

University of Denver • PUBLISHING INSTITUTE • July 12 – August 7, 2009
Final Schedule

Sunday, July 12

1:00 p.m. Orientation and Reception, Sturm Hall, Room 451, 4th floor.

Monday, July 13

9:00 a.m. Introduction to the Course: Joyce Meskis, Director, Publishing Institute, owner, Tattered Cover Book Store.

9:30 a.m. – noon Keynote Address/Overview of Publishing: Robert Miller, Publisher, Harper Studio, an imprint of HarperCollins Publishers.

1:30 p.m. – 4:30 p.m. The Role of the Editor/Acquisition of the Manuscript/Making the Publishing Decision: Jonathan Karp, Publisher and Editor-in-Chief, TWELVE, an imprint of Hachette Book Group USA.

5:00 p.m. Picnic on campus for students and faculty.

7:00 p.m. Tattered Cover Book Store: Special reading and signing with Diane Mott Davidson, author of FATALLY FLAKY, HarperCollins Publishers, 2009, and 13 other bestselling novels.

Tuesday, July 14

9:00 a.m. – 10:30 a.m. The Role of the Literary Agent: Sandra Dijkstra, founder, owner and President of Sandra Dijkstra Literary Agency.

10:45 a.m. – noon “How the Book is Born,” a roundtable discussion demonstrating how the editor, agent and author work together in bringing the book to publication: Karl Weber, President, Karl Weber Literary, former editor and publisher with McGraw-Hill, John Wiley & Sons, Times Business/Random House; Sandra Dijkstra, founder, owner and President, Sandra Dijkstra Literary Agency; and Diane Mott Davidson, author of FATALLY FLAKY, HarperCollins Publishers, 2009.

1:30 p.m. – 4:30 p.m. The Economics of Publishing: Robert Follett, President, Alpine Guild, Inc., former President and Chairman, Follett Book Company.

Wednesday, July 15

9:00 a.m. – noon Editing Workshop: Directed by Karl Weber, President, Karl Weber Literary, former editor and publisher with McGraw-Hill, John Wiley & Sons, Times Business/Random House; and Nan Gatewood Satter, Independent Book Editor, former editor with Doubleday.

1:30 p.m. – 4:30 p.m. University Press/Scholarly Publishing: John Drayton, Senior Associate Director and Publisher, University of Oklahoma Press. 1979 Publishing Institute graduate.

Thursday, July 16

9:00 a.m. – noon Editing Workshop: Directed by Karl Weber, President, Karl Weber Literary; with Nan Gatewood Satter, Independent Book Editor.

1:30 p.m. – 3:30 p.m. College Textbooks: Roth Wilkofsky, President, Allyn & Bacon/Longman Publishers, Pearson Longman.

3:45 p.m. – 4:30 p.m. Role of the College Sales Representative: Reid Hester, Director, College Sales and Marketing, Rowman and Littlefield Publishers. 1995 Publishing Institute graduate.

5:00 p.m. Picnic on campus for students and faculty.

Friday, July 17

9:00 a.m. – noon Editing Workshop: Directed by Karl Weber, President, Karl Weber Literary; with Nan Gatewood Satter, Independent Book Editor.

1:30 p.m. – 4:30 p.m. Copy Editing: Alice Levine, freelance editor and former Copy Chief, Westview Press.

Monday, July 20

9:00 a.m. – noon A Day with Independent Publishers: A panel of experts from several independent houses across the country, moderated by Joyce Meskis, Director of the Publishing Institute. Among the panelists: David Godine, David R. Godine, Publisher, Boston, MA; Gary Groth, Fantagraphics Books, Seattle, WA; Nina Hoffman, National Geographic Books, Washington, D.C.; Jack Jensen, Chronicle Books, San Francisco, CA; Carolyn Sakowski, John F. Blair, Publisher, Winston-Salem, NC; Marina Tristán, Arte Público Press, Houston, TX.

1:30 p.m. – 4:30 p.m. A Day with Independent Publishers continues...

5:00 p.m. Picnic on campus with members of the Independent Publishers panel.

Tuesday, July 21

9:00 a.m. – noon Editing Workshop: Directed by Karl Weber, President, Karl Weber Literary, former editor and publisher with McGraw-Hill, John Wiley & Sons, Times Business/Random House; with Nan Gatewood Satter, Independent Book Editor, former editor with Doubleday.

1:30 p.m. – 3:00 p.m. Reference Publishing in an Electronic Age: Chris Nasso, Publisher, Greenhaven Press, Lucent Books, Kidhaven Press, imprints of Gale/Cengage Learning. 1977 Publishing Institute graduate.

3:15 p.m. – 4:30 p.m. E-Books from a Library Perspective: Chris Brown, Reference Librarian, Penrose Library, University of Denver.

Wednesday, July 22

9:00 a.m. – noon Editing Workshop: Directed by Karl Weber, President, Karl Weber Literary; with Nan Gatewood Satter, Independent Book Editor.

1:30 p.m. – 4:30 p.m. Field Trip to Fulcrum Publishing, Inc. to meet key staff members of an exciting, local independent trade publisher.

Thursday, July 23

9:00 a.m. – 10:00 a.m. Editing Workshop: Directed by Karl Weber, President, Karl Weber Literary; with Nan Gatewood Satter, Independent Book Editor.

10:15 a.m. – noon Proofreading Session: Alice Levine, freelance editor and former Copy Chief, Westview Press.

1:30 p.m. – 4:30 p.m. Children's Books: Virginia Duncan, Vice President, Publisher, Greenwillow Books/HarperCollins Publishers; and commentary from the bookseller's point of view from Judy Bulow, Children's Books Buyer, Tattered Cover Book Store.

