, Imaging and Digital Media Architect at the Getty Research Institute and J. Paul Getty Museum
- David Newbury, Software and Data Architect at the Getty Research Institute

Artist Ed Ruscha spent decades methodically photographing the streets of LA. This collection, now housed at the Getty, includes miles of 35mm film containing unprecedented cultural information, capturing LA like no one else has. It presents a daunting, but exciting problem in organizing and presenting visual information, which the Getty is taking on with this 3 year project.

Chris Edwards, Imaging and Digital Media Architect at the Getty, will present an overview of the history of this collection and multiple facets of this project including unique digitization workflows, GIS mapping, metadata creation and organization, OCR in images, and presentation website creation. Chris will also discuss the unique challenges to digitizing miles of 35mm film that has been stored on movie film reels. He worked closely with Digital Transitions to solve the problems faced with this unique collection and will discuss creative ways to approach "problem" collections.

Nathaniel Deines, Digital Art History Project Manager at the Getty, oversees the Streets of LA project and will discuss the cataloging and metadata challenges (and victories!) associated with such a rich and far-reaching collection of visual data. He will also present on the GIS aspect of the project and working with Stanford to map the locations shown in Ruscha's images. David Newbury, Software and Data Architect at the Getty, will discuss how the project will be presented, catering to two different audiences, one scholarly, one public. The scholarly website will include finding aids and presentation software that allows the viewer to scroll through the reels of film. The public interface will be a space to show off this amazing collection and some new technology produced at the Getty.

This in-depth look at a far reaching, culturally important project will offer insights into the many aspects of digitizing, organizing and presenting a unique collection and give attendees a chance to think outside the box in relation to their own collections.

Endorsed by the VRA Education Committee.

2:30pm – 3:45pm	C	**Coffee Break**

Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Sponsors: vrcHost LLC

Grab some coffee or tea and some carnival themed snacks before heading into your chapter meeting!

2:45pm – 3:30pm	M	**Great Lakes Chapter Meeting**

Chapter Chair: Hotel Lobby (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
 Heath Patten,
Oberlin College

2:45pm – 3:30pm	M	**International Chapter Meeting**

Laguna Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Chapter Chair: Lavinia Ciuffa

2:45pm – 3:30pm	M	**Mid-Atlantic Chapter Meeting**

Sacramento Room, Lobby Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Chapter Chair: Jennifer Kniesch, Dickinson College

2:45pm – 3:30pm	M	**Midwest Chapter Meeting**

San Diego Room, Mezzanine Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Chair: Bridget Madden, University of Chicago

2:45pm – 3:30pm   M   **Northern & Southern California Chapters Joint Meeting**

California Ballroom A-B, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Northern California Chapter Chair: Jason Miller, University of California Berkeley
Southern California Chapter Chair: Krystal Boehlert, University of California, Riverside

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2:45pm – 3:30pm   M   **Pacific Rim Chapter Meeting**

Newport Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Chapter Chair: Josh Polansky, University of Washington

2:45pm – 3:30pm   M   **Southeast Chapter Meeting**

California Ballroom C-D, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Chapter Chair: JJ Bauer, University of North Carolina at Chapel Hill

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2:45pm – 3:30pm   M   **Upstate New York Chapter Meeting**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Chapter Chair: Jasmine Burns, Cornell University

2:45pm – 3:30pm   M   **Wild West Chapter Meeting**

Los Angeles Room, Lobby Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Chapter Chair: Meghan Rubenstein, Colorado College

3:45pm – 4:45pm   M   **Artstor/ITHAKA Special Interest Group Meeting**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
ORGANIZER/MODERATOR:

- Megan O'Hearn, Education & Outreach Manager, ITHAKA

PRESENTERS:

- Caroline Caviness, Product Manager, JSTOR Forum
- Katherine Elston, User Support Lead, ITHAKA
- Deirdre Ryan, Director, ITHAKA/JSTOR

Join us for an update on our latest tools and plans for their future development. We'll be discussing the many improvements we've made to the Artstor Digital Library, including classroom teaching tools, image groups, and accessibility. We'll also be presenting some of the results of our pilot program to make Artstor content available on JSTOR for institutions subscribing to both resources. Then we'll move on to JSTOR Forum, covering its simpler, more intuitive new interface as well as other recent changes. Finally, we'll spotlight some of the freely available Public Collections made possible by Forum subscribers and discuss their usage and discoverability.

