

# FPA *Sell More Books!* Newsletter

April 2005

## Are You Missing Out?

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#### MY TWO CENTS

“When print reps call on me and ask to bid my company’s work, I tell them I allow only vendor members of the Florida Publishers Association, Inc., to bid on my domestic printing projects.”

— Betsy Wright-Lampe

*Betsy Wright-Lampe is the association executive of FPA.*

by Frank Gromling, Editor

Whether you are a publisher or published author, or working to be one or the other, if you are not connected to the library systems in this country you are missing out on a very BIG opportunity.

Think about it. Libraries are where books are. We write or produce books. We want them to end up in libraries, as well as bookstores, gift shops, big box stores, and in the hands of every person old enough to hold one. Same goes for those of us involved with CD’s, DVD’s and other neat electronic devices coming down the pike.

Libraries come in all shapes and sizes. They are public, private, scholastic, technical, collegiate, and all kinds of other descriptions. They are almost in every community. Everybody knows where they are.

Beside this, think about what’s inside libraries — large meeting rooms, quality electronic equipment like microphones, projectors, screens, podiums, tables and chairs. On top of it, all of this usually is available to you for free.

Are you seeing a trend here?

So we have these big buildings all over the country where books, CD’s, DVD’s and more are housed, and millions of people go to them to read, listen, and borrow things. Does this sound like a place where a publisher or author might fit in?

Regardless of what type of library,

almost all of the librarians are interested in having presentations about subjects of interest to their customers, be they citizens, students, or whomever. All it takes is a little initiative to make that first contact with the librarian.

So, if you have something you want to share with a group, perhaps you have a new book you want to tell them about, you could offer to present a talk about how your book came about and what you have learned from the process. You could talk about the difficult writing stages you traversed, including those demanding editors and pesky copy editors who kept changing things on which you worked so laboriously.

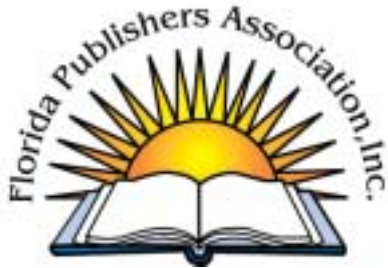
Or, you could explain the production process of how a book gets made, from concept to finished product. Not many people know about that.

Now that you are armed with an idea about what to talk about, and having summoned up the courage to make a few phone calls, you are on your way to stardom. Well, not quite.

You really must prepare and practice a very strong presentation so the fruits of your labor will not be sour. Just as with a book, your presentation must be edited to a fine point so the audiences will be informed, entertained, and, if it is your desire, brought to the point of buying your books.

Speaking of book buying, while some libraries may not allow you to sell your books at your talks, many libraries encourage it. A possible way to handle

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www.FLbookPub.org

FPA is not responsible for typographical errors, nor does it warrant or guarantee any information or offers from vendors, media or others who contribute items to the newsletter.

When submitting items for future Newsletters, please follow these guidelines:

1. Deadline for receipt of items is the 25th of the month prior to publication.
2. Trim the submission content as best as possible.
3. Using the following list, identify what section of the Newsletter your item belongs to:

FPA Upcoming Events  
Region Director Reports  
Affiliations (PMA, SPAN, AAP)  
Member News • Helpful Hints  
Marketing • Awards  
Events • Online  
Publications • Library

*continued from the front page*

this potential obstacle is to offer a small percentage back to the Friends of the Library in appreciation for your use of their fine facility. Ten percent of gross sales is usually warmly received.

When you link up with libraries, always offer to assist in promoting your events through news releases, articles, and other avenues, including radio/TV spots. Provide your promotional materials to the libraries for their use in newsletters, mailings, and on-site posters. Get creative and be generous.

Next week (April 10-16) is National Library Week, a national observance sponsored by the American Library Association (ALA) since 1958. It is a way to celebrate the contributions that libraries and librarians have made, while promoting library use and support. Also, April is School Library Media Month, sponsored by the American Association of School Librarians, a division of ALA.

