



VRA 30

Albuquerque 2012 - Broadening Horizons

April 18 – 21, 2012

SCHEDULE OF SESSIONS,
MEETINGS, WORKSHOPS,
AND EVENTS

FINAL COMMEMORATIVE PROGRAM



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Welcome to Albuquerque

**Visual Resources Association
30th Annual Conference
April 18-21, 2012
Hotel Albuquerque
Albuquerque, New Mexico**

Welcome to Albuquerque, one of the oldest cities in the United States, where you can experience the unique multicultural heritage of the great Southwest. VRA Conference 30 finds us in the heart of Old Town Albuquerque with a rich array of museums and historic buildings, as well as a variety of characteristically southwestern restaurants and shops in easy walking distance of our conference venue. What better place than the high desert to broaden our horizons and celebrate 30 years of VRA. A substantive program and a number of special events are scheduled to provide perspective, expand our minds, and renew our spirits.

We return to a compact schedule with the essence of the programming extending from mid-day Wednesday to mid-day Saturday. Don't miss out on anything in these action-packed, four days filled with interesting, timely, relevant information and fun social events. VRA Conference 30 will cover topics of significance, offering some favorite formats—workshops, sessions, special interest groups—as well as new, dynamic conference experiences like Wednesday's "What's Your Story?" open mike night.

On Thursday evening, please join us for our 30th Anniversary Fiesta in the historic Casa Esencia, the Armijo family hacienda built in 1783, to celebrate the distinctive identity of VRA as a professional community (included as part of your registration fee). Also, don't miss this year's Tansey Event on Friday evening (\$40 ticket available at the registration desk if you haven't already bought yours online). Experience colorful, sensual Flamenco dancing and lively guitar music performed by Alma Flamenca, the University of New Mexico dance company. More than an opportunity to enjoy traditional regional culture complete with desserts and beverages, this fundraising event is a major source of income supporting of our travel awards program, which provides subvention to bring colleagues to future conferences.

Wednesday's Opening Plenary features the innovative Todd Carter, co-founder of Tagasauris, a crowd-powered tagging tool that uses the Web as a database to annotate images and other media. At the Closing Plenary, Amy Herman, will share her provocative views on the Art of Perception. A Vendor Slam complete with presentations, exhibits, and refreshments will also see the culmination of a mini-raffle with a few special prizes (again raising funds for the Tansey Travel Awards). Don't miss the Awards Luncheon, where we will bestow the highest honors of our Association upon several of our deserving colleagues, and the Annual Business Meeting/Membership Breakfast, where we will pay tribute to one of VRA's founders. Check the program -- there is much, much more!

Sincere thanks are extended to our conference organizers, Vice-Presidents Steven Kowalik and Brian Shelburne, assisted by the capable Cindy Abel Morris and a hard-working team of local planners, for implementing such a terrific program of events. Our gratitude also goes out to all the workshop, session, special interest group, and meeting leaders and panel participants as well as the Education Committee for bringing together experts from both within and beyond our membership to educate, inform, and inspire us. Our sponsors and exhibitors deserve special thanks for their ongoing support and generosity.

VRA ABQ offers the whole enchilada—an opportunity to acquire new skills and enhance your professional toolkit, share experiences with like-minded colleagues, network and make new connections, celebrate 30 years of VRA, and all while experiencing the richness of Southwest culture. On behalf of the VRA Executive Board, we cordially welcome you to ABQ where we can broaden our horizons together.

Maureen Burns, President
Visual Resources Association

Day At-a-Glance

Tuesday, April 17, 2012		
8:00 AM-4:00 PM	VRA Executive Board Meeting I	Boardroom
12:30 PM-4:00 PM	VRAF Board of Directors Meeting	Fireplace Room
1:00 PM-2:30 PM	Drop-in tour of the University of New Mexico Art Museum	University of New Mexico Art Museum
4:30 PM-6:00 PM	VRA Board / VRAF Board Joint Meeting	Potters
6:00 PM-9:00PM	Registration and Hospitality	North Atrium

Wednesday, April 18, 2012		
8:00 AM-5:00 PM	Registration and Hospitality	North Atrium
8:00 AM-12:00 PM	Workshop 1: Art and Architecture of the Americas Cataloging Workshop	UNM - Zimmerman Library
8:00 AM-12:00 PM	Workshop 2: Budgets Schmudgets- Writing Grants to Support Special Projects	UNM - Zimmerman Library
12:00 PM-1:25 PM	Meeting: Data Standards Committee	Cristobal
12:00 PM-1:25 PM	Meeting: Nominating Committee	Fireplace Room
12:00 PM-1:25 PM	MDID: Cultivating Multimedia on Your Campus	Potters
12:15 PM-1:30 PM	Student Members & Emerging Professionals Luncheon	Q-Bar
12:15 PM-1:15 PM	EmbARK User Group Meeting	Alvarado H
1:30 PM-3:00 PM	VRAF Legacy Lecture : Todd Carter, CEO and Co-Founder of Tagasauris	Alvarado FGH
3:15 PM-4:40 PM	Embedded metadata in cultural image collections and beyond	Potters
3:15 PM-4:40 PM	Emerging new roles for VR professionals: research into and beyond the arts	Weavers
5:30 PM-7:00 PM	Welcome Reception: What's Your Story?-- VRA Open Mike Night	Franciscan Ballroom
7:00 PM-8:00 PM	Meeting: Publishing Advisory Group	Turquoise Room

Thursday, April 19, 2012		
7:30 AM-8:55 PM	New Members & First Time Attendees Breakfast	Alvarado D
8:00 AM-5:00 PM	Registration and Hospitality	North Atrium
8:00 AM-9:00 AM	Architecture Special Interest Group	Alvarado F
8:00 AM-9:00 AM	IRIS User Group Meeting	Alvarado C
9:00 AM-10:25 AM	Engaging New Technologies	Alvarado AB
10:30 AM-11:55 AM	Archival Collections Case Studies	Alvarado C
10:30 AM-11:55 AM	Navigating the Use of Video in Educational, Scholarly and Archival Contexts	Alvarado AB
12:00 PM-1:55 PM	Awards Luncheon	Alvarado D
2:00 PM-3:25 PM	ARTstor Digital Library User Group Meeting	Alvarado E
3:30 PM-4:55 PM	Meeting: Financial Advisory Committee	Alvarado E
3:30 PM-4:55 PM	Fair Use Guidelines Q&A forum	Alvarado D
5:00 PM-6:00 PM	Meeting: VRA Regional Chapter Chairs	Alvarado A
5:00 PM-6:00 PM	Meeting: Providence Local Planning Committee	Alvarado C
5:00 PM-6:00 PM	SEI Implementation Team Meeting	Alvarado B
6:00 PM-8:30 PM	VRA 30th Anniversary "Fiesta" Celebration	Casa Esencia

Friday, April 20, 2012		
7:00 AM-8:00 AM	Meeting: VRA Mid-Atlantic Regional Chapter	Fireplace Room
8:00 AM-10:25 AM	Annual Membership and Business Meeting	Alvarado D
10:30 AM-5:00 PM	Registration and Hospitality	North Atrium
10:30 AM-11:55 AM	The Visual Culture of the Visually Uncultured	Alvarado E
10:30 AM-11:30 AM	Cataloging and Metadata Special Interest Group Meeting	Alvarado A
12:00 PM-1:25 PM	Meeting: Awards Committee	Alvarado H
12:00 PM-1:25 PM	Meeting: Development Committee	Alvarado B

