

University of Denver ♦ PUBLISHING INSTITUTE ♦ July 14 – August 9, 2019
Final Schedule

Sunday, July 14

2:00 p.m. – 4:30 p.m. Orientation and Reception. Lindsay Auditorium, Sturm Hall.

Monday, July 15

9:00 a.m. – 10:00 a.m. Opening Breakfast with Introduction to the Course: Jill Smith, Director, Publishing Institute. Tuscan Ballroom, Fritz Knoebel School of Hospitality Management.

10:15 a.m. – noon Keynote Address/Overview of Publishing: Jamie Raab, President and Publisher, Celadon Books/Macmillan.

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 Nick Arvin, author of *Mad Boy: An Account of Henry Phipps in the War of 1812*, Europa Editions, 2018 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 16

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 17

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

1:30 p.m. – 4:30 p.m. The Business of Publishing – Making the Numbers Work: Nikko Odiseos, President, Shambhala Publications.

Thursday, July 18

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

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

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

Friday, July 19

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

1:30 p.m. – 4:30 p.m. Copyediting: Carolyn Sobczak, Editor, Kempe Center, 2005 Publishing Institute graduate.

Monday, July 22

9:00 a.m. – 12:30 p.m. A Day with Independent Publishers: a panel of experts from independent houses. WA; Jack Jensen, Chronicle Books, San Francisco, CA; Sanj Kharbanda, Beacon Press, Boston, MA; Kirsty Melville, Andrews McMeel, Kansas City, MO; Meg Reid, Hub City Press, Spartanburg, SC; and Marina Tristán, Arte Público Press, Houston, TX.

12:30 p.m. – 1:30 pm. Picnic on campus for students and guest speakers.

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

Tuesday, July 23

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, Chief Executive Officer, Be Amazing Toys, and former Vice President, Group Publisher, Quarto Publishing Group.

Wednesday, July 24

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.

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

Thursday, July 25

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. – 2:45 p.m. Proofreading Session: Carolyn Sobczak, Editor, Kempe Center, 2005 Publishing Institute graduate.

3:00 p.m. – 4:30 p.m. Editing Workshop: Directed by Nan Gatewood Satter.

Friday, July 26

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 and Editorial Director, St. Martin's Press.

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

Monday, July 29

- 9:00 a.m. – noon Trade Books Marketing Workshop, Overview of Marketing: Carl Lennertz, Executive Director, Children's Book Council and Every Child a Reader, Publishing Consultant, former Vice President, Marketing at Random House, HarperCollins and Little, Brown.
- 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 30

- 9:00 a.m. – noon Digital Marketing: Anna Jarzab, Digital Marketing Strategist, Simon & Schuster Children's Publishing, 2005 Publishing Institute graduate.
- 1:30 p.m. – 4:00 p.m. Trade Books Marketing Workshop: Directed by Carl Lennertz.

Wednesday, July 31

- 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: Lindsey Kennedy, Publicity Manager, Sounds True.
- 2:30 p.m. – 4:30 p.m. Trade Books Marketing Workshop: Directed by Carl Lennertz.

Thursday, August 1

- 9:00 a.m. – 10:30 a.m. Digital Innovations in Publishing: Todd Stocke, Senior Vice President and Editorial Director, Sourcebooks.
- 10:45 a.m. – noon Trade Books Marketing Workshop: Directed by Carl Lennertz.
- 1:30 p.m. – 2:30 p.m. Diversity in Publishing: Jalissa Corrie, Marketing Associate, LEE & LOW BOOKS, Inc.
- 2:45 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, and Katy Craig, Founder/Owner of Pavo Leadership, LLC., 2003 Publishing Institute graduate.

Friday, August 2

- 9:00 a.m. – noon Presentation of Marketing Plans: Directed by Carl Lennertz.
- 1:30 p.m. – 3:00 p.m. Book Design: Laura Drew, Creative Director, Quarto Publishing Group.
- 3:15 p.m. – 4:30 p.m. Production: Stacy Schuck, Production Manager, Hachette Book Group.

Monday, August 5

- 9:00 a.m. – noon Legal Aspect of Publishing: Jon Tandler, Attorney, Sherman & Howard, LLC.
- 1:30 p.m. – 4:30 p.m. International Publishing and Subsidiary Rights: Kristin Kliemann, Kliemann & Company Consulting, former Vice President, Subsidiary Rights, John Wiley and Sons, Inc.
- 5:00 p.m. Picnic on campus for students and guest speakers

Tuesday, August 6

- 9:00 a.m. – 10:30 a.m. The Role of the Wholesaler: Shawn Everson, Chief Commercial Officer, Ingram Content Group.
- 10:45 a.m. – noon Publishing Sales – National Accounts: Deirdre Dolan, Former Vice President, Associate Sales Director, W.W. Norton & Company, Inc.
- 1:30 p.m. – 4:30 p.m. Publishing Sales – Partnering with the Independent Bookstore: Meg Sherman, Field Sales Manager, W.W. Norton & Company, Inc., and Arsen Kashkashian, Head Buyer, Boulder Book Store.

Wednesday, August 7

- 9:00 a.m. – 11:00 a.m. The Book Store: Len Vlahos, Owner, Tattered Cover Book Store, and former Executive Director, The Book Industry Study Group.
- 12:30 p.m. – 5:00 p.m. Field trip to The Perseus Books Group, part of Hachette Book Group, to meet key staff members of an exciting publisher located in Boulder, CO.

Thursday, August 8

- 9:00 a.m. – 10:15 a.m. Panel Discussion with Publishing Institute Graduates: how they got their first jobs and what they are doing now.
- 11:00 a.m. – 4:00 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.
- 5:00pm PubWest Happy Hour

Friday, August 9

- 9:00 a.m. – 10:30 a.m. A morning with Casey McIntyre, Vice President and Publisher, Razorbill/Penguin Random House, 2007 Publishing Institute Graduate; Awarding of Certificates.
- 10:30 a.m. – 12:30 p.m. Graduation Brunch Reception, Tuscan Ballroom, Fritz Knoebel School of Hospitality Management.