3:45pm – 4:45pm   M   **Chapter Chairs Meeting**

California Ballroom A-B, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

5:00pm – 6:00pm	S	**VREPS Session: Stories from the Start**

Golden State Ballroom II, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

ORGANIZERS/MODERATORS:

- Chelsea Stone, Photo Research and Permissions Librarian, History Colorado Center
- Kendra Werst, Assistant Visual Resources Curator, Williams College

PRESENTERS:

- Julia Murphy, Digital Asset Manager, Hirshhorn Museum and Sculpture Garden
- John Trendler, Curator of Visual Resources, Scripps College
- Betha Whitlow, Curator of Visual Resources, Washington University in Saint Louis

Have questions about starting out in the Visual Resources field? Interested in hearing other VRA members' backstories? Join VREPS for a informal conversation with experienced professionals. Speakers will share stories from the beginning years of their career and discuss the difficulties they faced. An open discussion will follow, allowing all attendees to ask questions.

Speakers:

Julia Murphy is the Digital Asset Manager at the Hirshhorn Museum and Sculpture Garden. Julia works to make Hirshhorn's permanent collection more accessible to staff, researchers, and the public through photographic documentation. She oversees all images of the museum's permanent collection, the photo archives of the museum's history, and manages new photography of objects and exhibitions. Julia is also responsible for fulfilling all rights and reproductions requests for Hirshhorn's object photography. She trains and mentors interns and volunteers who work with the digitization efforts of the photo archives. Julia joined the Hirshhorn as a contractor in 2013 and became a full-time employee in 2016. She received a Masters in Library Science with a concentration in Archives from the University of Maryland, College Park, in 2014. Prior to working at the Hirshhorn, Julia worked at the National Museum of African Art, CNN, and the White House.

John Trendler is the Curator of Visual Resources at Scripps College in Claremont, California. John graduated from the School of the Art Institute of Chicago and attended the New York Studio Program where he focused on abstract painting. John has given talks on technology and professional issues at various conferences, including the National Institute for Technology in Liberal Arts Education, The College Art Association, The Art Libraries Society of North America and of course the Visual Resources Association. John has served as the Secretary and Chair of the Visual Resources Association's Southern California Chapter as well as the VRA's Public Relations and Communications Officer between 2012 - 2016.

Betha Whitlow is the Curator of Visual Resources at Washington University in Saint Louis (WUSTL). Her position emphasizes digital curation, the development and use of technology in pedagogy, instruction in visual literacy, and forwarding digital initiatives, trend forecasting, and advising in the adoption and use of a variety of software and other technologies. She is also a lecturer and instructor of record for The Digital Art Historian, a graduate-level course at WUSTL, and currently serves as chair of the Danforth Staff Council, also at WUSTL. Her research and professional interests include the digital campus, design thinking and innovation, instruction, and management strategies, and are reflected her numerous conference and professional talks. She has served as the Visual Resources Association Vice President, co-chair of the VRA Strategic Plan Task Force, Chair of the VRA Education Committee, Chair of the VRA Publishing Advisory Group, Chair of the ARLIS/NA-VRA Summer Educational Institute, and on the Visual Resources Association Foundation Board of Directors, for which she helped developed the VRAF Regional Workshop program. She is the current co-chair of the VRA Identity Task Force, and the 2018 recipient of the Visual Resources Association's Distinguished Service Award. She is a graduate of Northwestern University, and received her MA in Art History from Washington University in Saint Louis.

6:00pm – 8:00pm	E	**VRAF and VRA Donor Recognition Reception**	TBA
		By invitation only.	

7:00pm – 8:30pm	M	**New England Chapter Meeting**

CO-ORGANIZERS: Hotel Lobby (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

Amy McKenna & Kendra Werst

Meet in the hotel lobby and then we will walk together to the Arts District Brewing Co.

7:00pm – 9:00pm	C	**Dinearounds** **Restaurants:**

- Baldoria (American, Italian), 243 San Pedro St, Los Angeles, CA 90012, https://www.baldoriadtla.com/
- FarBar (American Asian Gastropub), 347 E 1st St, Los Angeles, CA 90012, https://www.farbarla.com/

Sign up at the Registration Table in the Golden State Ballroom Foyer.
Attendees are responsible for the cost of their own food and drinks.

7:30pm – 9:30pm	C	**Dinearounds** **Restaurants:**

- Izakaya & Bar Fu-ga (Japanese Fusion), 111 San Pedro St, Los Angeles, CA 90012, https://izakayafu-ga.business.site/
- BADMAASH (Indian Pub Grub, Small Plates), 108 W 2nd St #104, Los Angeles, CA 90012, https://www.badmaashla.com/welcom

Sign up at the Registration Table in the Golden State Ballroom Foyer.
Attendees are responsible for the cost of their own food and drinks.