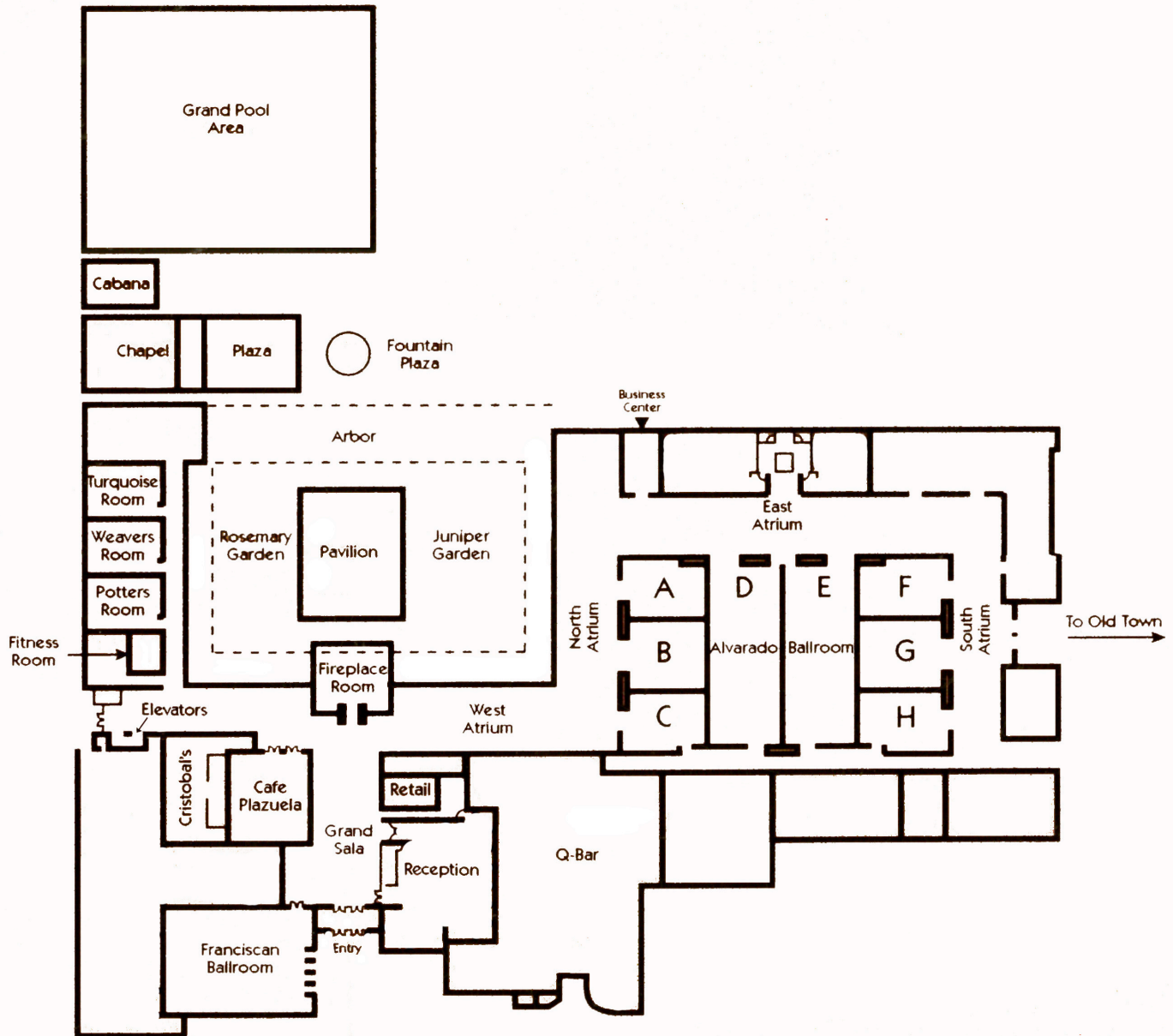
Friday, April 20, 2012		
12:00 PM-1:25 PM	Meeting: Intellectual Property Rights Committee	Alvarado C
12:00 PM-1:25 PM	Analog Collections (or "What do I do with all these slides?!?": archive, mothball, or deaccession)	Cristobal's
12:00 PM-1:25 PM	Leadership (what's really involved in participating as a VRA leader)	Cristobal's
12:00 PM-1:25 PM	Solo VR curators (strategies for VR professionals who work as solo acts)	Cristobal's
12:00 PM-1:25 PM	Meeting: Shared Shelf User Group	Alvarado A
1:30 PM-2:55 PM	Session: Beyond These Four Walls: Optimizing Traditional Collections Through Outreach and Collaboration	Alvarado B
1:30 PM-2:55 PM	Session: Visual Literacy Case Studies	Alvarado A
3:00 PM-6:00 PM	Event: Vendor Slam - presentations & exhibits	Alvarado D
3:00 PM-4:00 PM	Meeting: Education Committee	Alvarado A
6:00 PM-7:00 PM	Meeting: VRA Great Lakes Regional Chapter	Alvarado A
6:00 PM-7:00 PM	Meeting: VRA Midwest Regional Chapter	Alvarado B
6:00 PM-7:00 PM	Meeting: VRA New England Regional Chapter	Church St. Café, Old Town
6:00 PM-7:00 PM	Meeting: VRA Northern California & Southern California Regional Chapters joint meeting	Alvarado C
6:00 PM-7:00 PM	Meeting: VRA Pacific Rim Regional Chapter	Alvarado F
6:00 PM-7:00 PM	Meeting: VRA Southeast Regional Chapter	Alvarado G
6:00 PM-7:00 PM	Meeting: VRA Texas Regional Chapter	Alvarado H
6:00 PM-7:00 PM	Meeting: VRA Upstate New York Regional Chapter	Weavers
6:00 PM-7:00 PM	Meeting: VRA Greater New York Regional Chapter	Q-Bar
6:00 PM-7:00 PM	Meeting: SEI Reunion	Q-Bar
8:30 PM-11:00 PM	Tansey Event: Flamenco!	Franciscan Ballroom

Saturday, April 21, 2012		
7:00 AM-9:00 AM	Meeting: Leadership Breakfast	Franciscan Ballroom
8:00 AM-12:00 PM	Registration and Hospitality	North Atrium
8:00 AM-12:00 PM	Workshop 3: The Trophy Kids Grow Up: How to Transform Gen Y Students Into the Best Employees You'll Ever Have	Alvarado F
8:30 AM-11:30 AM	Workshop 4: DIY Web Design style = "made easy"	Computer Training Room
8:30 AM-11:30 AM	Session: Broadening Organizational Horizons: Collaborative Opportunities Between VRA and ARLIS/NA	Alvarado D
8:30 AM-11:30 AM	Session: Cataloging Case Studies	Alvarado E
12:00 PM-1:25 PM	Meeting: Membership Committee	Alvarado C
12:00 PM-1:25 PM	Meeting: Travel Awards Committee	Alvarado B
12:00 PM-1:25 PM	Networking: Career transitions (options for mid- to late career professionals)	Cristobal's
12:00 PM-1:25 PM	Networking: Social Media (how to get the most out of Twitter, Facebook, Tumblr, etc.)	Cristobal's
1:30 PM-3:00 PM	Closing Plenary Speaker: Amy Herman, The Art of Perception	Alvarado D

Sunday, April 22, 2012		
8:00 AM-4:00 PM	VRA Executive Board Meeting II	Cristobal's

Hotel Meeting Room Layout

VRA 30th Annual Conference, April 18-21, 2012, Albuquerque, NM



Special Thanks!

VRA 30th Annual Conference, April 18-21, 2012, Albuquerque, NM

Welcome to the Visual Resources Association's 30th Annual Conference in the Land of Mañana, beautiful Albuquerque, New Mexico! We are honored to lead the planning efforts for a conference that celebrates 30 years of gathering to share information and to network with our colleagues. The four days of the conference will surely go by quickly due to the vast array of opportunities to learn more about new developments in our profession and to spend time with friends, both old and new.

We would like to take this opportunity to thank everyone who has worked so tirelessly to bring this conference to fruition. Special thanks go to the members of the Education Committee and to its Co-Chairs, Meghan Musolff and Beth Wodnick, for their concerted efforts to provide attendees with a truly stimulating program. Appreciation is also due the Visual Resources Association Foundation for its support of the VRAF Legacy Lecture made possible through generous donations in the memory of Nancy Schuller.

We are also very grateful to Barbara Brenny and Jesse Henderson, Development Committee Co-Chairs, for their diligence in securing sponsorships from our generous vendors, as well as for organizing the Vendor Slam. We extend our heartfelt thanks to all the vendors who are participating as conference sponsors.

The informative messages about Albuquerque and the surrounding areas were drafted by incoming Executive Board members Cindy Abel Morris, Allan Kohl, and John Trendler. These messages provided helpful information about the city and the hotel, and we appreciate their efforts.

The local planning committee under the guidance of Cindy Abel Morris has been extremely active and has earned our gratitude. Members include Kathleen Keating, Heather Kline, and Kevin Comerford. Thanks to all who staffed the registration desk, and special thanks to the librarians from the University of New Mexico who helped in that capacity. We owe a huge debt of gratitude to Bill Gilbert, Dean of the College of Arts and Sciences at the University of New Mexico, for a special surprise at the 30th Anniversary Fiesta.

Finally, special thanks go to our fellow VRA Executive Board members, President Maureen Burns, President-Elect Jolene de Verges, Secretary Marcia Focht, Treasurer Billy Kwan, and Public Relations & Communication Officer Robb Detlefs, for their dedication, insight and intelligence in dealing with a variety of conference issues. Also deserving high praise are Membership Services Coordinator Lise Hawkos and Web Site Editor Jackie Spafford for their exceptional skills. A successful conference is dependent upon many individuals, including organizers, moderators, speakers, facilitators, and vendors, etc. We are proud to have been able to work with everyone responsible for VRA 30, and wish all attendees a rewarding conference experience.

With sincerest appreciation,

Steven Kowalik, Hunter College, CUNY, Vice President for Conference Program

Brian Shelburne, University of Massachusetts Amherst, Vice President for Conference Arrangements

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

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VisualResources: An International Journal of Documentation (Taylor and Francis Academic)

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

Jesse Henderson, Department of Art & Art History, Colgate University
Co-chair, VRA Development Committee

Barbara Brenny, North Carolina State University Libraries
Co-chair, VRA Development Committee

Victoria Brown, University of Oxford, UK
Co-chair, Travel Awards Committee

Heidi Eyestone, Carleton College
Co-chair, Travel Awards Committee



The VRA Foundation would like to extend a heartfelt thank you to our VRA donor friends. Herein lists the contributions since the publication of the 2011 VRA/ARLIS Annual Conference Program. For a complete list of donors and donation opportunities, please visit our web site www.vrafoundation.org.

Thank you again, our programs and projects would not be possible without your generous support.

Warm Regards,
Elisa Lanzi
for the VRA Foundation Board of Directors

Please visit the SEI web site to see additional donors specific to the SEI.
<http://sei.vrafoundation.org/>

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{S} in Memory of Nancy Schuller.