Is there a more perfect time to search out your library opportunity?

### **AAP Offers Resources to Celebrate National Poetry Month**

This April will be the 10th annual National Poetry Month, and, to help booksellers prepare for the month-long celebration of verse, the Academy of American Poets, organizers of the annual event, have made numerous resources available on their website and will be mailing National Poetry Month 2005 posters to all ABA member bookstores.

<http://news.bookweb.org/read/3263>

## **Regional Reports**

### **Central Region**

Lisa Michaud Kalaf,  
Director

On Saturday April 23, we will hold a Central Regional meeting and seminar in Valrico. The event is open to fpa members, the publishing public, published authors or anyone interested in getting more involved with publishing. Bring a friend, if you'd like. The meeting and seminar will be held in Room A at the new Bloomingdale Regional Public Library, 1906 Bloomingdale Avenue in Valrico, phone (813) 635-1644, fax (813) 635-1646. It is scheduled to begin at 1:00 p.m. and will continue until approximately 3:00 p.m. Handouts will be provided.

Our main guest speaker will be Betsy Wright-Lampe, who has 16 years of experience in the book publishing industry. She will dedicate over one-half of her presentation time to answering attendees' questions about any aspect of the book publishing process. The writing process will be addressed only as it applies to the publishing process, but Betsy plans to offer a similar event — just for unpublished authors — at this library very soon.

Betsy Wright-Lampe holds the positions of president and editorial director of Rainbow Books, Inc., a 26-year-old, family-owned, women-run, independent publisher of self-help/how-to nonfiction and mystery fiction.

Rainbow Books, Inc., is a house member of the Association of the Association of American Publishers, Publishers Marketing Association and is a founding member of both Publishers Association of the South and Florida Publishers Association. Betsy served many years on the board, twice acted

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## Member News

### *The Playmakers* Takes the Grand Prize at the 2005 *Writer's Digest* International Self-Published Book Awards

On March 24, 2005, it was announced that *The Playmakers: Amazing Origins of Timeless Toys* took home the grand prize at the 2004 *Writer's Digest* International Self-Published Book Awards. Tim Walsh earned \$3,000 as the author/publisher of the book, which features the 20th century's best toys, games and dolls and the inventors who brought them to life.

"I am humbled and honored to have this book win such a prestigious award," Walsh said. "This was a huge undertaking — a nearly three-year project, but moments like this validate all the time it took to complete."

Walsh conducted over 150 interviews for *The Playmakers*, tracking down the inventors of the Ant Farm, Sea-Monkeys, Rock 'Em Sock 'Em Robots, Twister, and Spirograph among others. The book contains over 420 color photographs and 150 black-and-white images, across 312 pages.

"I've met many readers and toy lovers at signings and author events since the book was released in March of 2004 and their enthusiastic response has been wonderful," Walsh confesses. "And it's great to know that *The Playmakers* is now being recognized by my peers in the writing community as well. This is fantastic!"

There were 2,300 books entered in the 13th annual competition. *Writer's Digest* will feature an excerpt from *The Playmakers* in its August issue. Since 75 toys are profiled in the book, Walsh admits that choosing just one chapter to give to *Writer's Digest* will be tough. "How do I choose between Wiffle Ball

and Super Ball?" Walsh asked. "They were two of my favorites growing up." Beyond the story of the first ball that curved on its own and the first ball you could bounce over your house, *The Playmakers* offers the compelling behind-the-scene origins of Play-Doh, Clue, Lego, Barbie, G.I. Joe, and many more.

*Writer's Digest* was founded in 1920 and is the world's leading magazine for writers. It is owned by F&W Publications, a leading publisher of books and magazines for creative people.

Tim's publishing company, Keys Publishing, is a member of the Florida Publishers Association.

