

FPA *Sell More Books!* Newsletter

August 2007

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**Ed-U-Conference
Agenda
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FPA 2007 Publishing Ed-U-Conference and 2007 President's Book Awards Luncheon Set for September 15

Fort Lauderdale Marriott North
6650 North Andrews Avenue Fort
Lauderdale, Florida 33309
<http://marriott.com/hotels/travel/flcc-fort-lauderdale-marriott-north/>

Speakers

From *Publishers Weekly*, the premier trade publication (and prepublication review vehicle) of the book publishing industry:

Cevin Bryerman, Associate Publisher, **Sara Nelson**, Editor-in-Chief, and **Louisa Ermelino**, Book Reviews Editor, will examine how *Publishers Weekly* works with all segments of the book publishing industry.

From Lightning Source, a leader in print on demand-driven book manufacturing and distribution (a division of Ingram Industries, Inc.), **David Prentice**, Client Account Executive, will discuss print-on-demand publishing and distribution.

From FPA publisher member DreamTime Publishing (and market-

ing contributor to this newsletter), **Meg Bertini**, Publisher, will discuss internet essentials that every publisher and author should know and apply.

From FPA vendor member RES Marketing Alliance, **Reina Santana**, President, will discuss marketing and publicity for publishers and authors.

From FPA vendor member Batson Printing (and the FPA Board of Directors), **Steve Sirlin**, Sales Representative, will discuss everything you need to know in order to solicit a cost estimate from a book manufacturer. He will also discuss different printing methods, paper and binding options and basic design do's and don'ts.

From FPA publisher member Sylvan Dell Publishing (and recipient of the 2007 PMA-U Scholarship), **Craig Knowlton**, Education Sales Manager, will discuss what he learned at PMA-U. Find his article in this newsletter for a preview of his talk at the Ed-U-Conference.

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FPA Sell More Books! Newsletter

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Submission Guidelines

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

1. Send email submissions by the 15th of the month prior to publication to **FPAbooks@aol.com**.
2. Trim the submission content and try to follow the newsletter's editorial style.
3. Using the following list, identify in which section of the newsletter your item might belong and include that in the subject line of your email submission:

Events Calendar • Member News
Online • Awards/Contests • Library
Regional Reports • News
Affiliations • Wanted
Production • Helpful Hints
Publications • Media • Other

President's Message



Frank Gromling

Get out your calendars and save September 14th and 15th for a very special event. Your board of directors has put together our annual Ed-U-Conference, and it is a blockbuster!

If you have been to our semiannual statewide educational and networking events, you already know the benefits of attending – the latest and best information on important book publishing topics, networking with industry professionals and fellow members, opportunity to meet nonmembers who are attending for the first time, and so much more.

If you haven't attended either our Mini-Colleges or Ed-U-Conferences, then this is the one to come to, because it will provide valuable opportunities to learn valuable information in a friendly and informal environment where everyone shares.

The FPA 2007 Ed-U-Conference has an outstanding schedule of events, with speakers from a variety of companies, and plenty of time to network. Here are just the highlights:

Friday, September 14th

Tour of a large printing facility to

view all of the stages of book printing, Health Communications, Inc.

“Kick Back & Relax” Social sponsored by *Publishers Weekly*.

Saturday, September 15th

Presentations by executives from *Publishers Weekly*, Lightning Source, Batson Printing, RES Marketing Alliance, and Batson Printing on a variety of topics, including book reviews, newsworthy stories, industry relationships, marketing know-how, printing methods and helpful hints, Internet essentials, and more.

2007 President's Book Awards Ceremony and Luncheon where winners of the members-only book contest will be announced, with keynote speaker Sara Nelson, Editor-in-Chief of *Publishers Weekly*

Loads of door prizes with an absolute guarantee that every attending company will win.

Great opportunities to meet with lots of vendors who will have their products and services on display.

If you miss this event, you will definitely regret it. Don't sit on the sidelines while others pass you by, because they attended, and you didn't.

Check out the detailed information contained elsewhere in this newsletter and register today. You will be amazed and pleased at how much you will learn and how many new and valuable contacts you will gain. This has been proven time and again. Just ask anyone you know who has attended any of our educational and networking events in the past.

See you there!