<p style="text-align: center;">Friends</p> <p>Murtha Baca Megan Battey Joan Beaudoin Suzanne Bennett Linda Callahan Melanie Clark Eleanor Fink Trudy Jacoby</p>	<p>Karen Kessel [S] D.J. Krchnak Billy Kwan Carolyn Lucarelli Lily Solmssen Moreaux Michelle Murray Henry Pisciotta Maryly Snow Loy Zimmerman</p>
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Preliminaries

Hotel

The Hotel Albuquerque at Old Town
800 Rio Grande Blvd. NW
866-505-7829

A landmark location, the Hotel Albuquerque at Old Town is home to a distinctive blend of historic grandeur and contemporary comfort. Located in the heart of Old Town, the hotel offers a unique location amidst historic charms. Historic landmarks, restaurants, shopping and businesses, and many attractions are within easy walking distance.

The newly renovated accommodations at the Hotel Albuquerque offer a unique blend of authentic southwest style combined with modern living amenities, including two on-site restaurants and bars, an Olympic-size outdoor swimming pool, and a romantic wedding Chapel, the San Isidro de Capilla.

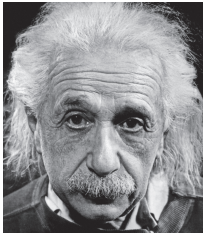
For more than a decade the Heritage Hotels and Resorts Group has supported cultural and artistic ventures by featuring regionally inspired design, custom artwork, décor and cuisine. They also sponsor cultural programs and events, are actively involved in their communities, and support various organizations, non-profits and scholarship programs.

The Heritage Hotels and Resorts Group have a tradition of supporting cultural preservation and advancement by sponsoring cultural programs and events and supporting various organizations, non-profits and scholarship programs. In 2012 they will donate a portion of every room night's revenue to culturally and artistically significant endeavors. They believe that the preservation of their unique New Mexican cultural heritage is important now and for future generations and hope to share these inspiring traditions to enchant new visitors and old friends

Casa Esencia

Built in 1783 by Salvador Armijo, Casa Esencia is one of New Mexico's most historic buildings and a landmark with the National Register of Historic Places since 1976. Originally a privately owned hacienda, the building's architecture was typical of the time with thick adobe walls, an absence of windows and an enclosed courtyard. Over the years, the building saw multiple renovations including the addition of windows and a wing which allowed the Armijo family to rent rooms to generate additional income.

In 1977, after almost 200 years of ownership and residence, the Armijo family sold the building to a restaurateur. After changing hands several times the restaurant closed in 2004 and the property sat empty until Heritage Hotels and Resorts purchased the building in November 2008



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Ticketed Events and Workshops

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

Registration

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

On-site Registration Fees

Individual Member (VRA or member affiliate):	\$350.00
Student Member:	\$150.00
Non-member:	\$450.00
Daily Rate:	\$125.00

Registration Desk Hours

Tuesday, April 17	6:00 PM - 9:00 PM
Wednesday, April 18	8:00 AM - 5:00 PM
Thursday, April 19	8:00 AM - 5:00 PM
Friday, April 20	10:30 AM - 5:00 PM
Saturday, April 21	8:00 AM - 12:00 PM

Conference Evaluation

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

Steven Kowalik
Hunter College Libraries
695 Park Avenue
New York, NY 10065

Conference Photography and Video Recording Policy

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

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

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

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

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.

Conference Program Credits

Content:	Brian Shelburne, University of Massachusetts Amherst Steven Kowalik, Hunter College, CUNY
Editor and Layout:	Robb Detlefs
Cover and Logo:	Brian Shelburne, University of Massachusetts Amherst Mary Beth McSwigan (mbmcswigan@gmail.com)
Photographs:	iStockPhoto.com Hotel Albuquerque

VRA 30th Annual Conference, April 18-21, 2012

Hotel Albuquerque
Albuquerque, New Mexico

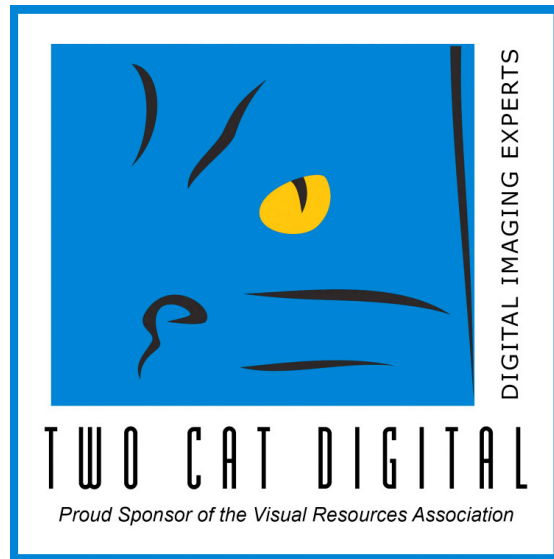
Annual Membership and Business Meeting

Friday, April 20, 2012, 8:00-10:25 AM

- I. Call to Order
- II. Approval of Minutes from the 2011 Annual Business Meeting
- III. Recognition and Thanks to the Albuquerque Local Conference Team
Sponsors, Friends, and Donors
- IV. State of the Association Address: Maureen Burns, President
- V. Treasurer's Report: Billy Kwan, Treasurer
- VI. Report from the Visual Resources Association Foundation:
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. Committee, Advisory Group, and Task Force Chairs
 - C. Regional Chapter Chairs
- IX. Recognition of Outgoing VRA Executive Board Members
 - A. Robb Detlefs, Public Relations and Communications Officer
 - B. Billy Kwan, Treasurer
 - C. Brian Shelburne, Vice President for Conference Arrangements
 - D. Maureen Burns, President
- X. Welcome to Incoming VRA Executive Board Members
 - A. Cindy Abel Morris, Vice President for Conference Arrangements
 - B. Allan T. Kohl, Treasurer
 - C. John Trendler, Public Relations and Communications Officer
- XI. VRA Member Remembrances: Steven Kowalik, VP for Conference Program
Tribute to Nancy Schuller: John Taormina
- XII. VRA 2013 Conference Presentation on Providence: Mark Pompelia
- XIII. New Business
- XIV. Installation of President Jolene de Verges
- XV. Adjournment

Vendor Directory

VRA 30th Annual Conference, April 18-21, 2012, Albuquerque, NM



Program: Tuesday

VRA 30th Annual Conference, April 17-22, 2012, Albuquerque, NM

8:00 AM-4:00 PM **VRA Executive Board Meeting I**

Venue - Boardroom

Executive Board Meeting of the Visual Resources Association

12:30 PM-4:00 PM **VRAF Board of Directors Meeting**

Venue - Fireplace Room

Executive Board Meeting of the VRA Foundation

1:00 PM-2:30 PM **Drop-in tour of the University of New Mexico Art Museum**

Venue - University of New Mexico Art Museum

Drop-in tour of the University of New Mexico Art Museum with curator Sara Otto-Diniz.

The UNM Art Museum is located within the Center for the Arts complex off of Redondo Drive near the UNM Bookstore. Reservations suggested, but not required. Limited to 20 participants. Admission is FREE and open to the public; a \$5 donation is suggested to support exhibitions.

RSVP to: cdabel@unm.edu

(Participants will need to get themselves to the UNM campus; Route 66 city buses are recommended. Following the tour stay at UNM and grab lunch on or near campus)

4:30 PM-6:00 PM **VRA Board / VRAF Board Joint Meeting**

Venue - Potters

6:00 PM-9:00PM **Registration and Hospitality**

Venue - North Atrium

Program: Wednesday

VRA 30th Annual Conference, April 17-22, 2012, Albuquerque, NM

8:00 AM-5:00 PM Registration and Hospitality
Venue - North Atrium

Conference Registration and Hospitality

8:00 AM-12:00 PM Workshop 1: Art and Architecture of the Americas Cataloging Workshop
Venue - UNM Zimmerman Library (1900 Roma Ave, N.E.)

The major textbooks for Art History introductory courses have expanded their coverage of the arts of the Americas, Africa, Oceania, and Asia. As university art departments endeavor to globalize their curricula and museums expand their non-Western collections, the subject matter may be unfamiliar to many image curators and catalogers working with support materials who have been schooled only in the European tradition. The presenters will offer a 4- hour primer in the Art of the Americas to address this concern. They will give an overview of the geography, history and indigenous cultures of North and South America and Mesoamerica, show typical examples of objects and architecture and explain their identifying features, and then offer attendees the opportunity to try their hand at applying general cataloging terms to images of similar objects. After a review of the results, the presenters will briefly talk with the attendees about working with the CCO and the Getty vocabularies and other sources for cataloging the art of the Americas. Attendees will receive handouts listing the major time periods and cultures in each region and a bibliography of general reference materials for further guidance.

Organizer: Karen Kessel, Sonoma State University

Presenters: Claudia Brittenham, University of Michigan

Kimberly Jones, University of Texas at Austin

Karen Kessel, Sonoma State University

Sponsor: VRA Education Committee

Karen Kessel's Special Bulletin #15, Finding and Cataloging Images of Native American Art, is available for a discount price as a pdf download to workshop participants via Registration form.