MARCH 29 • FRIDAY

7:30am – 11:00am	R	**Registration Desk** Golden State Ballroom Foyer, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)

8:00am – 12:00pm	M	**VRA Executive Board Meeting II** Laguna Beach Room, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA) **By invitation only.**

8:00am – 12:00pm	W	**Workshop: Advanced Embedded Metadata Export-Import in Adobe Bridge** California Ballroom A-B, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA) *Sponsors: Visual Resources Association Foundation* **ORGANIZER:**

- Greg Reser, Metadata Analyst, University of California, San Diego

INSTRUCTORS:

- Marcia Focht, Curator of Visual Resources, Binghamton University
- Greg Reser, Metadata Analyst, University of California, San Diego

$40.00 | Limited to 20 participants.
Online registration is closed. Sign up for this workshop at the conference registration desk.
(Adding this workshop to your schedule here does not guarantee registration.)

This workshop will introduce attendees to advanced use of the VRA Bridge export-import tool and Excel to streamline embedded metadata workflows. The export-import tool has several user controlled options including the ability to create custom field mappings. Combining these with strategies for text manipulation in Excel, users can reduce the time it takes to move metadata between media files and local databases. Topics covered:

- Bridge Export-import tool options and custom field mapping
- Preparing metadata for import in Excel (converting to and from text formats, batch transformations)
- Troubleshooting Bridge export-import errors
- User's tips and tricks - tell us how you use it

| 8:00am – 12:00pm | W | **Workshop: Mapping an Archive: Data, Data, Data** |

California Ballroom C-D, Banquet Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Sponsors: Visual Resources Association Foundation
ORGANIZER:

- Jeannine Keefer, Visual Resources Librarian, University of Richmond

INSTRUCTOR:

- Justin Madron, GIS Project Manager & Analyst, University of Richmond - Digital Scholarship Lab

$40.00 | **Limited to 15 participants.**
Online registration is closed. Sign up for this workshop at the conference registration desk.
(Adding this workshop to your schedule here does not guarantee registration.)

As more faculty and students turn to visual representations and presentations of their research, whether it be for a class or a larger research project, we are tasked with interpreting and setting forth a path to help them carry their vision to reality. We are often left feeling overwhelmed and asking how do I start such a large digital humanities project? This workshop endeavours to present a case study in which a patron presents you with an archive of documents they would like to visualize on a map to answer one or more research questions. You will be guided through questions you should ask, best practices for setting up your data collection, models for employing student labor, and various mapping products that can display your data to a variety of ends (including pure visualization and narrative). Attendees will be expected to bring a laptop. We will focus on platform neutral online mapping programs, but will also discuss open source and desktop client software that is available. Although many tools are available, we will focus on selecting the right one for the project at hand, which includes budget, license, and skill level.

| 8:00am – 5:00pm | W | **Workshop: Practical Coding for Visual Resources: Python & Version Control** |

San Diego Room, Mezzanine Level (DoubleTree by Hilton Hotel Los Angeles Downtown, 120 S. Los Angeles St., Los Angeles, CA)
Sponsors: Visual Resources Association Foundation
ORGANIZER/MODERATOR:

- Krystal Boehlert, Visual Resources Specialist, University of California Riverside

INSTRUCTORS:

- Noah Geraci, Digital Assets Metadata Librarian, University of California Riverside
- Kat Koziar, Data Librarian, University of California Riverside

$80.00 | **Limited to 20 participants.**
Online registration is closed. Sign up for this workshop at the conference registration desk.
(Adding this workshop to your schedule here does not guarantee registration.)

Learn to code in Python! Building off the excitement of last year's Python workshop, we're hosting another. Basic program design, version control, data management and task automation with tutorials and live coding exercises. This hands on live coding workshop will help data managers learn Python and version control.

Participants are required to bring their own laptop with a Windows, Mac, or Linux operating system (not a tablet, Chromebook, etc.) that they are able to install software on. Instructions for setup will be sent to registrants prior to the workshop.

This workshop will take place from 8:00 AM to 5:00 PM, including a one hour break for lunch.

| 9:30am – 12:00pm | T | **Fashion Institute of Design & Merchandising (FIDM): Campus and Library Tour** |

Fashion Institute of Design & Merchandising (919 South Grand Avenue, Los Angeles, California, 90015)

- Tour of the FIDM campus
- Visit the FIDM Library with Kathy Bailon, FIDM Library Director
- See and examine the Innovative Materials Collection, led by Kristine Upesleja, Manager Textiles & Materials

$15.00 | Limited to 25 participants.
Online registration is closed. Sign up for this tour at the conference registration desk.
(Adding this tour to your schedule here does not guarantee registration.)