Frank Gromling

President

Ed-U-Conference and Book Awards, continued from page 1

Ed-U-Conference Agenda

Friday, 9/14/07

- 2:00–4:30 **Tour of Printing Plant**, Health Communications, Inc. (3201 SW 15th Street, Deerfield Beach, FL 33442, 954-360-0909)
- 5:00–7:00 **“Kick Back & Relax” Social**, sponsored by Publishers Weekly (Gold Room, Marriott North Fort Lauderdale)

Saturday, 9/15/07

- 7:30–8:45 **Continental Breakfast and Registration** (Lobby in front of the Atlantic & Gulfstream Rooms)
- 8:15–8:45 **FPA General Meeting** (Atlantic/Gulfstream)
- 8:45–9:00 **Welcome & Introductions** (Atlantic/Gulfstream)
- 9:00–10:30 **Publishers Weekly** (Atlantic/Gulfstream)

“How Publishers Weekly Chooses Books for Review,” Louisa Ermelino, Book Reviews Director.

“Publishers Weekly’s Relationships with Booksellers, Librarians and Other Publishing Insiders,” Cevin Bryerman, Associate Publisher and Sara Nelson, Editor in Chief

- 10:30–10:45 **Break**
- 10:45–11:40 **Panel: News, Reviews & Bookselling** with Publishers Weekly, Cevin Bryerman, Sara Nelson, Louisa Ermelino, (Atlantic/Gulfstream)
- 11:40–12:00 **PMA Publishing University Report** – Craig Knowlton, Sylvan Dell, Publishing, Mount Pleasant, SC (Atlantic/Gulfstream)
- 12:15–2:00 **Luncheon: Keynote Speaker** (Sara

Nelson, Editor-in-Chief, Publishers Weekly), President’s Book Awards Ceremony (Gold Coast Room)

Dual Track Afternoon Sessions:

- 2:00–3:15 **Session A — Production Dynamics, Part I: “What you need to know to request a quote and print/bind options,”** Steve Sirlin, Batson Printing Marketing Dynamics, Part I (Atlantic)
- Session B — Marketing Dynamics, Part I: “Internet Essentials,”** Meg Bertini, DreamTime Publishing (Gulfstream)
- 3:15–3:30 **Break**
- 3:30–5:00 **Session A — Production Dynamics, Part II: “Print On Demand,”** David Prentice, Lightning Source (Atlantic); Production Panel Q&A, Steve Sirlin and David Prentice
- Session B — Marketing Dynamics, Part II: “Marketing Basics Everyone Needs to Know Before Publishing a Book,”** Reina Santana, RES Marketing Alliance (Gulfstream); Marketing Panel Q&A, Meg Bertini and Reina Santana
- 5:00-5:30 General Session: Wrap-up, Door Prizes (Atlantic/Gulfstream)

continued on the next page

A Request

Dear Members,

If you have the equipment to do an audio/visual recording of the upcoming FPA 2007 Publishing Ed-U-Conference on September 15th, please contact me by email or telephone to discuss what I’d like to accomplish.

Time is of the essence, so a quick response would be appreciated.

Thanks,

Frank Gromling, President
Florida Publishers Association
oceanpublisher@cfl.rr.com
Telephone (386) 517-1600

Book Awards and Ed-U-Conference, continued from page 3

41 Member Titles Submitted to the FPA 2007 President's Book Awards

Entries were distributed to the judges last week. Categories in which awards will be presented at the luncheon are:

1. Best Florida Book — Adult
2. Best Florida Book — Children's
3. Best Adult Fiction
4. Best Adult Nonfiction
5. Best Children's Fiction
6. Best Children's Nonfiction
7. Best Young Adult Fiction
8. Best Young Adult Nonfiction
9. Best Cover Design
10. Best Interior Design
11. Best Poetry
12. Best Ebook
13. President's Pick
14. Best Overall Book

What Winners Will Receive

Winners will be announced at the FPA 2007 Publishing Ed-U-Conference on Saturday, September 15, 2007, at the Marriott Fort Lauderdale North Hotel, 6650 Andrews Avenue, Fort Lauderdale, Florida. The person who entered the book (or their representative at the Ed-U-Conference) will receive:

- a full-color plaque featuring their book's cover and the award title, signed by FPA President Frank Gromling;
- a B&W certificate version of the plaque that publishers/authors can use to verify the award to distributors and others;
- 1,000 FPA President's Book Award gold foil stickers;
- free display of the winning title (and dissemination of publisher's materials) in the FPA booth at the 2007 FAME (Florida Association for Media In Education—school librarians), and 2008 FLA (Florida Library Association) shows, as appropriate; and
- an FPA-issued award-announcement press release, sent to the author or publisher for release to print and broadcast media.