8:00 AM-12:00 PM Workshop 2: Budgets Schmudgets- Writing Grants to Support Special Projects

Venue - UNM Zimmerman Library

In today's economic climate, funding for special projects remains scarce. Many institutions rely more and more on grant money to accomplish major and minor projects, though the grant writing and application process can be daunting. This workshop will explore the types of grants available, where to find them, the major components of a grant application, do's and don't's of grant writing, and resources

available to help with the process. The workshop will include activities such as small group work, brainstorming, and questions and answers. Topics covered will consider grants from the perspective of different institutional settings. Presenters, including Christine Kuan of Artstor, Christina Updike of the VRA Foundation, and Stephanie Padilla of the University of New Mexico, will provide helpful information about both sides of the grant process; writing and submission as well as reviewing and awarding of grants. Attendees will leave the workshop with confidence in finding and writing successful grant applications, as well as a flash drive containing key resources.

Organizers: Sarah Christensen, Univ. of Illinois at Urbana-Champaign
Ryan Brubacher, Occidental College

Presenters: Christine Kuan, ARTstor
Stephanie Padilla, University of New Mexico
Christina Updike, VRA Foundation

12:00 PM-1:25 PM
Venue - Cristobal

Meeting: Data Standards Committee

The Data Standards Committee (DSC) was established in 1993 to meet the visual resources community's growing need to manage complex visual collections in the networked environment. Our charge from the Visual Resources Association is "To develop, advocate and promote standard descriptive practices in visual resources collections that will facilitate the management, organization, and exchange of information."

More specifically our goals are:

- To identify, develop, and disseminate information that promotes standard descriptive practices
- To communicate visual resources interests to public agencies that make policy and commercial vendors who develop tools and resources applicable to visual collections
- *To establish liaisons and cooperative exchanges with similar interest groups in the museum, library, and archival communities*

12:00 PM-1:25 PM
Venue - Fireplace Room

Meeting: Nominating Committee

Charge: To nominate a slate of candidates to run for offices of the Association; to prepare the candidates' statements and a ballot for submission to the membership with approval by the Executive Board; appoint tellers to monitor the balloting; and to notify the candidates and the President of the results.

12:00 PM-1:25 PM
Venue - Potters

MDID: Cultivating Multimedia on Your Campus

Members of James Madison University's MDID development team will present the latest version of the Madison Digital Image Database. MDID 3 is an open source multimedia management system with innovative tools for discovering, aggregating, and presenting digital media in a wide variety of disciplines and learning spaces. MDID 3 serves as a powerful platform for building innovative, web-based multimedia

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applications with custom interfaces for teaching, learning, and sharing.

Since showcasing MDID 3 at the 2011 VRA + ARLIS conference, JMU is using MDID 3 in full production. At this session, discussion will focus on implementation and training strategies, along with demonstrations of new features and administrator's tools. The MDID team will be prepared to discuss software and hardware requirements, installation issues, best practices, system integration, custom application development, and other topics. In addition to demonstrating core features and the Media Viewer classroom presentation tool, the presenters will showcase several innovative applications that have been developed and implemented at James Madison University in collaboration with instructional technologists, librarians, visual resources specialists, and teaching faculty.

This informative session is open to anyone using or interested in MDID. Adequate time for a question and answer period will follow the presentation.

Continuing the tradition of a freely shared educational resource, MDID is distributed free of charge under an open source license and is used at many institutions across the United States and around the world.

Organizer: Christina B. Updike, James Madison University

Co-Presenters: Andreas Knab, James Madison University

Christina B. Updike, James Madison University

12:15 PM-1:30 PM

Venue - Q-Bar

Student Members & Emerging Professionals Luncheon

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

12:15 PM-1:15 PM
Venue - Alvarado H

EmbARK User Group Meeting

EmbARK is a suite of software tools designed to catalog and manage collections. Cataloguer enables the user to input metadata; manage image, movie, sound, Excel, Word, Powerpoint, and PDF files; and provides import/export tools to easily migrate data. Records can be grouped into portfolios for managing thematic topics or internal projects. Comprehensive searching options are available. There will be time for discussion of the latest versions of EmbARK and Web Kiosk.

Questions can be submitted in advance to the session speaker.

Organizer: Marlene Gordon, University of Michigan-Dearborn

Presenter: Robb Detlefs, Gallery Systems

1:30 PM-3:00 PM
Venue - Alvarado FGH

VRAF Legacy Lecture : Todd Carter, CEO and Co-Founder of Tagasauris

Todd Carter, is widely respected as a creative visionary and leader in the digital assets, photography and linked open data community, with over 20 years experience in working with photo archives, libraries and information technology systems. Todd is the CEO and Co-founder of Tagasauris, a meta-data curation platform. Todd will discuss his views on the role that visual resources play in the information technology landscape of the future. Todd's talk will focus on improving media annotation with open sourced anthologies, linked open data, semantics, machines and crowd sourced human computation.

The 2012 Legacy Lecture is made possible through generous donations made in memory of Nancy Schuller.

Todd Carter is the CEO and Co-Founder of Tagasauris. Todd brings his extensive experience as an accomplished entrepreneur, team leader, speaker and digital media pioneer. He has held executive positions in both early-stage and public business-to-business and consumer-facing technology, Internet, and media businesses. Formerly, Todd was a Co-Founder/President of OWL Multimedia, Inc. a music search technology company and a Co-Founder / CTO of Busy Box (BUSY), a publicly traded technology company. He co-authored the AXS File Concatenation Protocol, an early standard for image metadata representation that found broad adoption in the printing and publishing industries including by real-time multimedia news services Reuters, Agence France Presse, and PressLink. Todd was also a member of ISO/IEC JTC1/SC29/WG11, more commonly known as the Moving Pictures Experts Group, a working group that develops international standards for audio-visual information representation.

3:15 PM-4:40 PM
Venue - Potters

Session: Embedded metadata in cultural image collections and beyond

Over the past few years visual resources professionals have increasingly been using embedded metadata as an effective way to collect initial cataloging data, to ensure the

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delivery of key information with images, to archive image information, and to link VRA Core 4 with other schemas in the larger digital imaging environment. The activities and case study examples presented by panel members will include improving workflow efficiency within visual resources operations and developing ongoing relations with the International Press Telecommunications Council, a pioneer in embedding metadata into images. While this work addresses the immediate needs of visual resources for art, architecture, and related fields, it simultaneously looks outward to the increasing interoperability of all digital materials available in library collections and on the world wide web.

Organizer: Steve Tatum, Virginia Tech
Moderator: Steve Tatum, Virginia Tech
Presenters: Sheryl Frisch, California Polytechnic State University, San Luis Obispo
Joshua Lynn, Minneapolis Institute of Arts
Heidi Raatz, Minneapolis Institute of Arts
Gregory Reser, University of California, San Diego
Steve Tatum, Virginia Tech
Presented by: Embedded Metadata Working Group of the Data Standards Committee.
Sponsor: Gallery Systems

3:15 PM-4:40 PM

Session: Emerging new roles for VR professionals: research into and beyond the arts

Venue - Weavers

At a time of international financial instability, with positions constantly under threat, analogue collections facing forced closure and space at a premium, this session will hear from VR professionals who are reinventing themselves and evolving roles in changing landscapes, pushing into new disciplines and spaces.

Each speaker will discuss the new roles they have taken on, either by accident or design and how their experiences are shaping their view of the VR profession in “the tens”. In many cases this has meant working across disciplines; making their professional presence felt in the classroom and the boardroom; developing new skills but in all cases, broadening their horizons through collaboration.

Speakers will discuss supporting courses beyond traditional visual arts, design and art history; collaborating with libraries, IT and faculty in course development and delivery; working with artists and archivists to preserve and expose their work, collections and archives; building repositories; involvement in project funding

applications; working in arts research and coordinating non-traditional research outputs.

Organizer: Stephanie Beene, Lewis and Clark College, Portland, OR
Moderator: Victoria Brown, University of Oxford
Presenters: Stephanie Beene, Lewis and Clark College, Portland, OR
Victoria Brown, University of Oxford, UK
Jodie Double, University of Leeds, UK
Catherine Worrall, University College Falmouth, UK
Sponsor: Visual Resources: An International Journal of Documentation

5:30 PM-7:00 PM Welcome Reception: What's Your Story?-- VRA Open Mike Night
Venue - Franciscan Ballroom

We Want Your Story! A social event open to all conference participants, "What's Your Story?" will give everyone two minutes (until music ushers you off the stage!) to share ideas on projects, topics, and professional scenarios using whatever form you choose. Storytelling, visual aids (up to three PowerPoint slides, posters, etc.), singing, or simply straightforward description are all welcome! Following each presentation, the attendees are encouraged to provide two minutes of feedback--or just a standing ovation--to their colleagues. Whether you prepare in advance, take the stage spontaneously, or just come to mix and mingle, we hope you join us for an informal gathering full of real people, real communication, and real fun! Plenty of hors d'oeuvres will be served, and a variety of beverages will be available.

Co-organized by: Elizabeth Gushee, University of Texas at Austin
Elaine Paul, University of Colorado at Boulder
Betha Whitlow, Washington University in St. Louis

7:00 PM-8:00 PM Meeting: Publishing Advisory Group
Venue - Turquoise Room

Charge: To assess the Visual Resources Association's (VRA) current publications, advise on potential new publication formats, and consider how they will operate within an overall communications program. With an eye to ongoing developments, the Publishing Advisory Group (PAG) will provide counsel and oversight to guide the future course of the VRA publications program. Responsibilities include: using recommendations in current VRA Strategic Plans to create and sustain a comprehensive, flexible, and forward-thinking VRA publications program; recommending changes in existing publications; and pursuing new modes of communication in light of technological advances and the efficient use of organization resources. The PAG will work with the VRA's Public Relations and Communications Officer as well as collaborate with individuals and committees involved in Association publication activities. All changes to the VRA Publications program will require VRA Board approval.