[www.theplaymakers.com](http://www.theplaymakers.com)

### Carol A. Miller

Carol Miller, author of *The Master of Plans* (ISBN 0-595-66321-4 and 0-595-31474-0) has a book signing scheduled at Raintree Books at the Eustis location 10-12 and at the Lady Lake location 1-4 on Saturday, April 30th. Carol will be featured in the *Lake Magazine* May issue, "Women of Success." The book will be displayed at the 2005 Florida Library Association Annual Conference. Check out her website at: [www.carolmayomiller.com](http://www.carolmayomiller.com).

The sequel *The Master of Plans Part II* will be available in the coming months.

### Past Perfect Florida History, Inc.

Barbara Poleo has announced that her bookstore, Past Perfect Florida History, Inc., has a new address at 640 East Ocean Avenue, No. 3, Boynton Beach, Florida 33435, telephone (561) 742-7822, email: [ppfh@bellsouth.net](mailto:ppfh@bellsouth.net).

### Pirate Publishing International

Pirate Publishing International of Fort Myers and their Gasparilla Pirate novel authors, James F. and Sarah Jane Kaserman, will be involved in the First Annual Lee Pirate Fest to be held on April 21-23. Details on this national event can be found at [www.LeePirateFest.com](http://www.LeePirateFest.com)

The Kasermans will be dressed in pirate costume and will be part of the activities, including lectures, and re-enactments. Sarah Jane "Fiddler" will have her fiddle "Charley" at the event and will play independently as well as join the many pirate orchestras coming from throughout the United States.

Pirate Publishing will have a booth at the event and will offer the Kasermans' two pirate novels, *Gasparilla Pirate Genius*, ISBN 0-9674081-0-5, and *The Legend of Gasparilla, A Tale for All Ages*, ISBN 0-9674081-1-3, available for sale. Pirate Publishing will also be advertising a pre-sale for the Kasermans' forthcoming children's illustrated chapter book, *How the Pirates Saved Christmas*, which is scheduled to be released in October.

### Marhouse

Marlin L. Houser of Altamonte Springs is the author of *The Adventures of Little Fox, Book One, Generations*, ISBN-10: 0-9752703-0-3 and ISBN-13: 978-0-9752703-0-1, a 208-page chapter book for ages 8-12, hardcover; also available in softcover (ISBN-10: 0-9752703-1-1 and ISBN-13: 978-0-9752703-1-8).

Marlin Houser offers parents and teachers a tool for teaching family values and awareness. Children will identify with Little Fox as he learns respect, tolerance of others and love. A

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*Member News, continued from page 3*

corresponding teacher's guide with worksheets is available for class projects (ISBN-10: 0-9752703-2-X/ ISBN-13: 978-0-9752703-2-5). Book One the series is distributed by Marhouse Inc., (407) 599-5307 or at [www.adventurefox.com](http://www.adventurefox.com).

### Ocean Publishing

Ocean Publishing and the Flagler County Public Library will celebrate National Library Week starting on April 11th. Five of Ocean's authors will conduct a wide variety of presentations sharing with writers, wannabes, and the general public at the library, 2500 Palm Coast Parkway NW, Palm Coast. Topics and authors will include: Coping with Poetry — Confessions of an Addict (Kay Day); Whales in Florida (Frank Gromling); So You Want to be an Author (Victor DiGenti); The Healing Art of Poetry (Dorothy K. Fletcher); and Writing Biographies: Trust is Sometimes Stranger than Fiction (Sandra Wallus Sammons). To see dates and times visit the Library's web page [www.flaglerlibrary.org](http://www.flaglerlibrary.org).

On April 19th at 3:00 p.m., Ocean author and dolphin trainer Pete Davey will delight the audience with his animal training techniques which are described in his successful first book *Whales with Fur*.