FPA may also promote winners' titles in other, yet-to-be-defined ways, such as submitting the winners list to wholesalers, distributors and Amazon.com. Winnings will be mailed to winners not in attendance at the Ed-U-Conference. More information on how to register for the conference and awards luncheon will be sent out by email this week.

Independent Bookstores Have Lost a Friend

By Barbara Birenbaum

Independent bookstores have lost a dedicated friend with the passing of Elizabeth Haslam at the age of 94 Saturday, July 14, 2007, in St. Petersburg, Florida. Her family started Haslam's Bookstore of St. Petersburg in 1933, co-owned by Elizabeth and her late husband Charles Haslam. The legacy continues under the management of family members, Suzanne and Ray Hinst.

Elizabeth Haslam, a former educator, created the children's section. She started book fairs in the public schools and helped establish the Pinellas Park Library. She was active in both the Southeastern Booksellers Association (now SIBA) and the American Booksellers Association (ABA) committee on children's books. In 1987, she was distinguished as one of 70 women who made a difference in the book business by the Women's National Book Association. She also helped turn Haslam's into one of the largest independent bookstores in the Southeast.

Elizabeth Haslam played a pivotal role in my life as a budding author in 1979 and as I became a published author, composer and illustrator of an historical adventure series for children. Until her passing I never knew she was a former educator like myself. With the launching of Peartree books and music in 1985, she looked forward to "hand-delivered" purchase orders, and I looked forward to the Clearwater-to-St Petersburg drive to deliver more than 20 titles of children's, humor and legal books. Now I understand why she'd take me to the children's section and explain why she was shelving the books—knowing the importance of location, location, location!

Five Misconceptions about Book Order Fulfillment and Distribution

by Sue Leonard, Owner
Cornerstone Fulfillment Service, LLC

1. *Self-published authors can not afford to outsource their order fulfillment.* Many large distribution and order fulfillment companies do not fit the budget requirements for small publishing houses or self-published authors to outsource their order fulfillment/distribution. But, do your research. Some smaller fulfillment/distribution companies have special book topics they like to distribute or distribute books and films for special interest groups. If your book fits well with other products being distributed, it can be an advantage. Are you a non-profit with books, DVDs or other media to distribute? There are order fulfillment companies that are affordable even for non-profit organizations. Look for distribution companies that charge their clients a per unit/shipment cost that includes every part of their service - order intake, credit card processing, pick and pack, packaging materials, postage/delivery fees, returns service so you can easily determine whether order fulfillment is affordable for you.
2. *I will need to print large quantities of books in order for an order fulfillment/or distribution company to handle my book.* Look for an order fulfillment company that truly understands sharing independent thoughts, visions and ideas with the world. Some of the most satisfying, intelligent, meaningful books and films come from unknown or emerging writers and filmmakers and have not been produced by large publishing houses. Hire a professional to market your book, you might be surprised – anything can happen with a book that is well marketed and well advertised. It pays to have a professional that can navigate the world of book marketing! There are lots of creditable professionals who can market your self-published book.
3. *Most order fulfillment companies require a minimum volume of orders shipped on a monthly basis.* Again, do your research and be informed. Many order fulfillment/distribution companies charge a hefty monthly minimum fee if your monthly volume of orders do not meet their requirements. Keep this in mind when you are choosing an order fulfillment/distribution company.
4. *I can handle my own distribution/order fulfillment for my book or DVD.* Writing is a business and should be treated as such. Keep in mind you will not only need to ship the product but also need to keep track of the financial end of your business. Do you have the time or where-with-all to invoice your orders, charge your customers credit cards, bank the check payments? Are you willing to handle order intake by internet, phone, mail order and fax? Can you handle pro-forma invoices from trade accounts? Are you knowledgeable about how to get your product to your customer the quickest and most economical way? Do you have a system set up for tracking your sales and inventory on a monthly basis? You will need to keep track of your customers to market any new books you plan to publish as well. Do you have software for your database of customers? If you have sold products to wholesale trade accounts or individual orders by mail or online, you probably have realized that getting those products to your customers can be time consuming and costly. Let a professional handle the order fulfillment and distribution process for you, so you can spend your time doing what you do best – creating, promoting and marketing your products.
5. *Self-publishing is not an option for me.* The publishing world has changed! There are so many options available for those wanting to share their independent thoughts and visions with the world. There are book coaches, book editors, book marketing/promotion companies, film producers, film editors, consultants and freelance services of all kinds that can help you along the way. Self-publishing allows you, the writer, greater control over your written word, and you will most likely maintain more of the profit from the sale of your book too! Find an order fulfillment company that tailors its services to your needs – one that is flexible and a company whose fee structure will allow you to determine your bottom line at the outset.

