

University of Denver ♦ PUBLISHING INSTITUTE ♦ July 10 – August 5, 2016  
*Tentative Schedule*

**Sunday, July 10**

1:00 p.m. – 3:00 p.m. Orientation and Reception. Lindsay Auditorium, Sturm Hall.

**Monday, July 11**

8:30 a.m. – 9:30 a.m. Opening Breakfast with Introduction to the Course: Jill Smith, Director, Publishing Institute. Tuscan Ballroom, Fritz Knoebel School of Hospitality Management.

10:00 a.m. – noon Keynote Address/Overview of Publishing: Madeline McIntosh, President, Penguin Publishing Group US.

1:30 p.m. – 4:30 p.m. The Role of the Editor/Acquisition of the Manuscript/Making the Publishing Decision: Andrea Schulz, Vice President, Editor-in-Chief, Viking/Penguin Random House, 1990 Publishing Institute graduate.

7:00 p.m. Birth of the Book: A discussion between Laird Hunt, author of *Neverhome*, Little, Brown and Company, September 2014 and Karl Weber, President, Karl Weber Literary, former Editor and Publisher with McGraw-Hill, John Wiley & Sons, Times Business/Random House, Inc., at the Tattered Cover Book Store on Colfax.

**Tuesday, July 12**

9:00 a.m. – noon The Role of the Literary Agent: Sandra Bond, Owner, Bond Literary Agency.

1:30 p.m. – 4:30 p.m. Editing Workshop: Directed by Karl Weber, President, Karl Weber Literary, former Editor and Publisher with McGraw-Hill, John Wiley & Sons, Times Business/Random House, Inc.

**Wednesday, July 13**

9:00 a.m. – noon Editing Workshop: Directed by Karl Weber.

1:30 p.m. – 4:30 p.m. The Economics of Publishing: Nikko Odiseos, President, Shambhala Publications.

**Thursday, July 14**

9:00 a.m. – noon Editing Workshop: Directed by Karl Weber.

1:30 p.m. – 4:30 p.m. University Press/Scholarly Publishing: Peter Dougherty, Director, Princeton University Press.

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

**Friday, July 15**

9:00 a.m. – noon Editing Workshop: Directed by Karl Weber.

1:30 p.m. – 4:30 p.m. Copyediting: Alice Levine, Freelance Editor and former Copy Chief, Westview Press.

**Monday, July 18**

9:00 a.m. – 12:30 p.m. A Day with Independent Publishers: a panel of experts from independent houses. David R. Godine, David R. Godine, Publisher, Boston, MA; Jack Jensen, Chronicle Books, San Francisco, CA; Carolyn Sakowski, John F. Blair, Publisher, Winston-Salem, NC; and Marina Tristán, Arte Público Press, Houston, TX.

2:00 p.m. – 5:00 pm. A Day with Independent Publishers continues. . .

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

**Tuesday, July 19**

9:00 a.m. – noon Editing Workshop: Directed by Nan Gatewood Satter, Independent Book Editor, former Editor with Doubleday.

1:30 p.m. – 4:30 p.m. Book Packaging/Book Producing: Mike Oprins, President, becker&mayer!

**Wednesday, July 20**

9:00 a.m. – noon Editing Workshop: Directed by Nan Gatewood Satter.

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 guest speakers.

**Thursday, July 21**

9:00 a.m. – 11:00 a.m. College Textbooks: Priscilla McGeehon, College Publisher, Thames & Hudson.

11:15 a.m. – noon Role of the College Sales Representative: Reid Hester, Executive Editor, Psychology, SAGE Publications, and former Executive Editor, Political Science, Pearson Education, 1995 Publishing Institute graduate.

1:30 p.m. – 3:00 p.m. Proofreading Session: Alice Levine, Freelance Editor and former Copy Chief, Westview Press.

3:15 p.m. – 4:30 p.m. Editing Workshop: Directed by Nan Gatewood Satter.

**Friday, July 22**

9:00 a.m. – 10:15 a.m. Digital College Publishing: Ralph Zerbonia, Senior Manager, Content Digitization, Cengage Learning, 2001 Publishing Institute graduate.

10:30 a.m. – noon Religious Publishing: Joel Fotinos, Vice President, Publisher, Jeremy P. Tarcher/Penguin.

1:30 p.m. – 4:30 p.m. Editing Workshop: Directed by Nan Gatewood Satter.