The following link is for a piece Frank Gromling did for Steve Robertson's "Writer's Block" column in the *The Florida Times-Union* website. It recaps what we've accomplished in a short time and where we are going in 2005. [www.jacksonville.com/community/cc/writersblock/stories/032805/03280553340.shtml](http://www.jacksonville.com/community/cc/writersblock/stories/032805/03280553340.shtml)

## Events Calendar

### APRIL

**April 11–14**, Florida Library Association Conference. contact Lisa McCormick, [lisa@crowsegal.com](mailto:lisa@crowsegal.com) or visit [www.FLALib.org](http://www.FLALib.org) (**Our president, Dinah Arnette, will manage the FPA booth, #122, at this event.**)

**April 15–16**, Southern Kentucky BookFest, Sloan Convention Center, Bowling Green, KY. [www.soKYbookfest.org](http://www.soKYbookfest.org)

**April 19–22**, Alabama Library Association State Convention. Contact: Danny Morris, [dmorris@bham.lib.al.us](mailto:dmorris@bham.lib.al.us)

**April 19–24**, Wordstock, Portland, OR. Contact: Scott Poole, Festival Director, (503) 546-1013, [scott@wordstockfestival.com](mailto:scott@wordstockfestival.com), [www.WordstockFestival.com](http://www.WordstockFestival.com)

**April 22**, The Secrets of Securing Large Quantity Book Sales, a seminar by Jerrold R. Jenkins, CEO and Founder, Jenkins Group, Inc, 8:30 a.m.–4:00 p.m., Crowne Plaza Hotel, 12801 Northwest Freeway, Houston, TX, phone (800) 706-4636, ext. 1004

**April 23**, FPA Central Region meeting and seminar, from 1–3:00 p.m. at the new Bloomingdale Avenue library in Brandon. Questions: [Lisamk117@aol.com](mailto:Lisamk117@aol.com)

**April 29–30**, The New York Roundtable Writers Conference, Small Press Center, phone: (212) 764-7021 for more details, fax: (212) 354-5365, [smallpress@aol.com](mailto:smallpress@aol.com), [www.smallpress.org](http://www.smallpress.org)

### MAY

**May**, various dates and locations in FL, "Microsoft Office: Word, Excel, PowerPoint, Outlook, Access,"

various dates and locations in Florida, provided by CareerTrack, (800) 556-3009, [www.CareerTrack.com](http://www.CareerTrack.com)

**May 1–5**, International Reading Association Annual Convention in San Antonio, TX. [www.Reading.org](http://www.Reading.org)

**May 19–20**, Florida First Coast Writers' Festival, The Sea Turtle Inn, Atlantic Beach, FL, phone (904) 977-2669, [www.fccj.edu/wf](http://www.fccj.edu/wf)

**May 28–June 4**, "The Alaskan Cruise for Writers and Booklovers," Holland American MS Oosterdam, phone (888) 974-8373, [www.mauiwriters.com](http://www.mauiwriters.com)

### JUNE

**June 2–5**, BookExpo America, the national trade show for the book publishing industry, will be held at the Jacob Javits Center in New York City. With more than 2,000 exhibits and special pavilions, and over 80 educational and conference sessions. Most sessions are included with event registration. The Author Autographing Program has been a highlight of BookExpo America for many years for both the new author and the best-selling author. For additional information on participating in the autographing programs at BookExpo America, contact Dave Holton at [dholton@aginet.com](mailto:dholton@aginet.com). [www.BookExpoAmerica.com](http://www.BookExpoAmerica.com)

**June 5–7**, "Winning Profit Strategies for Specialty Publishers," Mayflower Hotel, Washington, DC. Newsletter & Electronic Publishers Association, a nonprofit international trade association dedicated to the interests of print and electronic publishers of newsletters and other specialized information. [www.newsletters.org](http://www.newsletters.org)

**June 23–29**, American Library Association Annual Convention,

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Chicago, IL. [www.ALA.org](http://www.ALA.org)