5:00 p.m. Picnic on campus for students and faculty.

Friday, July 24

- 9:00 a.m. – noon Editing Workshop: Directed by Karl Weber, President, Karl Weber Literary; with Nan Gatewood Satter, Independent Book Editor.
- 1:30 p.m. – 4:30 p.m. International Publishing and Subsidiary Rights: Kristin Kliemann, Vice President, Subsidiary Rights, John Wiley and Sons, Inc.

Monday, July 27

- 9:00 a.m. – noon Trade Books Marketing Workshop, Overview of Marketing: Carl Lennertz, Vice President, Marketing/Independent Retailing, HarperCollins Publishers.
- 1:30 p.m. – 4:30 p.m. Presentation of Universal Publishers list/Discussion of How Marketing Workshop Will Work: Carl Lennertz, Vice President, Marketing/Independent Retailing, HarperCollins Publishers.

Tuesday, July 28

- 9:00 a.m. – noon Trade Books Marketing Workshop, Advertising and Promotion: Carolyn Schwartz, Deputy Director, Creative Marketing, Random House, Inc.
- 1:30 p.m. – 4:30 p.m. Trade Books Marketing Workshop: Carl Lennertz, Vice President, Marketing/Independent Retailing, HarperCollins Publishers.
- 5:00 p.m. Picnic on campus for students and faculty.

Wednesday, July 29

- 9:00 a.m. – 11:30 a.m. Trade Books Marketing Workshop, Publicity: Scott Manning, President, Scott Manning and Associates.
- 11:30 a.m. – noon Writing a Press Release: Karen Hemmes, Press Release Publicist with Publicity Connections.
- 1:30 p.m. – 4:30 p.m. Marketing On the Internet: Peter McCarthy, Director of Direct-to-Consumer Sales and Operations, Random House, Inc.

Thursday, July 30

- 9:00 a.m. – 10:00 a.m. Trade Books Marketing Workshop, Wholesalers: Kent Freeman, Chief Technology Officer, Ingram Digital Group.
- 10:15 a.m. – noon The Roles of the Sales Rep and Bookstore Buyer: Deirdre Dolan, Vice President, Sales Manager, W.W. Norton & Co., Inc.; Cathy Langer, Lead Buyer, Tattered Cover Book Store.
- 1:30 p.m. – 2:30 p.m. The Book Store: Joyce Meskis, Director, Publishing Institute, and owner of the Tattered Cover Book Store.
- 2:45 p.m. – 4:30 p.m. Trade Books Marketing Workshop: In-class session to finalize marketing plans with Carl Lennertz, Vice President, Marketing/Independent Retailing, HarperCollins Publishers.

Friday, July 31

- 9:00 a.m. – noon Production and Design: Rebecca Finkel, Graphic Designer, Big Earth Publishing.
- 1:30 p.m. – 4:30 p.m. Trade Books Marketing Workshop, Presentation of Marketing Plans: Carl Lennertz, Vice President, Marketing/Independent Retailing, HarperCollins Publishers.

Monday, August 3

- 9:00 a.m. – noon A Day with Magazine Publishers: Daniel Brogan, Editor and Publisher, *5280: Denver's Mile High Magazine*; Marlene Blessing, Editorial Director, *Beadwork*, *Stringing*, and *Step by Step Beads* magazines, Interweave Press.
- 1:30 p.m. – 4:30 pm. A Day with Magazine Publishers Continues: Joan Walsh, Editor-in-Chief, Salon.com.

Tuesday, August 4

- 9:00 a.m. – noon Legal Aspects of Publishing: Jon Tandler, Isaacson Rosenbaum P.C.
- 1:30 p.m. – 4:30 p.m. How to Get a Job – Tips on Resumes, Interviews, and Making the Connections: Susan Gordon, President, Lynne Palmer Executive Recruitment Agency; Robert Defendorf, Director, Human Resources, Scholastic.

Wednesday, August 5

- 8:30 a.m. – 12:30 p.m. A Morning of Mock Interviews with a host of seasoned publishers. Descriptions of typical entry level jobs will be posted, and each student will have an opportunity for a practice interview to experience the process.
- 2:00 p.m. – 4:30 p.m. A Roundtable of Publishing Institute Graduates: how they got their first jobs/what they are doing now. Moderated by Elizabeth Geiser, Director Emerita, Publishing Institute. Panel: Phoebe Gaston, Sales Representative, Book Travelers West, PI '07; Michael Gawley, Global Rights Administrative Assistant, John Wiley & Sons, PI '07; Jessica Kaufman, Publicist, Penguin Young Readers/Penguin Group USA, PI '05; Katie Neubauer, Editorial Assistant, University of Nebraska Press, PI '07.
- 5:00 p.m. Picnic on campus for students and faculty.

Thursday, August 6

- 9:00 a.m. – noon A day set aside for scheduled interviews with publishers who have specific job openings. Publishers from around the country, including local Colorado publishers, will be interviewing. Jobs will be posted the third week of the Institute.
- 1:30 p.m. – 4:30 p.m. Scheduled interviews continue...

Friday, August 7

- 9:00 a.m. – 11:00 a.m. A morning at the Phipps Mansion with Carolyn Reidy, President and CEO, Simon & Schuster, Inc.; Awarding of Certificates.
- 11:00 a.m. – 12:30 p.m. Graduation Brunch, Phipps Mansion.

Saturday, August 8

- 10:00 a.m. Check out of Centennial Towers.