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7:30 AM-8:55 AM New Members & First Time Attendees Breakfast

Venue - Alvarado D

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

8:00 AM-5:00 PM Registration and Hospitality

Venue - North Atrium

Conference Registration and Hospitality

8:00 AM-9:00 AM Architecture Special Interest Group

Venue - Alvarado F

This information discussion will focus on issues related to the management and growth of collections in architecture programs and collections with large architecture components. The discussion will be driven by topics of interest to audience members. Topics addressed might include cataloguing issues, challenges and solutions to building digital content, ways to share content, SAHARA, etc. Attendees are encouraged to bring topics, ideas and examples to the meeting for lively discussion.

Organizer: Jacqueline Spafford, University of California, Santa Barbara

8:00 AM-9:00 AM IRIS User Group Meeting

Venue - Alvarado C

Yearly meeting for members of the IRIS collaborative and those who are not members, yet interested to find out more. Any breakfast costs are responsibility of attendees.

Organizer: Jesse Henderson, Colgate University

Moderator: To be determined.

9:00 AM-10:25 AM
Venue - Alvarado AB

Session: Engaging New Technologies

While the seemingly exponential array of new technologies offers the potential to enhance the services we provide, simply keeping up with what is available (or on the horizon) is a daunting process. This fast-paced session will demonstrate a rich variety of new technologies, emphasizing concrete examples that show engagement in professional contexts. Utilizing the expertise of energetic, tech-savvy presenters, this session will introduce new tools as well as creative uses of more established technologies, demystifying them to empower session attendees to further investigate on their own. Emphasis will be given to technologies that can be readily utilized in teaching, learning, and research environments.

Co-Organizers: Betha Whitlow, Washington University in St. Louis
Meghan Musolff, University of Michigan
Moderator: Betha Whitlow, Washington University in St. Louis
Presenters: Carolyn Caizzi, Yale University
Meghan Musolff, University of Michigan
John Trendler, Scripps College
Betha Whitlow, Washington University in Saint Louis
Sponsor: Luna Imaging

10:30 AM-11:55 AM
Venue - Alvarado C

Session: Archival Collections / Case Studies

The digitization of historic archival collections can present a daunting array of challenges. Often archives were collected with poor documentation and little information about the creators or contributors to the collection. The processing of these archival collections sometimes requires special subject area expertise due to the content or special staffing considerations due to the sheer size of the project. This session focuses on three cases in which archival collections are being processed. Each presenter will discuss the special challenges within their own institutions' collection and the solutions they have developed in such areas as copyright, workflow, cataloging, and assembling expert teams.

Moderator: Heather Lowe, California State University San Bernardino
Presenters: Trevor Alvord, James Madison University, "Delivering oral histories"
Claire Dienes, Metropolitan Museum of Art, "A 35mm collection assessment & digitization initiative at The Metropolitan Museum of Art"
Shalimar Fojas White, Dumbarton Oaks Research Library and Collection, "The Artamonoff Business: Using Collections Research for Outreach and Strategic Communication"
Sponsor: Two Cat Digital

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10:30 AM-11:55 AM Session: Navigating the Use of Video in Educational, Scholarly and Archival Contexts

Venue - Alvarado AB

The climate surrounding the use of video in educational, scholarly and archival contexts has become increasingly challenging. Letters sent to universities last year by the Motion Picture Association of America threatening against the unauthorized distributions of copyrighted video has had a chilling effect on campuses. At the same time, a number of groups have developed fair use guidelines in an effort to create clarity surrounding the permissible uses of video in educational and scholarly contexts. This panel will discuss different ways to navigate the legal risks surrounding the use of video for education, scholarship and archiving. Among the questions that will be addressed are: What are the legal risks involved with teaching with and archiving video content and how can you mitigate those risks? Does adhering to fair use guidelines offer any legal protections? Under what circumstances is it permissible to ‘rip’ videos from DVDs for educational or archival use? What are some ways to address legal concerns involving the creation and distribution of appropriation video art?

Organizer: Cara Hirsch, ARTstor
Moderator: Cara Hirsch, ARTstor
Presenters: Steve Anderson, Director, PhD Program in Media Arts & Practice and Assistant Professor of Interactive Media, School of Cinematic Arts, University of Southern California
 Rebecca Cleman, Director of Distribution, Electronic Arts Intermix
 Gordon Quinn, Artistic Director and founding member of Kartemquin Films
Sponsor: ARTstor

12:00 PM-1:55 PM Awards Luncheon

Venue - Alvarado D

A highlight of the Conference, the Awards Luncheon brings us together for a full buffet luncheon in an elegant setting as we announce the recipients of the Association’s major honors and awards. Join with your colleagues in celebrating this year’s Distinguished Service Award and Nancy DeLaurier Award honorees. At this time, we will also recognize the recipients of the 2012 Travel Awards, along with the generous donors who have made these awards available.

*PLEASE NOTE: The cost of this event is included in your conference registration fee. However, prior registration for this event is required for purposes of room scheduling and catering arrangements.

The Awards Luncheon brings us together to celebrate with our colleagues. The buffet luncheon will include the announcement of the Association's major honors and awards, as well as recognition of our Travel Award recipients and our generous Travel Award donors.

2:00 PM-3:25 PM
Venue - Alvarado E

ARTstor Digital Library User Group Meeting

ARTstor is a non-profit digital library that provides more than one million images of cultural objects and architectural works covering a wide range of historical, political, social, economic, and cultural documentation from prehistory to the present. ARTstor collections enable a wide range of users -- curators, scholars, educators, librarians, and students -- to teach and study with images in an online environment optimized for exploring visual content in new and exciting ways. This meeting will highlight ARTstor collections and platform features, and will also provide an update on Shared Shelf.

Moderator: Christine Kuan, Chief Curatorial Officer, ARTstor
Presenters: Christine Kuan, Chief Curatorial Officer, ARTstor
Megan Marler, Director of Strategic Services, Shared Shelf,
ARTstor
Dustin Wees, Director of Metadata, ARTstor

3:30 PM-4:55 PM
Venue - Alvarado E

Meeting: Financial Advisory Committee

The Committee is responsible for:

- Assisting the Treasurer in maintaining surveillance over the funds and investments of the Association with the goal of steadily increasing the assets while providing funds.
- Ensuring that the Association maintains a reserve fund equal to 6 months of current operating expenses.
- Reviewing and revising, at least annually, the Association's strategy for long-term financial growth and stability with the goal of hiring a management firm to perform the daily operations of the Association.
- Investigating for the Treasurer investment vehicles for the Association; the Treasurer will submit the recommendations of the committee to the Executive Board for approval.
- Working with the Development Committee to ensure that funds raised by that Committee are appropriately allotted or invested.
- Ensuring that the Investment Policy and the Treasurer's Manual are reviewed and updated regularly.

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3:30 PM-4:55 PM
Venue - Alvarado D

Session: Fair Use Guidelines Q&A forum

Fair use provides the right to make certain uses of images and other copyrighted materials without seeking permission from, or paying fees to, the copyright owners of those materials. However, many in the educational and cultural heritage communities are uncertain how to apply fair use in actual practice. The VRA Intellectual Property Rights Committee has created a Statement on the Fair Use of Images for Teaching, Research and Study to provide guidance to the VRA community on when it is appropriate to rely on fair use and to document our long-standing community practices in this area. The Committee believes that, as with other communities' statements of fair use, documentation of these community practices and principles will help the community of educational and scholarly image users rely on fair use with greater confidence.

This panel discussion will present the Fair Use Guidelines and answer such questions as: Do I need to seek permission in order to reproduce and display images for teaching purposes? Can I rely on fair use in posting images on a course website or other online study materials? Must I receive clearance in order to publish images in a dissertation or thesis? Can I rely on fair use in order to preserve image materials in other formats? Do I need to seek permission in order to share images with other educational and scholarly institutions? It will also provide a behind-the-scenes look at the careful process by which the VRA Guidelines have been formulated and vetted by expert legal opinion. The panel will be followed by ample opportunity for audience members to ask questions relating the principles and procedures set forth in the Guidelines to their own situations.

Moderator: Allan T. Kohl, Minneapolis College of Art & Design
Speakers: Cara Hirsch, Deputy General Counsel, ARTstor
Gretchen Wagner, General Counsel, Secretary, and Vice President of Administration, ARTstor

5:00 PM-6:00 PM
Venue - Alvarado A

Meeting: VRA Regional Chapter Chairs

5:00 PM-6:00 PM
Venue - Alvarado C

Meeting: Providence Local Planning Committee

Planning meeting for the 2013 VRA Conference in Providence, Rhode Island. Members of VRA New England Regional Chapter, VRA Executive Board, and interested others are all welcome to attend.

