**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: Bob Miller, President and Publisher, Flatiron Books/Macmillan.
1:30 p.m. – 3:30 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, 1980 Publishing Institute graduate.

**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: Alice Levine, Freelance Editor and former Copy Chief, Westview Press.

**Monday, July 22**
9:00 a.m. – 12:30 p.m. A Day with Independent Publishers: a panel of experts from independent houses. Gary Groth, Fantagraphics Books, Seattle, WA; Jack Jensen, Chronicle Books, San Francisco, CA; Sanj Kharbanda, Beacon Press, Boston, MA; Betsy Teter, Hub City Press, Spartanburg, SC; and Marina Tristán, Arte Público Press, Houston, TX.
12:30 p.m. – 1:30 p.m. 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, 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: Alice Levine, Freelance Editor and former Copy Chief, Westview Press.
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
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.

Friday, August 2
9:00 a.m. – noon: Presentation of Marketing Plans: Directed by Carl Lennertz.
1:30 p.m. – 5:00 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, 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, Sales Representative, 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.
5:00 p.m.: 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.