About the author: Sue Leonard is owner of Cornerstone Fulfillment Service, LLC, an FPA vendor member. Cornerstone Fulfillment Service, LLC specializes in e-commerce for self-published books, videos, DVDs, CDs and journals.

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The 10 Commandments of Press Releases

by Bill Stoller, Publisher *Free Publicity, The Newsletter for PR-Hungry Businesses* <http://www.PublicityInsider.com/freepub.asp>

In baseball, it's said that you know an umpire is top-notch when you never notice his presence. If he's doing his job, he won't call attention to himself in any way. It's much the same for the writer of a press release. When the recipient of a release focuses only on its content — and not on its creation — the writer has succeeded. With that in mind, here's The 10 Commandments of Press Releases:

1. **Thou Shalt Be Professional.** No goofy fonts, rainbow paper or silly gimmicks. Even lighthearted press releases represent a communication between one professional and another.
2. **Thou Shalt Not Be Promotional.** If you can't get enough objective distance from your company to write a press release that's not filled with hype and puffery, hire someone to write it for you.
3. **Thou Shalt Not Be Boring.** Even the driest subject matter allows for some sparks of creativity. Journalists like knowing that there's a human being communicating with them, not some corporate robot.
4. **Thou Shalt Be Brief.** Learn to cut out extraneous words. Keep your sentences short. Include only the points necessary to sell the story. The well-crafted one page press release is a thing of beauty.
5. **Thou Shalt Know Thy Recipient.** A features or lifestyle editor is a very different creature from a city desk editor. If you're promoting the opening of a new winery, the food and wine editor may be interested in all the details about what kind of aging process and wine press you're using. The city desk editor just wants to know when the grand opening is and what's going to happen there.
6. **Thou Shalt Use The Proper Tense.** When writing a hard news release — a contract signing, a stock split, a major announcement, etc.) use the past tense (Acme

Industries has changed its name to AcmeCo, the company announced today...) When writing a soft news release — a trend story, a personal profile, etc. — use the present tense (Jane Smith is one of the best marathon runners over 40. She's also blind. Thanks to new technology from AcmeCo, Jane is able to...).

7. **Thou Shalt Think Visually.** A press release is more than words — it's a visual document that will first be assessed by how it looks.

I'm referring to more than font size or letterhead. I'm talking about the actual layout of the words. Whether received by mail, fax or e-mail, a journalist — often unconsciously — will make decisions about whether to read the release based on how the release is laid out. Big blocks of text and long paragraphs are daunting and uninviting. Short paragraphs and sentences make for a much more visually inviting look.

When writing a non-hard news release, I often use a simple formula — the lead paragraph should be one or two sentences at most. The next paragraph should be very, very short.

Like this.

8. **Thou Shalt Tell A Story.** How to arrange the facts of a hard news release is pretty much cut and dried. The old “who, what, when, where and how” lead and “inverted pyramid” concepts still hold. (Rather than engage you in a course in basic news writing, I'll direct you to a really good discussion of what the inverted pyramid is.

Check out:

<http://www.poynter.org/column.asp?id=52&aid=38693>

So let's focus on a soft news release. The trend story, the feel-good company story, the “gee-whiz, I didn't know anyone was doing that!” release. The difference between these releases and the hard news release is simply a mirror of the difference between a feature story in, say, the entertainment section of your newspaper and the breaking news report on page one. The hard news story is about cold, hard facts (A mudslide closed portions of Interstate 70 last night, causing massive delays). A feature article about the guy who spends all day looking at seismograph readouts trying to predict where the next mudslide will occur will be very different. It's likely to be in present tense, it won't load all the facts upfront, and it will be designed to draw the

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Press Releases, continued from page 6

reader deep into the text. It is, in short, all about storytelling.