Facilitators: Cindy Abel Morris, University of New Mexico; VRA Vice President for Conference Arrangements, Incoming

Brian Shelburne, University of Massachusetts Amherst; VRA Vice
President for Conference Arrangements

5:00 PM-6:00 PM
Venue - Alvarado B

SEI Implementation Team Meeting

The purpose of the SEI is to provide information professionals with valuable training and education in the area of visual resources and image management. Under the direction of the Executive Boards of the Art Libraries Society of North America (ARLIS/NA) and the Visual Resources Association Foundation (VRAF), the Implementation Team (IT) is charged as the management group for the Summer Educational Institute (SEI) providing or coordinating administration, local arrangements, registration, scheduling, fundraising, publicity, curriculum, instruction and teaching materials.

6:00 PM-8:30 PM
Venue: Casa Esencia

VRA 30th Anniversary "Fiesta" Celebration

All conference attendees are cordially invited to the Visual Resources Association's 30th Anniversary Fiesta. Please join us in the elegant Casa Esencia, the 1783 Armijo family hacienda, just steps from the hotel, to celebrate the distinctive identity of the VRA as a professional community. The Casa Esencia, one of New Mexico's most historic buildings, has been transformed into a sophisticated event venue with a design scheme reflecting a unique blend of contemporary Albuquerque and Spanish Territorial design.

Enjoy heavy hors d'oeuvres and a cash bar.

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7:00 AM-8:00 AM **Meeting: VRA Mid-Atlantic Regional Chapter**
Venue - Fireplace Room

Jacqueline Protka, Corcoran Gallery and College of Art & Design, chair

8:00 AM-10:25 AM **Annual Membership and Business Meeting**
Venue - Alvarado D

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 2013 conference host city. There will be an opportunity for questions and announcements from the membership. Breakfast will be provided.

This year we will be recognizing the contributions and lives of those members who have passed since VRA's 25th Anniversary ceremony, including a tribute to Nancy Schuller, one of VRA's founders.

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

10:30 AM-5:00 PM **Registration and Hospitality**
Venue - North Atrium

Conference Registration and Hospitality

10:30 AM-11:55 AM **Session: The Visual Culture of the Visually Uncultured**
Venue - Alvarado E

Marita Sturken, Associate Professor at the Annenberg School of Communication at the University of Southern California and Lisa Cartwright state the following in their book *Practices of Looking: An Introduction to Visual Culture*: “Over the course of the last two centuries, Western culture has come to be dominated by visual rather than oral or textual media. Even the bastion of the printed word, the newspaper, has turned to images— and color images by the end of the twentieth century— to draw in its readers and add to the meaning of its stories. Images have never been merely illustrations, they carry important content.”

We all seem to agree that our culture has moved from oral in tradition to a visual one. Since the digital revolution that introduced the personal computer in the 1980's our interaction with images has increased dramatically. Music videos, video games, computer graphics, computer games, and now social media contribute to increase an

emphasis in the visual in our culture. Let's not forget the smart phones, the tablets and the incessant need to be connected and see something. However, it seems that our immersion in a visual culture has left us less prepared to engage in a critical visual discourse. How do we engage in critical discourse of the visual messages we receive? How do we analyze and contextualize these messages? In this session we will define context, content, methods, and examples of how a visual culture indeed shape our beliefs and ideologies.

Organizer: Alma Hoffmann, Indiana Purdue Fort Wayne University
Moderator: Erika Church, University of Utah
Presenters: Alma Hoffmann, Indiana Purdue Fort Wayne University
Brooke Scherer, University of Tampa
Renee Meyer Ernst, St. Ambrose University
Sponsor: Scholar's Resource/Saskia Ltd.

10:30 AM-11:30 AM
Venue - Alvarado A

Cataloging and Metadata Special Interest Group Meeting

This informal discussion will focus on recent developments in cataloging and metadata. The discussion will be driven by topics of interest to audience members. Topics addressed might include CCO, Getty vocabularies, CONA, embedded metadata, semantic web, Dublin Core, etc. Attendees are encouraged to bring their cataloging conundrums and solutions to the meeting for lively discussion.

Jointly organized by: Sherman Clarke
Elisa Lanzi, Smith College
Meghan Musolff, University of Michigan-Ann Arbor
Greg Reser, University of California-San Diego

12:00 PM-1:25 PM
Venue - Alvarado H

Meeting: Awards Committee

The charge to the Awards Committee is to encourage worthy nominations from the VRA membership and evaluate them using the established criteria for the Distinguished Service Award (DSA) and the Nancy DeLaurier Award (NDA). To then recommend to the Executive Board one potential recipient for the DSA award and one or more recipients for the NDA Award, to notify the recipients, to prepare the award presentation speech from the supportive materials, and make arrangements for the award presentation at the annual conference.

12:00 PM-1:25 PM
Venue - Alvarado B

Meeting: Development Committee

The Development Committee's charge is to recommend to the Executive Board fund-raising ventures and the means to implement them; to coordinate all fund-raising activities for the Visual Resources Association authorized by the Executive Board.

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12:00 PM-1:25 PM **Meeting: Intellectual Property Rights Committee**
Venue - Alvarado C

The committee charge is to study and monitor intellectual property and copyright issues; and to develop and promote the Association's position on intellectual property rights issues and educate the membership on these issues.

12:00 PM-1:25 PM **Analog Collections (or "What do I do with all these slides?!?": archive, mothball or deaccession)**
Venue - Cristobal's

The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch.

Please note that Birds of a Feather Networking Lunches are "Dutch Treat", that is, at each diner's own expense.

Facilitator: Jennifer Kniesch, Dickinson College

12:00 PM-1:25 PM **Leadership (what's really involved in participating as a VRA leader)**
Venue - Cristobal's

The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch.

Please note that Birds of a Feather Networking Lunches are "Dutch Treat", that is, at each diner's own expense.

Facilitator: Macie Hall, Johns Hopkins University

12:00 PM-1:25 PM **Solo VR curators (strategies for VR professionals who work as solo acts)**
Venue - Cristobal's

The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch.

Please note that Birds of a Feather Networking Lunches are "Dutch Treat", that is, at each diner's own expense.

Facilitator: Marlene Gordon, University of Michigan-Dearborn

12:00 PM-1:25 PM
Venue - Alvarado A

Meeting: Shared Shelf User Group

Shared Shelf is a web-based image management software service developed by ARTstor that provides support for managing and actively using images — cataloging, editing, storing, and sharing them. Shared Shelf also enables seamless integration of image collections with the ARTstor Digital Library. This meeting will highlight new developments and features in Shared Shelf.

Presenters: Megan Marler, Director of Strategic Services, ARTstor
Elizabeth Berenz, Senior Implementation Manager, ARTstor
Caroline Caviness, Implementation Manager, ARTstor

1:30 PM-2:55 PM
Venue - Alvarado B

Session: Beyond These Four Walls: Optimizing Traditional Collections Through Outreach and Collaboration

With the advent of digital technology, image repositories are no longer limited to a single physical presence on campus or in a museum. This provides motivation for creative thinking and prompts the establishment of new working relationships within our own institutions as well as on a national level. As curators, librarians, and faculty become well versed in the use of digital technology, many have been able to optimize the development of their resources through successful collaborative ventures. This session will highlight some of these recent projects at academic institutions, museums, and cultural archives.

Organizer: Karin S. Whalen, Reed College
Moderator: Karin S. Whalen, Reed College
Presenters: Jen Green, Lamson Library and Learning Commons, Plymouth State University
Marianne Martin, Colonial Williamsburg Foundation
Laura Anne Heller, Dickinson Research Center, National Cowboy & Western Heritage Museum
Stephanie Post, The Metropolitan Museum of Art & Jenni Rodda, Institute of Fine Arts, New York University

1:30 PM-2:55 PM
Venue - Alvarado A

Session: Visual Literacy / Case Studies

The term “visual literacy” was first coined in 1969 by Jack Debes of Kodak, co-founder of the International Visual Literacy Association. According to the Association of College and Research Libraries “Visual Literacy Competency Standards for Higher Education,” visual literacy “is a set of abilities that enables an individual to effectively find, interpret, evaluate, use, and create images and visual media. Visual literacy skills equip a learner to understand and analyze the contextual, cultural, ethical, aesthetic, intellectual, and technical components involved in the production and use of visual materials. A visually literate individual is both a critical consumer of visual media and a competent contributor to a body of shared knowledge and culture.”

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The three case studies in this session will explore (1) implementing visual literacy standards and guidelines at Lewis & Clark College, (2) visual literacy among library and information science students at Wayne State University, and (3) curating and building a collection of image-based art history exam questions at Michigan State University.

Moderator: John Taormina, Duke University

Presenters: Joan Beaudoin, Wayne State University, "A Case Study of Visual Literacy Among Library and Information Science Students."
Stephanie Beene, Lewis & Clark College, "Implementing Visual Literacy Standards and Guidelines at Lewis & Clark."
Alex Nichols, Michigan State University, "Curating Questions: Building a Collection of Image-Based Art History Exam Questions."

Sponsor: ARTstor

3:00 PM-6:00 PM
Venue - Alvarado D

Event: Vendor Slam - presentations & exhibits

Vendor Presentations – a general session in which Vendors will have the opportunity to present their offerings or services to a focused audience

Vendor Exhibits – exhibitors will be provided with display tables in the room at which they can meet attendees, distribute literature, and gather contact information. Wine and cheese will be offered as refreshments for attendees. Attendees will be able to purchase raffle tickets for chances to win an array of exciting prizes. Vendors are encouraged to donate items to the raffle. The winning tickets will be announced at the conclusion of the Vendor Slam.