**June 26–27**, Book Expo Canada, Metro Toronto Convention Centre, [www.BookExpo.ca](http://www.BookExpo.ca)

## JULY

**July 10–August 5**, The 30th Annual Publishing Institute at the University of Denver, CO. Subjects presented will be editing, marketing, sales, publicity, design, finance. [www.du.edu/pi](http://www.du.edu/pi)

**July 11–12**, “Copyediting and Proofreading,” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

**July 18–19**, “The Art and Business of Writing: A Practical Workshop for Writers,” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

**July 18–19**, “Copyediting and Proofreading,” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

**July 20–24**, “9th Annual Writing the Region: A Writers Workshop Honoring Marjorie Kinnan Rawlings,” The Thomas Center, Gainesville, FL, phone (888) 917-7001, (353) 378-9166, [www.writingtheregion.com](http://www.writingtheregion.com)

**July 21**, “The Art of Book Design,” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

**July 21–31**, The Southampton College Writers Conference, Southampton

College, Long Island University, Southampton, NY, phone (631) 287-8175, [writers@southampton.liu.edu](mailto:writers@southampton.liu.edu), [www.southampton.liu.edu/summer/2005/](http://www.southampton.liu.edu/summer/2005/)

**July 23**, “Symposium on the Novel,” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

**July 25–30**, “Book Editing Immersion Workshop,” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

**July 27**, “The Future of Publishing Conference,” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

## AUGUST

**August 1–13**, “Book Publishing Immersion Workshop,” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

**August 4**, “Print-on-Demand: What Exactly Is It, and Where Is It Going?” Simon Fraser University at Harbour Centre, Vancouver, BC, Canada, phone (604) 291-5241, [pubworks@sfu.ca](mailto:pubworks@sfu.ca), [www.sfu.ca/pubworks](http://www.sfu.ca/pubworks)

**August 6**, FPA Ed-U-Conference, location TBA.

**August 26–31**, “Maui Writers Foundation Writers Retreat,” Wailea Marriott, phone (888) 974-8373, [www.mauiwriters.com](http://www.mauiwriters.com)

## SEPTEMBER

**September 1–5**, “2005 Maui Writers Conference,” Wailea Marriott, phone

(888) 974-8373, [www.mauiwriters.com](http://www.mauiwriters.com)

**September 15–16**, Publishers Association of the South Annual Conference, Winston-Salem, NC. Contact Pat Sabiston, PAS Association Executive at [executive@pubsouth.org](mailto:executive@pubsouth.org), [www.pubsouth.org](http://www.pubsouth.org)

**September 16–18**, Southeast Booksellers Association, Adam’s Mark Hotel, Winston-Salem, NC. Contact: Wanda Jewell, (803) 779-0118, [wanda@sebaweb.org](mailto:wanda@sebaweb.org), [www.SEBAWeb.org](http://www.SEBAWeb.org)

**September 23–24**, Mid-Western Christian Book Fair, Iowa City, Iowa – Johnson County Fairgrounds, Contact: Paschal Eze, [paschaleze67@yahoo.com](mailto:paschaleze67@yahoo.com)

## OCTOBER

**October 7–9**, 2005 Southern Festival of Books: A Celebration of the Written Word, Contact: Katie Wharton, Operations and Events Coordinator, phone (615) 320-7001, ext. 19, [katie@tn-humanities.org](mailto:katie@tn-humanities.org), [www.TN-humanities.org](http://www.TN-humanities.org)

**October 19–24**, Frankfurt Book Fair, Frankfurt, Germany, [www.frankfurt-bookfair.com](http://www.frankfurt-bookfair.com)

**October 21–23**, SPAN Marketing Conference & Trade Show, Denver, CO, [span@spannet.org](mailto:span@spannet.org)

**October 28–30**, Chicago International Remainder & Overstock Book Exposition (CIROBE), [www.cirobe.com](http://www.cirobe.com)