Here's the formula I use for these kinds of releases. I call it the 3S approach — Situation/Surprise/Support.

The first paragraph sets up the situation. The second paragraph reveals the surprise. The third paragraph supports the claim made in the second paragraph.

One very typical 3S is discussing a common problem in the first paragraph (For centuries, people have accepted memory loss as an inevitable result of aging). The "surprise" paragraph announces the solution to the problem (But one local man says he's ready to prove the medical establishment wrong). The "support" paragraph then tells the story (John Smith, an Anytown entrepreneur, says he's found the key to retaining a strong memory function far into old age. His "Memory Maker" software is based on ancient Chinese texts that were used more than 2000 years ago to...).

Another 3S — let's revisit our mudslide watching friend. How would you start his story using this method?

While John Smith's colleagues at the National Atmospheric Center are watching the skies for signs of lightning and tornadoes, his attention is focused elsewhere.

John Smith is listening to the mud.

As the Chief Mudslide Analyst at the NAC, Smith spends his days glued to a seismograph, eyes and ears peeled for the telltale signs on an impending slide.

Along with the 3S in action, I also followed the 7th Commandment. That really short second paragraph is a visual grabber, and will keep the journalist reading right into the meat of the release.

9. **Thou Shalt Not Bear False Witness.** This may seem an obvious point, but it always bears repeating.

Tell the truth.

Don't inflate, don't confabulate, don't exaggerate. Don't twist facts, don't make up numbers, don't make unsubstantiated claims. Any decent journalist will be able to see right through this. If you're lucky, your release will just get tossed out. If you're unlucky, you'll be exposed.

It's a chance not at all worth taking. Make sure every release you write is honest and on the level.

10. **Thou Shalt Know Thy Limitations.** Not everyone can write a press release. A good feature release, in

particular, isn't an easy thing to craft. If you just don't feel like you have the chops to get the job done, hire a professional.

One last tip: right before you start writing your release, spend an hour or two reading your daily paper, paying special attention to stories similar in feel to yours. Immerse yourself in how the pros do it, and you'll be in the right frame of mind to tackle the job! To view professional press releases updated daily, go to:

<http://www.publicityinsider.com> and click on the "Press Release Gallery"

About The Author:

Bill Stoller, the "Publicity Insider", has spent two decades as one of America's top publicists. Now, through his website, eZine and subscription newsletter, *Free Publicity: The Newsletter for PR-Hungry Businesses* <http://www.PublicityInsider.com/freepub.asp> he's sharing — for the very first time — his secrets of scoring big publicity. For free articles, killer publicity tips and much, much more, visit Bill's exclusive new site:

<http://www.PublicityInsider.com>

979-prefixed ISBNs to Appear Early in 2008

The International ISBN Agency announced that ISBN numbers prefixed by 979 will probably be assigned in the second quarter of 2008. This means that there can be no 10-digit equivalents for 13-digit ISBNs.

Brian Green, Executive Director of the International ISBN Agency said, "The arrival of 979-prefixed ISBNs means that everyone in the book supply chain . . . will have to make certain that their systems can deal with the full 13-digit ISBN."

A second change is to national prefixes rather than language-based group prefixes.

For further information on the ISBN-13 transition, e-mail isbn-san@bowker.com or visit the Book Industry Study Group's comprehensive ISBN-13 website at <http://www.bisg.org/isbn-13/index.html>.

Book Awards

2007 National Award for Arts Writing

The Arts Club of Washington is pleased to release guidelines for submitting books for consideration for the 2007 National Award for Arts Writing. The guidelines may be downloaded from the Arts Club website at www.artsclubofwashington.org/award.htm or requested by email from award@artsclubofwashington.org. The deadline for submitting books is October 1, 2007.

Reviews/Media

A Call for Forthcoming Titles from *Library Journal* Editors

African American Titles and Authors

“To help libraries prepare for Black History Month as well as support their ongoing purchasing of multicultural books, *Library Journal* will again feature in its November 1 issue works by and about African American writers.

“This issue will include books and audiobooks being published between November 1, 2007 and February 29, 2008. Please supply us with two galleys (or books) and one audiobook if possible in all subject areas, including reference, art, literature, poetry, religion, biography, history, politics, health, science, sociology, economics, and fiction, as well as promotional information and catalog copy. Please do not include reprints or children’s books.

