

University of Denver • PUBLISHING INSTITUTE • July 13 – August 9, 2008
Final Schedule

Sunday, July 13

2:00 p.m. Orientation and Reception outside Lindsay Auditorium, Sturm Hall.

Monday, July 14

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: Dominique Raccach, President and Publisher, Sourcebooks, Inc.

1:30 p.m. – 4:30 p.m. The Role of the Editor/Acquisition of the Manuscript/Making the Publishing Decision: Roger Scholl, Editorial Director, Currency, Senior Editor, Doubleday, both imprints of Doubleday Broadway Publishing Group, a division of Random House, Inc. 1980 Publishing Institute graduate.

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

7:00 p.m. Tattered Cover Book Store: Special reading and signing with H.W. Brands, New York Times bestselling author of a forthcoming biography of FDR, Doubleday Broadway/Random House, Inc., 2008.

Tuesday, July 15

9:00 a.m. – 10:00 a.m. The Role of the Literary Agent: James Hornfischer, Hornfischer Literary Management.

10:00 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: Roger Scholl, Editorial Director, Currency, Senior Editor, Doubleday, both imprints of Doubleday Broadway Publishing Group, a division of Random House, Inc.; James Hornfischer, Hornfischer Literary Management; H.W. Brands, New York Times bestselling author of a forthcoming biography of FDR, Doubleday Broadway/Random House, Inc., 2008.

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 16

9:00 a.m. – noon Editing Workshop: Directed by Arnold Dolin, former Senior Vice President, Penguin USA, and Associate Publisher, Dutton/Signet; with Karl Weber, President, Karl Weber Literary.

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

Thursday, July 17

9:00 a.m. – noon Editing Workshop: Directed by Arnold Dolin, former Senior Vice President, Penguin USA, and Associate Publisher, Dutton/Signet; with Gladys Topkis, former Senior Editor, Yale University Press; and Karl Weber, President, Karl Weber Literary.

1:30 p.m. – 3:30 p.m. College Textbooks: Roth Wilkofsky, President, 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 18

9:00 a.m. – noon Editing Workshop: Directed by Arnold Dolin, former Senior Vice President, Penguin USA, and Associate Publisher, Dutton/Signet; with Gladys Topkis, former Senior Editor, Yale University Press; and Karl Weber, President, Karl Weber Literary.

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

Monday, July 21

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: Karen Lotz, Candlewick Press, Cambridge, MA; Gary Groth, Fantagraphics, Seattle, WA; Marina Tristán, Arte Público Press, Houston, TX; Esther Margolis, Newmarket Press, New York, NY; Chip Fleischer, Steerforth Press, Hanover, NH; Thomas Burke, Pomegranate Communications, Petaluma, CA.

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

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

Tuesday, July 22

9:00 a.m. – 10:45 a.m. Editing Workshop: Directed by Arnold Dolin, former Senior Vice President, Penguin USA, and Associate Publisher, Dutton/Signet; with Gladys Topkis, former Senior Editor, Yale University Press; and Karl Weber, President, Karl Weber Literary.

11:00 a.m. – noon Life of a Freelancer: Karl Weber, President, Karl Weber Literary.

1:30 p.m. – 4:30 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.

Wednesday, July 23

9:00 a.m. – noon Editing Workshop: Directed by Arnold Dolin, former Senior Vice President, Penguin USA, and Associate Publisher, Dutton/Signet; with Gladys Topkis, former Senior Editor, Yale University Press; and Karl Weber, President, Karl Weber Literary.

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

Thursday, July 24

9:00 a.m. – 10:00 a.m. Editing Workshop: Directed by Arnold Dolin, former Senior Vice President, Penguin USA, and Associate Publisher, Dutton/Signet; with Gladys Topkis, former Senior Editor, Yale University Press; and Karl Weber, President, Karl Weber Literary.

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

5:00 p.m. Buyer, Tattered Cover Book Store.
Picnic on campus for students and faculty.

Friday, July 25

9:00 a.m. – noon Editing Workshop: Directed by Arnold Dolin, former Senior Vice President, Penguin USA, and Associate Publisher, Dutton/Signet; with Gladys Topkis, former Senior Editor, Yale University Press; and Karl Weber, President, Karl Weber Literary.

1:30 p.m. – 2:45 p.m. International Publishing: Ian Randle, President, Ian Randle Publishers, 1980 Publishing Institute graduate.

3:00 p.m. – 4:30 p.m. Sub-rights: Kristin Kliemann, Vice President, Subsidiary Rights, John Wiley and Sons, Inc.

Sunday, July 27

3:30 p.m. – 5:00 p.m. Reception and Visit with Joyce Meskis, Director, Publishing Institute, and owner of the Tattered Cover Book Store, a world-renown independent bookstore in Denver.
Introduction to the Marketing Workshop: Carl Lennertz, Vice President, Marketing/Independent Retailing, HarperCollins Publishers.

Monday, July 28

9:00 a.m. – noon Overview of Marketing: Carl Lennertz, Vice President, Marketing/Independent Retailing, HarperCollins Publishers.

1:30 p.m. – 4:30 p.m. Presentation of list of Universal Publishers/Discussion of How Marketing Workshop Will Work: Carl Lennertz, Vice President, Marketing/Independent Retailing, HarperCollins Publishers.

Tuesday, July 29

9:00 a.m. – noon Trade Books Marketing Workshop, Advertising and Promotion: Carolyn Schwartz, Deputy Director, Creative Marketing, Bantam Dell Publishing Group, a division of Random House, Inc.; and Kathleen Spinelli, Principal, Brands-to-Books, 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 30

9:00 a.m. – noon Trade Books Marketing Workshop, Publicity: Scott Manning, President, Scott Manning and Associates.

1:30 p.m. – 3:30 p.m. Marketing On the Internet: Peter McCarthy, Director of Direct-to-Consumer Sales and Operations, Random House, Inc.

3:45 p.m. – 4:30 p.m. E-Books from a Library Perspective: Chris Brown, Penrose Library, University of Denver.

Thursday, July 31

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: David Waag, Sales Representative, Karel/Dutton Group; Cathy Langer, Buyer, Tattered Cover Book Store.

1:30 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, August 1

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 4

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.

1:30 p.m. – 4:30 pm. A Day with Magazine Publishers Continues: Kay Fuston, Vice President, Editor-in-Chief, *Coastal Living* magazine, and David Cator, Associate Publisher, *Coastal Living* magazine.

Tuesday, August 5

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 6

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.

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

Thursday, August 7

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 8

9:00 a.m. – 11:30 a.m. An informal morning at the Phipps Mansion with Carolyn Reidy, President, Simon & Schuster, Inc.; Awarding of Certificates, Phipps Mansion.

11:30 a.m. – 1:30 p.m. Graduation Luncheon.

Saturday, August 9

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