*Submit events to Frank Gromling at [publisher@ocean-publishing.com](mailto:publisher@ocean-publishing.com)*

## Affiliates’ Websites

AAP — [www.publishers.org](http://www.publishers.org)  
PMA — [www.pma-online.org](http://www.pma-online.org)  
SPAN — [www.SPANnet.org](http://www.SPANnet.org)

## Affiliates

### American Association of Publishers (AAP)

AAP's Rights and Permissions Advisory Committee (RPAC) is sponsoring the "New Roles, Rules, Opportunities and Responsibilities for Publishers, Schools, Colleges and Academic Libraries" seminar on Tuesday, April 26, 2005 from 8:45 a.m.–12:15 p.m. at the Houghton Mifflin offices (222 Berkeley Street, Boston, MA). Experts will speak on the TEACH Act and the No Child Left Behind Act and examine how these new laws affect the academic community as well as the publishing industry.

Cost is \$65.00 (AAP Members); \$100.00 (Non-Members). You can register online at

[www.publishers.org/conference/regform.cfm?EventID=60\\_](http://www.publishers.org/conference/regform.cfm?EventID=60_)

### PMA

PMA will be reserving space in both *Library Journal* and *School Library Journal* for its June 2005 issue, which will be sent to all subscribers of each publication, as well as being distributed on the floor of the American Library Association's annual convention in Chicago, IL on June 25-28. If you would like to participate in this cooperative ad, PMA must receive your reservation by no later than Monday, April 18, 2005. All titles will be placed in their specific genre and displayed in 4-color. Cost for this advertisement is \$485 per title. If you choose to pay by check, PMA must receive a check for \$485 with your order. If you would like to participate and are a PMA member, please contact [terry@pma-online.org](mailto:terry@pma-online.org)

[www.PMA-online.org](http://www.PMA-online.org)

## Production

### Illustrations

Lash-Ruff Studios offers beautiful children's illustrations that are available for licensing. More information: Michelle Lash-Ruff, [lashruff@citlink.net](mailto:lashruff@citlink.net), <http://box2.bluehost.com/~lashruff/>

### New Photo Resource for Publishers

Search, save, and download high-resolution images from the University Corporation for Atmospheric Research Digital Image Library. The collection contains unique photos by scientists and photographers at the National Center for Atmospheric Research and its parent organization, UCAR Professional images including hard-to-find subject matter ideal for print and online publications. Fast searches and immediate downloads with minimal licensing fees for commercial use.

[www.ucar.edu/imagelibrary](http://www.ucar.edu/imagelibrary)

## Book Awards

### President's Book Awards

Nothing gives your books a marketing boost quite like an award. A great-looking sticker, a reason for a new press release, local hoopla! It makes getting that request for a review copy easier. But you can't win awards unless you enter.

Entry Fee: \$35.00 per entry

Deadline: May 1, 2005

Entries Must Have 2003 or 2004

Copyright Date

You must be a Florida Publishers Association member in good standing to enter

No books packaged by Rainbow Books, Inc. (because Betty is the judge)

Open to regular FPA members; FPA Board members disallowed

### CATEGORIES:

Adult Fiction

Adult Non-Fiction

Children's and Juvenile

Young Adult

Best Florida Title

Best Cover Design

Best Overall Title

Poetry

### ELIGIBILITY:

Any original works published in 2003 or 2004 that have not been previously submitted to this contest.

Entries for each book must include:

Cover letter with FPA member-company name, address, phone, fax and email. Please specify category(ies) for each entered book

A check (\$35 per entry payable to Florida Publishers Association, with "Book Awards" on the memo line)

Two (2) copies of each book

If you want delivery confirmation, a SASE

Send to FPA Book Awards, POB 430, Highland City, FL 33846-0430

FPA reserves the right to change the category of an entered book. Previously awarded titles are ineligible. Judge will keep published entries. Entries postmarked after May 1, 2005 will be ineligible. No exceptions.

