



The Twelfth Annual Virginia Festival of the Book *March 22-26, 2006*

For program updates visit www.vabook.org, or call 434-924-6890

Publishing Day, Saturday March 25

Pub Day Plenary

A survey of publishing today, with Nick Wier Williams (publisher, consultant, and author of the forthcoming *Encyclopedia Idiomatica*)
9 a.m., Omni Hotel Ballroom A

From Manuscript to Cash Register: Publishing Panel

What really happens to a book once a manuscript is chosen? What decisions inform how it will be marketed and sold? With agent Simon Lipskar, W.W. Norton editor-in-chief Starling Lawrence, VP & Associate Publisher of Putnam Riverhead Catharine Lynch, and bookseller Robert Gray.
10 a.m., Omni Hotel Ballroom A

Who's Reading and How? Publishing Panel

What's changing the way people read. With Ron Hogan (Beatrice.com), David Kipen (NEA Director of Literature), David Montgomery (reviewer, *Chicago Sun Times*), and Gene Schwartz (*Foreword* magazine)
Noon. Omni Hotel Ballroom BC

Plotting Your Career: Publishing Panel

You crafted your book's plot with care, why stop there? Three authors and a literary agent tell you how to write the rest of your publishing success story, with Lynn Isenberg, Julian Rubinstein, N. M. Kelby and agent Jeff Kleinman.
Noon., Omni Hotel Preston Room

Writing Fiction for Young Adults

Kevin Brockmeier (*City of Names; Grooves: A Kind of Mystery*), David Ives (*Scrib and Monsieur Eek*) and co-authors Brad Barkley and Heather Hepler (*Scrambled Eggs at Midnight*) discuss their young adult fiction.
Noon, Barnes & Noble

Buzz Your Book: Publishing Panel

Bring your books up to the "brainstorm table" and author M.J. Rose will select books and strategize publicity for them. Learn by listening to others' strategies--and glean tips for your own.
2 p.m., Omni Hotel Preston Room

Careers in Publishing: A Panel

With agent James Fitzgerald, acquisitions editor Boyd Zenner (UVa Press), editor Mary Ann Hall (Rockport Publishers), book designer Mayapriya Long (Bookwrights), and Nick Wier Williams (publisher, consultant).
2 p.m., Gravity Lounge

Agents Roundtable

With Faith Childs (Faith Childs Literary Agency), Bill Gladstone (Waterside Productions), Deborah C. Grosvenor (Grosvenor Literary Agency), Jeff Kleinman (Folio Literary Management), and Simon Lipskar (Writers House).
4 p.m., Omni Hotel Ballroom BC

Landing Your First Children's Book Deal

Picture book authors Sudipta Bardhan-Quallen (*Tightrope Poppy*), Jennifer Elvgren (*Josias, Hold the Book*), and Mara Rockliff (*Pieces of Another World*) give the inside scoop on breaking into children's publishing.
4 p.m., Charlottesville Ice Park

Scholarly Publishing in the Popular Realm: Merging Academic and "Big Bookstore" Publishing Dreams

Carole Sargent, Ph.D., founder of the consulting agency, A Word in Time, offers information on how to open doors at the best literary agencies and with elegant trade publishers.
4 p.m., UVa Harrison Institute / Small Special Collections Library Auditorium