Co-Organizers: Jesse Henderson, Colgate University
Barbara Brenny, North Carolina State University

3:00 PM-4:00 PM
Venue - Alvarado A

Meeting: Education Committee

Charge: To engage in research, build accessible resources, and share information about educational and professional development opportunities for the VRA membership by remaining in contact with appropriate members of related professional organizations and educational institutions. To regularly solicit information from the VRA membership about interests and educational concerns in order to develop supportive programming at the annual conference and as other opportunities arise.

6:00 PM-7:00 PM
Venue - Alvarado A

Meeting: VRA Great Lakes Regional Chapter

Marlene Gordon, University of Michigan-Dearborn, chair

6:00 PM-7:00 PM
Venue - Alvarado B

Meeting: VRA Midwest Regional Chapter

Rebecca Moss, University of Minnesota, chair

6:00 PM-7:00 PM

Venue - Church St. Café, Old Town

Meeting: VRA New England Regional Chapter

Jen Green, Plymouth State University, chair

6:00 PM-7:00 PM

Venue - Alvarado C

Meeting: VRA Northern California & Southern California Regional Chapters joint meeting

Joint meeting of the VRA Northern California and Southern California Regional Chapters

Northern California Chapter Chair: Abby Dansiger, Academy of Art University

Southern California Chapter Chair: Greg Reser, University of California, San Diego

6:00 PM-7:00 PM

Venue - Alvarado F

Meeting: VRA Pacific Rim Regional Chapter

Joshua Polansky, University of Washington/Seattle, chair

6:00 PM-7:00 PM

Venue - Alvarado G

Meeting: VRA Southeast Regional Chapter

Barbara Brenny, North Carolina State University, chair

6:00 PM-7:00 PM

Venue - Alvarado H

Meeting: VRA Texas Regional Chapter

Katherine Moloney, Amon Carter Museum, chair

6:00 PM-7:00 PM

Venue - Q-Bar

Meeting: VRA Greater New York Regional Chapter

Claire Dienes, The Metropolitan Museum of Art

6:00 PM-7:00 PM

Venue - Weavers

Meeting: VRA Upstate New York Regional Chapter

John Hosford, New York State College of Ceramics at Alfred University, chair

Program: Friday

VRA 30th Annual Conference, April 17-22, 2012, Albuquerque, NM

6:00 PM-7:00 PM

Meeting: SEI Reunion

Venue - Q-Bar

The Summer Educational Institute, a joint project of ARLIS/NA and the VRA Foundation, has provided educational summer workshops on image management since 2004. A long-standing tradition, the SEI Reunion at the VRA conference offers the opportunity for SEI alums, instructors, and organizers to gather informally. At this year's Reunion, SEI faculty, students, and planners from past Institutes can reconnect, meet the current SEI Implementation Team, and learn more about SEI 2012. Students attending SEI 2012 are also invited to participate. This year, by special invitation, VRA Foundation Gold, Silver and Bronze level donors are invited to attend this event where they can meet participants who have benefited from this important educational initiative.

Co-Organizers: Elizabeth Schaub, The University of Texas at Austin
Betha Whitlow, Washington University in St Louis

8:30 PM-11:00 PM

Tansey Event: Flamenco!

Venue - Franciscan Ballroom

Experience live Flamenco dancing and music by the UNM dance program company, Alma Flamenca, in partnership with the National Institute of Flamenco. After you've had dinner, come back to the Hotel Albuquerque and we'll supply lively, sensual and colorful dancing and Spanish guitar, finishing off your evening with desserts and beverages. This is the premier opportunity to support the Tansey Fund for Travel Awards, an important source of funding that helps to bring colleagues (and perhaps you) to conferences.

Fee: \$40.00 for everyone, including non-members

Sustain the tradition of funding travel awards - and remember, Luraine would want you to have fun!

For more on Luraine Tansey and a history of the Travel Awards: <http://www.vraweb.org/about/awards/index.html>

Program: Saturday

VRA 30th Annual Conference, April 17-22, 2012, Albuquerque, NM

7:00 AM-9:00 AM Meeting: Leadership Breakfast

Venue - Franciscan Ballroom

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

8:00 AM-12:00 PM Registration and Hospitality

Venue - North Atrium

8:00 AM-12:00 PM Workshop 3: The Trophy Kids Grow Up: How to Transform Gen Y Students Into the Best Employees You'll Ever Have

Venue - Alvarado F

Most visual resources facilities and libraries rely heavily upon student workers to keep their operations running smoothly. However, with the rise of Generation Y/ Millennials and the cultural impact of Web 2.0 technologies, our former modes of training, motivating, and supervising may no longer be effective. How can we optimize the best qualities of this new generation, while providing them with the training and skills that have always been essential to our daily operations? This fun, fast-paced, highly interactive workshop will explore truths and biases about Millennials (individuals born after 1980), with a focus on strategies for recruiting, developing, communicating with and retaining quality student staff, and addressing the varying needs and challenges of working with undergraduate students, graduate assistants, and interns.

Organizer: Betha Whitlow, Washington University in Saint Louis

Presenters: Jennifer Green, Plymouth State University

Meghan Musolff, University of Michigan

Amber Ruiz, Stanford University

Betha Whitlow, Washington University in Saint Louis

8:30 AM-11:30 AM Workshop 4: DIY Web Design style = "made easy"

Venue - Computer Training Room

A well designed website is an essential marketing and communication tool for any group, business, or institution, though it can be a costly and highly technical process to create one. However, more and more Visual Resources professionals are having to include web development in their skill sets with little or no help. This fast paced workshop will start with a segment on managing a website development project from start to finish, and end with discussing good design principles, targeting specific user groups, accessibility standards, and need-to-know HTML, CSS style sheets, and Javascript code. Free online web templates such as Wordpress and Google sites will be touched on, but this workshop is mainly geared towards those with institutional

Program: Saturday

VRA 30th Annual Conference, April 17-22, 2012, Albuquerque, NM

restrictions banning third party applications. Attendees will explore this topic through presentations, hands on activities, question and answer sessions, and brainstorming, and leave with resources to help get them started on their own website.

Co-Organizers: Sarah Christensen, University of Illinois at Urbana-Champaign
Jennifer Kniesch, Dickinson College

Presenters: Dawn Feavoyour, Rollins College
Allan Cho, University of British Columbia
Jennifer Kniesch, Dickinson College

Limited to 15 participants.

8:30 AM-11:30 AM

Session: Broadening Organizational Horizons: Collaborative Opportunities Between VRA and ARLIS/NA

Venue - Alvarado D

As affiliated organizations, the VRA and the Art Libraries Society of North America (ARLIS/NA) have jointly held two annual conferences and several regional conferences and events, as well as collaborating in areas such as education, research, and publishing. Members of both the VRA and ARLIS/NA are generally interested in exploring ways to better leverage our common ground while maintaining the identity of each organization and meeting the specific needs of its members. At the 2011 joint VRA + ARLIS/NA conference a well-attended and very lively open forum was held for individuals interested in exploring future collaborations between the two organizations. This event, being offered at both of the 2012 VRA and ARLIS/NA conferences, seeks to continue that dialog in a structured way by providing a collaborative stepping-stone. Panelists will present various partnership models based on their experiences, the findings of the ARLIS/NA VRA Joint Task Force on Collaboration, and members' feedback from last year's joint conference. Some models will outline the smaller steps for efforts that have already been implemented successfully, such as joint chapter meetings. Others may propose larger steps, such as creating a permanent steering committee to facilitate collaborative initiatives or recommending that the two organizations formally establish a regular joint meeting schedule. The session will conclude with an invitation to the audience to weigh in on these ideas in an "open mic" brainstorming discussion. The presentations and discussion will include both advantages and disadvantages to increased collaboration between the two organizations. The panel will administer a survey to solicit audience feedback following the session, and later prepare a report for both organizations' Executive Boards.

Co-Organizers: Greta Bahnemann, University of Minnesota
Elaine Paul, University of Colorado Boulder

Presenters: TBD

Sponsor: Davis Art Images

8:30 AM-11:30 AM
Venue - Alvarado E

Session: Cataloging / Case Studies

The Cataloging Case Studies session will explore metadata migration, workflows, cloud computing, and tagging and how they can be applied to digital collections. Mary Alexander of the University of Alabama will present on the second of two migrations that have taken place at the University of Alabama Libraries and the importance of metadata schema and workflows in that process. Joshua Polansky of the University of Washington will describe his automated workflow using optical character recognition (OCR), Apple Automator, and Microsoft Excel to speed the process of collecting metadata for 75,000 digital assets. Elizabeth Berenz of ARTstor will look at the advantages of cloud based software for image management using Shared Shelf as a working example. And finally Ian McDermott will demonstrate the advantages of expert tagging and annotation in improving metadata. His presentation will focus on two ARTstor collections that could benefit from the knowledge of the larger ARTstor community: the Gernsheim Photographic Corpus of Drawings and the Larry Qualls Archive of contemporary art exhibitions.