Awards will be given at the August Ed-U-Conference.

Questions? Contact  
[FPABooks@aol.com](mailto:FPABooks@aol.com)

*Book Awards, continued from page 6*

Independent Publisher Book Awards 2005 — "Recognizing Excellence in Independent Publishing" The ninth annual "IPPY" Awards, conducted annually to honor the year's best independently published titles, is now accepting entries for books with 2004 copyrights or that were released in 2004. Final Deadline is April 15. Entry form and guidelines, including secure online registration:

[www.independentpublisher.com/ipland/v3/IPAwards.htm](http://www.independentpublisher.com/ipland/v3/IPAwards.htm)

## Publishing Hints

### Publishing Business Software

AnyBook Professional IV — AnyBook is a software program to help manage a publishing business, including order completion, invoice preparation and billing, sales reports, book returns, inventory, and royalty reports.

AnyBook uses the shareware concept. That means publishers can download it free, try it out, and keep it as long as they need to evaluate it. It has no expiration date.

"It's the most powerful tool I've found for small publishers," says software expert, Tom Person, and editor of the *Laughing Bear Newsletter*. "It keeps track of customers, orders, payments and everything else a small publisher needs." AnyBook has won over 10 software and editor's choice awards. The software will work on PC computers running Windows 95, 98, 2000, ME or XP.

The cost of the new AnyBook Level IV is \$389. For publishers on a budget, however, there are several other options from which to choose. For example, AnyBook Level I, a starter program for self-publishers, is priced at \$89. More

information and copies of the programs may be downloaded free from the following link:

[www.ronwatters.com/RonSoft5.htm](http://www.ronwatters.com/RonSoft5.htm)

*In the May issue we will profile another software program, Publisher's Assistant, for you to consider.*

## Library Sales

**Authors @ your library** is a searchable online database that connects libraries around the country with authors and publicists looking to promote their books. Authors @ your library was established by the Association of American Publishers (AAP, one of FPA's affiliate groups, [www.publishers.org](http://www.publishers.org)), the American Library Association Public Programs Office ([www.ala.org/ala/ppo](http://www.ala.org/ala/ppo)), Friends of Libraries USA ([www.FOLUSA.org](http://www.FOLUSA.org)), and *Library Journal* (a sister publication to *Publishers Weekly* and a prepublication reviewer). The database can be viewed at [www.ala.org/publicprograms/authors@yourlibrary](http://www.ala.org/publicprograms/authors@yourlibrary). To add your library or publishing company's information to the database, visit you can visit <https://cs.ala.org/publicprograms/authorlibrary/publisher.html>. There, you will answer questions about your author opportunities. The information will be used to create a profile of your company in the Authors @ your library database.

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as president and currently works as association executive of the Florida Publishers Association, Inc.

We are also working on another seminar for this year in the Orlando/Lakeland region. If you have any suggestions or input, please do not hesitate to e-mail me at [Lisamk117@aol.com](mailto:Lisamk117@aol.com).

### Northeast Region

Frank Gromling,  
Director

Northeast Region RD Frank Gromling held the first of his informal get-together sessions with FPA members, and others interested in publishing, on April 6th. At the 10 a.m. coffee at Perkins Restaurant in Melbourne, the free-flowing conversation included topics ranging from dealing with wholesalers/distributors to production methods to novel marketing techniques. Lasting just over an hour, everyone said they got something useful from the meeting and planned to meet again, perhaps monthly. Frank believes that this type of personal interface with members and potential members will produce real results for all. He is planning another session for the Jacksonville area for the first week of May. Anyone with suggestions for a meeting place can reach him at [publisher@ocean-publishing.com](mailto:publisher@ocean-publishing.com).

## Promotional Tip

### The Association Connection

There's an association for everything, and you should attempt to determine the types of associations to approach with your titles. Think of author memberships (civic, professional, educational) as well as associations representing groups of people that fall into your book's target market.