

PUBWEST

For Immediate Release

November 11, 2016

Contact: Kent Watson, Executive Director, PubWest

kent@pubwest.org, (503) 901-9865

PubWest 2017 Conference Online Registration Now Open

(Portland, OR) — PubWest, the leading trade association for small- and medium-sized book publishers, is pleased to announce that registration for PubWest 2017 is open. Full details on the conference can be found at <http://pubwest.org/conference/pubwest-2017-conference/>.

The PubWest 2017 Conference will be held February 9–11, 2017, at The Benson Hotel in Portland, Oregon. The conference theme is “Better Together: 40 Years of Publishing Expertise” and will offer four keynotes, four intensive sessions, and ten dynamic sessions all focused on making publishing better by working together. Why 40 years? PubWest will turn 40 years old in 2017. Come help us celebrate with a huge cake and 40 candles!

PubWest 2017 will feature Keynotes by Erin McKean, founder of *Wordnik*, the world’s biggest online dictionary; Ron Charles, editor of *The Washington Post*’s “Book World”; Will Patton, a seasoned marketing professional with experience in highly competitive corporate environments such as Nike and the NBA; and Jennifer Worick, author of *Things I Want to Punch in the Face*. Pre-conference intensive sessions include Anne-Marie Concepcion’s “Long Documents without Tears: Best Practices and Pro-Level Tips for Book Design and Production in InDesign,” “Pop Culture Publishing: Graphic Novels, Art, and Children’s Books,” and “How to Partner with Authors to Maximize Sales: The New Rules for Publicity and Marketing.” Peer-to-peer seminars and plenary sessions will cover “THIS JUST IN! How to Score National Publicity,” “When Less Is More: The Art of Negotiation in Editing,” “Made from Scratch: Ingredients for Making Best Sellers,” “Strategizing for Success: Embarking on the Purchase & Sale of Publishing Companies,” “Book Discovery Online,” “The Future of Storytelling: Common Ground for Pages & Screens,” “Create Your Metadata Map,” and “Crowdfunding: When Your Reader Is Your Investor.” Additional sessions include an extended publisher and head-of-house roundtable, and “Speedy Spiels: Stand-out Moments that Made a Difference,” where selected attendees/speakers have four minutes to tell a story about something, anything, that left a lasting impression—a book, a performance, a conversation, a trip, a class, a speech—and was cause for celebration, introspection, hilarity, or a eureka moment.

PubWest’s most recent conferences have featured speakers and panelists such as Kristen Gilligan and Len Vlahos, the new owners of the Tattered Cover Book Store; Natalie Elliott, PhD, of Saint John’s College in Santa Fe, NM; Jim Childs, publisher at Rowman & Littlefield’s Globe Pequot, Lyons Press, and Falcon Guides; Mira Jacob, author of *The Sleepwalker’s Guide to Dancing*, who recently delivered the groundbreaking talk entitled “I Gave A Speech About Race to the Publishing Industry and No One Heard Me”; Joe Rohde, creative executive at Walt Disney Imagineering; Thatcher Wine, founder of Juniper Books; H. Kevin Miserocchi, executive director at Tee and Charles Addams Foundation; Steven Piersanti, president of Berrett-Koehler Publishers; Jen Bilik, owner and founder of Knock Knock Stuff; Nadine Vassallo, project manager, Research and Information, for the Book Industry Study Group (BISG); Oren

Teicher of the American Booksellers Association; Otis Chandler of Goodreads; Len Riggio of Barnes & Noble; Dominique Raccach of Sourcebooks; John Ingram of Ingram Content Group; and many more of the leading voices in new format publishing. The PubWest Conference offers a unique opportunity to get up close and personal with the most innovative leaders in publishing, printing and binding, design, copyediting and proofing, and legal services.

PubWest Conference 2017

Better Together: 40 Years of Publishing Expertise

February 4–6, 2016

The Benson Hotel, Portland, Oregon

Registration and more information: <http://pubwest.org/conference/pubwest-2017-conference/>

The PubWest Conference 2017 will include:

- Intensive sessions with leading industry experts
- Lively panel discussions that present new perspectives
- Informative peer-to-peer seminars
- Inspiring keynote speakers
- Fun and valuable social and networking opportunities

The upcoming conference will also include the presentation of the 2017 Rittenhouse Award for outstanding contributions to book publishing in the West. This year's recipient will be announced soon. The Jack D. Rittenhouse award was established in 1990 and is given in memory of Jack. D. Rittenhouse, the West's consummate evangelist of the book.

Registration discounts for publishers:

PubWest 2017 is one of the most respected and valuable professional development events in book publishing, yet it is also affordable. PubWest offers early bird registration discounts as well as discounts for publisher and associate members of the association. This year we are also offering, for the first time, a "Better Together" discounted registration for anyone that has never attended the conference. In addition, group discounts are available for companies registering more than one employee. For more information on discounts and incentives, please visit <http://pubwest.org/conference/pubwest-2017-conference/> or contact PubWest Executive Director Kent Watson at kent@pubwest.org or (503) 901-9865.

Jack Swanson Scholarship

The Jack W. Swanson scholarship was established in 2013 to bring book publishing interns or first- or second-year publishing house employees to a PubWest conference. The scholarship is funded from the sale of rights, by royalties from *Rail Ventures*, and by private donations from PubWest members who wish to encourage the next generation of book publishers. The scholarship covers full conference tuition, travel, lodging, conference intensives, and other optional events. Only one winner will be chosen for the scholarship. Other scholarships may be awarded, but recipients will need to cover their own travel, lodging, conference intensives, or other optional events.

To apply for the scholarship to **PUBWEST 2017**, send a letter of introduction explaining your professional/academic background and why you're interested in a book publishing career, along with a letter of support from one professional or academic reference.

Please send applications to: Scholarship Committee, PubWest, 17501 Hill Way, Lake Oswego, OR 97035. Applications must be received by **Monday, January 2, 2017**.

For media:

Press passes to the PubWest Conference 2017 are available. To request a pass or schedule an interview,

please contact PubWest Executive Director Kent Watson at kent@pubwest.org or (503) 901-9865.

About PubWest: PubWest is a non-profit trade association for North American book publishers, from small independent presses to publishing companies with worldwide operations, and related professionals, such as printers, designers, binderies, and publishing freelancers. For more information, please visit www.pubwest.org.