Costs of transport not included:
Ride sharing recommended (20 minutes)
Metro Red Line (20-30 minutes)
Walk (30 minutes)

About FIDM Library

The FIDM Library is one of the largest specialized fashion libraries in the United States, supporting student learning by providing specialized collections, reference, and instruction services that build competence in lifelong literacy skills. There are over 50,000 book volumes--including artist and designer biographies, industry directories, exhibit catalogs and academic journals--a textile and design research area, and a media collection with over 5,000 audiovisual materials. The Library is open to students daily and industry researchers by appointment.

| 10:00am – 12:00pm | T | **Huntington Library, Art Collection, and Botanical Gardens Tour** |

A two-hour tour of the Huntington's Research Library--a world-class collection or rare books, manuscripts, photographs, and maps (from Audubon to Newton to Shakespeare to Jack London)--will be provided by the library staff. Among the highlights will be a demonstration of *Decoding the Civil War* and other image collection/digital projects. A visit to the Imaging Lab will allow participants to see 100 years of photography, including both historic equipment and new digital technologies. At the conclusion of the tour at 12 pm, there will be free time for no-host lunch, viewing the art galleries, and enjoying the gardens.

Huntington Library (1151 Oxford Rd, San Marino, CA 91108)

$20.00 | Limited to 20 participants.
Online registration is closed. Sign up for this tour at the conference registration desk.
(Adding this tour to your schedule here does not guarantee registration.)

Please note that participants are responsible for arranging their own transportation to and from the Huntington.

The Huntington is a collections-based research and educational institution in San Marino near Pasadena, with a focus on British and American history, literature, art, and the history of science from the 11th century to the present. It is on the grounds of the historic home of Henry Huntington, railroad and real estate businessman, who started the extensive rare book and fine art collections with his wife Arabella. Three art galleries (one of which is in the historic house) include such masterpieces as Van der Weyden's *Virgin and Child*, Ghirlandaio's *Portrait of a Man*, Gainsborough's *Blue Boy*, Lawrence's *Pinkie*, Turner's *Grand Canal*, Cassatt's *Breakfast in Bed*, Hopper's *The Long Leg*, and Church's *Chimborazo* as well as changing special exhibitions. There are multiple botanical gardens to explore on 120 acres that include: Chinese, Japanese, Desert, California, Children's, Ranch, Australian, Rose, and Camellia sections as well as a botanical research and education center.

www.huntington.org

Visual Resources Association

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

Student, Retired, Unemployed	$65
Individual	$150
New Member	$100
Institutional (3 representatives receive privileges of full membership)	$300

Apply for membership at http://vraweb.org/membership/join. Memberships are for the 12 months after the date of joining.

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2018-2019
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Amy Lazet, College for Creative Studies

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2018-2019
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Heath Patten, Oberlin College

Greater New York
Lisa Gavell, Artstor | Ithaka
Erin McCall, Artstor | Ithaka

International
Lavinia Ciuffa, American Academy in Rome

Mid-Atlantic
Jennifer Kniesch, Dickinson College

Midwest
Bridget Madden, University of Chicago

New England
Sarah Gillis, Worcester Art Museum

Northern California
Jason Miller, University of California Berkeley

Pacific Rim
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Josh Polansky, University of Washington

Southeast
JJ Bauer, University of North Carolina, Chapel Hill

Southern California
Krystal Boehlert, University of California, Riverside

Upstate New York
Jasmine Burns, Cornell University

Wild West Chapter
Meghan Rubenstein, Colorado College

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Maureen Burns, IMAGinED Consulting

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VRA Constitution and Bylaws Review Task Force
Allan Kohl, Minneapolis College of Art & Design
Stephen Patton, Indiana State University

VRA Identity Task Force
Carolyn Lucarelli, The Pennsylvania State University
Betha Whitlow, Washington University in St. Louis

Awards Committee
Steven Kowalik, Hunter College - CUNY

VRA Cataloging and Metadata Standards Committee
Sarah Gillis, Worcester Art Museum
Xiaoli Ma, University of Florida

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Amy Lazet, College for Creative Studies

Nominating Committee
Allan Kohl, Minneapolis College of Art and Design

Travel Awards Committee
Allan Kohl, Minneapolis College of Art and Design

Save the Date!

Visual Resources Association
Annual Conference
March 24-27, 2020
Baltimore, Maryland