Moderator: Jeannine Keefer, University of Richmond, VA
Presenters: Mary Alexander, University of Alabama
Elizabeth Berenz, ARTstor
Ian McDermott, ARTstor
Joshua Polansky, University of Washington

12:00 PM-1:25 PM
Venue - Alvarado C

Meeting: Membership Committee

Charge: To support the Association's membership retention and enrollment efforts in conjunction with the Membership Services Coordinator. This includes the development and maintenance of contact lists and listservs, placing advertisements where appropriate, and coordinating the regional chapters program through involvement, encouragement, and recognition. To make recommendations to the Executive Board and implement decisions of the Executive Board in accordance with the Association's Membership.

12:00 PM-1:25 PM
Venue - Alvarado B

Meeting: Travel Awards Committee

Charge: To maintain the Travel Award program that has been established to encourage participation and attendance by VRA members at the Association's annual conference; to administer the awards by formulating criteria for application guidelines and the selection of the award recipients upon approval by the Executive Board; and to arrange for the presentation of the awards.

Program: Saturday

VRA 30th Annual Conference, April 17-22, 2012, Albuquerque, NM

The Travel Awards Committee will be responsible for planning and making arrangements for the Tansey fund-raising event held at the annual conference; the proceeds of which go to the Tansey Fund to provide the travel awards.

12:00 PM-1:25 PM

Networking: Career transitions (options for mid- to late career professionals)

Venue - Cristobal's

The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch.

Please note that Birds of a Feather Networking Lunches are "Dutch Treat", that is, at each diner's own expense.

Facilitator: Maureen Burns, IMAGinED Consulting

12:00 PM-1:25 PM

Networking: Social Media (how to get the most out of Twitter, Facebook, Tumblr, etc.)

Venue - Cristobal's

The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch.

Please note that Birds of a Feather Networking Lunches are "Dutch Treat", that is, at each diner's own expense.

Facilitator: John M. Trendler, Scripps College

1:30 PM-3:00 PM

Closing Plenary Speaker: Amy Herman, The Art of Perception

Venue - Alvarado D

Amy Herman is the President and Founder of The Art of Perception (www.artfulperception.com), which is a professional development program that teaches medical, legal, and law enforcement professionals to enhance their observation, perception, and communication skills by learning to analyze works of art. As an attorney and art historian, Ms. Herman has developed this innovative program using practical experience from both disciplines. The Art of Perception was originally designed for medical students when Ms. Herman was the Head of Education at The Frick Collection and she subsequently adapted the program for a wide range of law enforcement agencies including the New York Police Department, the FBI, the Department of Justice, the Peace Corps, and the Secret Service. She conducts her sessions in museums around the country as well as in secured training centers. In her

presentation, Ms. Herman will discuss the applicability and relevance of visual literacy across the professional spectrum and how the analysis and perception of works of art has afforded the participants in her program a new and innovative way to refresh their sense of inquiry and reconsider the skills necessary for professional success.

Amy E. Herman designed, developed and conducts all sessions of The Art of Perception using the analysis of works of art to improve perception and communication skills. Originally designed in 2000 as a program to help medical students improve their observation and communication skills with patients, she subsequently adapted her teaching for law enforcement professionals and conducts the program for a wide range of agencies including the New York City Police Department, the Federal Bureau of Investigation, the Department of Justice, the Center for Homeland Defense and Security, Customs and Border Protection, and the Department of Homeland Security. The Art of Perception for the NYPD was recently featured on the CBS Evening News with Katie Couric. Ms. Herman was the Head of Education at The Frick Collection for eleven years, where she oversaw all educational collaborations and community initiatives. Ms. Herman holds an AB in International Affairs, a Juris Doctor, and an MA in Art History.

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The Exploratorium: mixed archive of books, pamphlets and other printed materials

Hillwood Museum & Gardens: Hasselblad X5 scans from original 4x5 and 120 transparencies

Sierra Club Colby Library: Betterlight scans of rare Ansel Adams photo album printed in 1928

Sierra Club Colby Library: Betterlight scans of Joseph LeConte map from 1896, showing the future Yosemite National Park

American Institute of Architects: 93,000 slides scanned in 18 months

How can we help you?

Contact: Howard Brainen
510-483-1220 x201
Email: howard@twocatdigital.com

Program: Sunday

VRA 30th Annual Conference, April 17-22, 2012, Albuquerque, NM

8:00 AM-4:00 PM
Venue - Cristobal's

VRA Executive Board Meeting II

Executive Board Meeting of the Visual Resources Association

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Visual Resources Association

VRA 30th Annual Conference, April 18-21, 2012, Albuquerque, NM

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

Individual Membership (2012 rates):

Student, Retired, Unemployed	\$40
Individual	\$110
Institutional (3 named representatives receive the privileges of full membership)	\$300

Application for membership in the VRA is available at vraweb.org. Memberships are for the calendar year (January through December); those received after October 15 are applied to the next calendar year.

Executive Board 2011-2012

President:	Maureen Burns, IMAGinED Consulting
President-Elect:	Jolene de Verges, MIT Libraries
Vice President for Conference Arrangements:	Brian Shelburne, University of Massachusetts, Amherst
Vice President for Conference Program:	Steven Kowalik, Zabar Art Library, Hunter College/CUNY
Secretary:	Marcia Focht, Binghamton University
Treasurer:	Billy Kwan, Metropolitan Museum of Art
Public Relations and Communications Officer:	Robb Detlefs, Gallery Systems

Executive Board 2012-2013

President:	Jolene de Verges, MIT Libraries
Vice President for Conference Arrangements:	Cindy Abel Morris, University of New Mexico
Vice President for Conference Program:	Steven Kowalik, Zabar Art Library, Hunter College/CUNY

Executive Board 2012-2013

Secretary:	Marcia Focht, Binghamton University
Treasurer:	Allan T. Kohl, Minneapolis College of Art & Design
Public Relations and Communications Officer:	John Trendler, Scripps College

VRA Appointees 2012

ARLIS/NA - VRA Joint Task Force on Professional Standards Criteria:	Allan T. Kohl, VRA Co-Chair, Minneapolis College of Art & Design Amy Lucker, ARLIS/NA Co-Chair, New York University
Communications Technology Advisor:	Teddie Bozhilova, University of California, Riverside
Images Newsletter Editor:	Marlene Gordon, University of Michigan-Dearborn
Membership Services Coordinator and Listserv Manager:	Lise Hawkos, University of Wisconsin, Stevens Point
Picture Licensing Universal System Coalition (PLUS), Board of Directors Appointee:	Dustin Wees, ARTstor
Publications Programming Group Chair:	Robb Detlefs, Gallery Systems
Social Networking Coordinator:	Krystal Boehlert, J. Paul Getty Museum
Southeastern College Art Conference Representative:	Christina B. Updike, James Madison University
VRA Archivist:	Martine Sherrill, Wake Forest University
VRA Bulletin, Content Editor	Anne Blecksmith, Getty Research Institute
VRA Bulletin, Production Editor	Jason Miller, UC Berkeley, College of Environmental Design, Visual Resources Center
VRA Web Site Editor:	Jackie Spafford, University of California, Santa Barbara
Web Technology Coordinator:	Jennifer Kniesch, Dickinson College

Regional Chapters 2012

Canada	Adam Lauder, York University
Great Lakes	Marlene Gordon, University of Michigan-Dearborn

Greater New York	Claire Dienes, Metropolitan Museum of Art
Greater Philadelphia	Chapter status is currently INACTIVE.
Mid-Atlantic	Jacqueline Protka, Corcoran College of Art & Design
Midwest	Rebecca Moss, University of Minnesota
New England	Jennifer Green, Plymouth State University
Northern California	Abby Dansiger, Academy of Art University
Pacific Rim	Joshua Polansky, University of Washington/Seattle
Southeast	Barbara Brenney, North Carolina State University
Southern California	Greg Reser, University of California, San Diego
Texas	Katherine Moloney, Amon Carter Museum
Upstate New York	John Hosford, New York State College of Ceramics at Alfred University

VRA Committee Chairs 2012

Awards:	Margaret Webster, VR Consultant, Ithaca, NY
Data Standards (Co-chairs):	Johanna Bauman, Pratt Institute Kari Smith, Massachusetts Institute of Technology
Development (Co-chairs):	Barbara Brenny, North Carolina State University Jesse Henderson, Colgate University
Education (Co-chairs):	Meghan Musoloff, University of Michigan Beth Wodnick, Princeton University
Financial Advisory Committee:	Jane Darcovich, University of Illinois at Chicago
Intellectual Property Rights (Co-chairs):	Cara Hirsch, ARTstor Allan Kohl, Minneapolis College of Art & Design
International Task Force:	Vicky Brown, University of Oxford, UK
Membership:	Elaine Paul, University of Colorado at Boulder
Nominating:	Virginia (Macie) M. G. Hall, Johns Hopkins University
Publishing Advisory Group:	Betha Whitlow, Washington University in Saint Louis
Travel Awards (Co-chairs):	Vicky Brown, University of Oxford, UK Heidi Eyestone, Carleton College
VRA Core Advisory Group	Johanna Bauman, Pratt Institute Tricia Rose-Sandler, Missouri Botanical Garden

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“Independent Man” (originally “Hope”), an 11’ tall statue weighing over 500 pounds, stands atop the dome of the Rhode Island State Capitol in Providence, itself the fourth-largest self-supporting dome in the world. Image courtesy Flickr Commons.

Iconic sign of the Providence Biltmore hotel.
Image courtesy the Providence Biltmore hotel website.