“This material is due on August 27, 2007. If you have any questions please call (646) 746-6800 or send e-mail to burns@reedbusiness.com. You may mail information to 360 Park Avenue South, New York, NY 10010.”

First Novels

“In the October 1, 2007 issue, *Library Journal* will list the first novels premiering during the fall-winter season. Books published between September 1, 2007 and January 31, 2008 are eligible. To be featured in the issue, please send a list of your fiction debuts to Ann Burns (burns@reedbusiness.com) and include the following information: author, title, publication date, and state or country of residence. Please remember that this list covers only novels, not short fiction, and that a foreign author’s novel must

be his or her first publication, not simply the first publication here. We accept both hardcover and trade paperback. These materials are due by August 15, 2007. If you don’t have any first novels this season, please confirm by calling Ann Burns at 646-746-6800 or emailing burns@reedbusiness.com.

“As usual, we will also offer a retrospective of last season’s most successful debuts. Please send information on your most outstanding first novels published from January 1, 2007 to July 31, 2007 to Barbara Hoffert (hoffer@reedbusiness.com). (We’ll cover your August 2007 publications next season.) Reviews, sales statistics, selling out a first printing, data on second or third printings, making a best sellers list (anywhere), magazine write-ups, talk-show interest, BookSense or book club picks—all this information is helpful. But we’re not interested in commercial success alone; we’re interested in strong writing from authors we should be watching. These materials are due August 20, 2007.

“You may mail information to 360 Park Avenue South, New York, NY, 10010 or FAX to 646-746-6699.”

From emails to Betsy Lampe at Rainbow Books, Inc., from Ann Burns, Associate Editor, *LJ* Book Review.

Door Prize Donors Feature Dana Cassell/CNW

Dana Cassel, executive director of the Florida Freelance Writers Association (part of the Cassell Network of Writers), has long been a door prize supplier for FPA’s educational events. Here is one that door prize winners always appreciate:

Florida Freelance Writers Association Membership for one year (a \$90 value). Membership includes access to the *Directory of Florida Markets for Writers*, with six times more Florida publications than any national directory. Available in three formats, and files updated monthly. A great source of periodicals that often feature book reviews, interviews, article placement and more.

www.FFWAmembers.com
www.Writers-Editors.com

Affiliate News

PMA, The Independent Book Publishers Association

www.pma-online.org

2008 Benjamin Franklin Awards Call for Entries

First call: for titles published January 1–June 30, 2007. Deadline for receipt of entries: August 31, 2007.

Second call: for titles published July 1–December 31, 2007 (but all titles with a 2007 copyright date will be accepted in this round of entries). Deadline for receipt of entries: December 31, 2007.

Details: info@pma-online.org, www.pma-online.org

Affiliate Retreat Report

by MyLinda Butterworth

The meeting was held April 20–21, 2007, in the Ambassador East Hotel in Chicago and was sponsored by the Independent-PMA. In attendance was MIPA, FPA, BPN, SPAWN, IPNE, GLIPA, PALA, NWAB, PWSD, and SLPA. There were several major topics covered. I will cover each below.

The first major topic was transitions. How do we deal with the transitions? Do we have a plan? Their suggestions are as follows:

- Groom our successor
- Create a book for each member outlining their responsibilities.
- Hold a joint meeting with outgoing board and new board.
- Hold a retreat or full day meeting to transition the old to the new.
- Finite jobs – specific jobs

Next major topic was membership. How do we get them? How do we retain them?

- Do we offer health benefits? PMA offers them; they were going to check and see if we could work through them for our own organizations.

- We all decided that the biggest benefit to membership was education and networking.
- Having information about our organization on the internet. Not all groups had a website.
- One group offered a drawing once a year to a free subscription to PW for joining.
- One group did phone recruitment to PMA members.
- It is important that all materials coming from the organization be branded, have the same professional look.
- You should have a clear mission statement.
- As far as retention, the biggest statement was that older members should give back to the group. Make them feel important by asking them to speak at a monthly meeting or to host a small project.
- Older members are always interested in new forms of marketing like how to keep back titles going.
- Acknowledge older members successes.
- Have a brainstorming meeting in a casual setting that allows the membership to let you know what kind of things they would like to see happen or topics that they would like covered.
- Have a type of follow-up program for people who haven't paid dues to get retention.
- Pricing for multiple members: employee of company is different than an author of that company.
- Bylaws should have a policy on how to get rid of problem people.
- At monthly meeting begin with Voice of Experience meeting for newbies using older members.
- Have a newbie meeting before formal meeting
- Many organizations charge a nominal fee for monthly meetings.
- E-book for newbies giving the basics of publishing or how to get the most out of your membership.
- Have a member survey (one provided to us on a disc).