### ***Monday, July 25***

- 9:00 a.m. – noon Trade Books Marketing Workshop, Overview of Marketing: Carl Lennertz, Publishing Consultant, former Executive Director, World Book Night U.S. and former Vice President, Marketing/Independent Retailing, HarperCollins Publishers.
- 1:30 p.m. – 4:30 p.m. Presentation of Universal Publishers List/Marketing Workshop: Directed by Carl Lennertz.
- 5:00 p.m. Picnic on campus for students and guest speakers.

### ***Tuesday, July 26***

- 9:00 a.m. – noon Social Media Marketing Strategies: Erica Barmash, Director of Children's Trade and Digital Marketing, Bloomsbury Children's and Walker Books for Young Readers.
- 1:30 p.m. – 4:00 p.m. Trade Books Marketing Workshop: Directed by Carl Lennertz.

### ***Wednesday, July 27***

- 9:00 a.m. – noon Publicity: Scott Manning, President, Scott Manning and Associates.
- 1:30 p.m. – 2:15 p.m. Writing a Press Release: Karen Hemmes, Press Release Publicist with Publicity Connections.
- 2:30 p.m. – 4:30 p.m. Trade Books Marketing Workshop: Directed by Carl Lennertz.

### ***Thursday, July 28***

- 9:00 a.m. – 10:15 a.m. Diversity in Publishing: Malaika Adero, President, Adero's Literary Tribe, former Vice President, Senior Editor, Atria Books/Simon and Schuster.
- 10:30 a.m. – noon Digital Innovations in Publishing: Todd Stocke, Vice President and Editorial Director, Sourcebooks.
- 1:30 p.m. – 2:30 p.m. Trade Books Marketing Workshop: Directed by Carl Lennertz.
- 2:30 p.m. – 4:00 p.m. How to Get a Job – Tips on Resumes, Interviews, and Making the Connections: Susan Gordon, President, Lynne Palmer Executive Recruitment Agency; and Lynnette Spence, Director, Talent Acquisition, Scholastic.

### ***Friday, July 29***

- 9:00 a.m. – noon Presentation of Marketing Plans: Directed by Carl Lennertz.
- 1:30 p.m. – 2:45 p.m. Production: Stacy Schuck, Production Manager, The Perseus Books Group.
- 3:00 p.m. – 4:30 p.m. Book Design: Rebecca Finkel, Graphic Designer, F+P Graphic Design.

### ***Monday, August 1***

- 9:00 a.m. – noon Legal Aspect of Publishing: Jon Tandler, Sherman & Howard, LLC.
- 1:30 p.m. – 4:30 p.m. International Publishing and Subsidiary Rights: Kristin Kliemann, Vice President, Subsidiary Rights, John Wiley and Sons, Inc.

### ***Tuesday, August 2***

- 9:00 a.m. – 10:15 a.m. Scholarly Journals: John Tagler, Vice President and Executive Director, American Association of Publishers' Professional and Scholarly Publishing Division.
- 10:30 a.m. - noon The Role of the Wholesaler: Shawn Everson, Chief Commercial Officer, Ingram Content Group.
- 1:00 p.m. – 4:30 p.m. Publishing Sales – Getting Books to Market: Deirdre Dolan, Vice President, Associate Sales Director, W.W. Norton & Company, Inc.; Kimin Kirkpatrick, Business Analyst, Trade Sales, W.W. Norton & Company, Inc.; Cathy Langer, Lead Buyer, Tattered Cover Book Store.

### ***Wednesday, August 3***

- 9:00 a.m. – 11:00 a.m. The Book Store: Joyce Meskis, Owner of the Tattered Cover Book Store, and former Director of the Publishing Institute.
- 12:30 p.m. – 5:00 p.m. Field trip to The Perseus Books Group, Boulder, CO to meet key staff members of an exciting independent publisher, which is also the leading provider of sales, marketing and distribution services to independent publishers.

### ***Thursday, August 4***

- 9:00 a.m. – 2:30 p.m. Graduate Career Planning: Mock Interviews with a host of local industry professionals. Each student will have an opportunity for a practice interview to experience the process and hear valuable feedback on their interviewing skills. Publishers from Colorado and other locales from around the country will also hold informational and job-specific consultations.
- 3:15 p.m. – 4:30 p.m. Panel Discussion with Publishing Institute Graduates: how they got their first jobs and what they are doing now.
- 5:00 p.m. Picnic on campus for students and guest speakers

### ***Friday, August 5***

- 9:00 a.m. – 10:30 a.m. A morning with Bob Miller, President and Publisher, Flatiron Books/Macmillan; Awarding of Certificates.
- 10:30 a.m. – 12:30 p.m. Graduation Brunch Reception, Renaissance Room, Mary Reed Hall.