

# BASICBOOKMANUFACTURING SEMINAR SERIES '11



May 12<sup>th</sup> thru 13<sup>th</sup> & October 20<sup>th</sup> thru 21<sup>st</sup>

Dear Colleague:

Once again, Edwards Brothers is offering its basic book manufacturing seminar series. Since 1988, over 3,000 publishing professionals have attended this popular seminar.

The seminar is directed toward editorial, production, and management personnel who are interested in learning how books are made. EB professionals conduct the seminar, so you learn directly from the people who work on your titles.

The 2011 seminars will be held May 12-13 and October 20-21. Space is limited and these seminars fill up quickly. To reserve your spot, fill out and return the registration form on the back of the brochure.

I look forward to seeing you at an upcoming seminar.

Best wishes,



John J. Edwards  
President & CEO



## The Program

This special seminar is designed for entry- to mid-level experienced production personnel. The two-day agenda is a unique mix of classroom and hands-on learning at Edwards Brothers' Ann Arbor facility. All production areas will be covered, including electronic imposition, pre-press, press, bindery and materials (paper, cloth, etc.). Your instructors will all be experienced Edwards Brothers' employees.

At the Ann Arbor facility you will see:

- Hard bound and soft bound products made
- Sheetfed, web presses, and digital printers in operation
- State of the art equipment such as our Prinergy front end system and computer to plate (CTP)
- Ultra short run book production in EB's Digital Book Center

With a 1:2 ratio of instructors to attendees, EB technical experts will be ready to answer all of your questions using their many years of experience. You will also get a free copy of the EB Basic Book Manufacturing textbook. Dress is casual (casual shoes and jeans recommended) as participants will have busy days!

### Day1

8:15 Opening remarks  
8:30 Working with customer service  
8:50 File preparation: tips & tricks  
9:40 Break  
9:50 File preparation continued  
11:10 Digital printing and Life of Title® solutions  
12:15 Lunch  
1:15 Digital book center demonstrations  
2:15 Plate/Computer-to-plate  
2:35 Break  
2:50 Paper tutorial  
3:50 Break  
6:00 Cocktails & dinner

### Day2

8:00 Press equipment choices  
8:30 Press demonstrations  
9:30 Break  
9:45 Bindery equipment choices  
10:00 Binding demonstrations  
12:00 Lunch  
1:00 Packaging & shipping options  
1:30 Wrap up  
2:00 Seminar end

# PastSeminarAttendees

ABC-CLIO  
American Bar Association  
American Enterprise Institute  
American Institute of Physics  
American Library Association  
American Management Association  
American Marketing Association  
American Psychiatric Press  
American Psychological Association  
American Society of  
Civil Engineers  
American Society of  
Mechanical Engineers  
ASM International  
Borders, Inc.  
Cengage Learning

University of  
Chicago Press  
University of  
Chicago Press - Journal Division  
Christian Science  
Publishing Society  
The Council on  
Foreign Relations Press  
Elsevier Science  
Gale, part of Cengage Learning  
Hackett Publishing  
Harvard University Press  
Heinemann  
Houghton-Mifflin Harcourt  
John Wiley & Sons  
Johns Hopkins University Press  
Lippincott Williams & Wilkins

University of Minnesota Press  
Orbis Books  
Oxford University Press  
Pearson Education  
Perseus Books Group  
Robert Bentley, Inc.  
Rowman & Littlefield  
Publishing Group  
Sage Publications, Inc.  
Springer-Science New York, Inc.  
Taylor & Francis  
University of Texas Press  
Thieme Medical  
ProQuest  
United States Catholic Conference  
Wolters Kluwer



**“By far the best publishing event I’ve attended.”**

— Samantha Hensley, Senior Production Controller, University of Chicago Press

**“Even more informative than last year.”**

— Tom Kepler, Art Director, Adams Press

**“I would recommend it to anyone new to the industry or anyone looking to expand their knowledge base.”**

— Evan Simons, Production Assistant, Beacon Press

**“Great people, wonderful town, and a phenomenal facility.”**

— Brandi Turner, Book Sales Operations Manager, Author Solutions