continued on page 10

affiliates, continued from page 19

- SLPA had a member information sheet which provided some really good base information about the member. (I have a copy.)
- Plan topics for monthly meetings a year in advance and then send a copy to all members.
- Discussion groups

Miscellaneous Topics:

- <http://www.freeconferencecall.com> was suggested by a couple of the affiliates as a great way to do online meetings or tele-classes
- Board/management issues suggested that there should be one committee for each mission statement.
- Have an action plan following every meeting with one follow-up between meetings
- Term limit for board members.
- Take a look at your mission statement and freshen it up.
- Some groups felt like there should be insurance for officers (DNO).
- Many places are now requiring liability insurance for events
- *Publishers Weekly* rep wants to try and make it to every affiliate meeting each year.
- PMA recommends that we distribute their benefit sheet or an idea a month on why it is important to also be a member of PMA
- Have regional groups be in charge of specific tasks each year.
- Suggested that we link to other groups like National Speakers Association, Writers Groups, etc.

Programs:

- Co-op purchasing (Sir Speedy) who offer discounts to members
- State library co-op mailing
- Catalogue. Several groups printed a physical catalogue to be handed out at book shows and mailed out one a year. A benefit of membership. Each person got one free listing with a 50 word limit and was charged \$20 for each additional listing.

- Small Press Month events held at Borders on newbie topic. Bookmarks were created to be passed out.

Website:

- Have a database for membership makes keeping the website up to date much easier.
- Sell ad space to membership to advertise their site in the membership area.
- Have a blog on website.

We should have a copy of the PMA Affiliate Handbook.

MIPA has a book award and charges \$55 for members and \$75 for non-members with a fee for \$15 and \$25 for each additional category. (I have a copy of the entry form.)

AAP News

www.publishers.org

FPA is an affiliate of AAP, The Association of American Publishers, the national trade association of the U.S. book publishing industry. AAP's more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies—small and large. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, post-secondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association's highest priorities.

Small Publishers Association of North America (SPAN)

www.spanet.org

Webinar: "Mine Your Own Business: Tools for Increasing Profits on Both Front and Backlist Titles," August 15th, 7:00 pm Eastern, with host Brian Jud. Discover how to increase the sales from both your front- and back-list titles. Brian Jud will show you strategies for developing, pricing, distributing and promoting your titles. Learn quick tips to increase your profits without changing the price of your book. Find out practical things you can do tomorrow to sell more books. See an easy way to plan the number of books

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affiliates, continued from page 10

to print, and how to promote your books economically in a competitive environment. Develop a step-by-step, customized plan to sell more books this year and throughout 2008.

www.spannet.org/webinar8-15-07.htm.

Also the SPAN Webinar Recording “Special Sales” with Brian Jud, recorded July 18, 2007, is available to members for \$20 and non-members for \$30.

www.spannet.org/webinar7-18-07-recording-promo.htm

Miscellaneous Tidbits

Free Webinars from PRNewswire

Free “Family and Feature Editors” and “Home & Garden Editors” webinars by PR Newswire are archived at

www.prnewswire.com/features/

LiteraryMarketPlace.com Free Users vs. Subscribers

Free Users and Subscribers have full access to Small Presses and listings indicated on the left-hand side of the web page. In the Publishers and Agents categories, Free User access is limited to company names and addresses; Subscribers have access to full profiles of Publishers and Agents. All users may use alphabetic browsing, keyword searching of all fields, and Advanced Search options. Learn more at

www.LiteraryMarketPlace.com

Carl Hertzog Award (Book Design)

Entries are now being accepted for the Carl Hertzog Award for excellence in book design. Entries must have been printed in 2006 or 2007 and must be designed, typeset or composed, printed, bound, etc., in the U.S. Deadline for postmark of submissions is October 1, 2007. More information can be had by contacting the University Librarian (University of Texas at El Paso) at (915) 747-5683.

Quality Books Inc. Under New Ownership

Quality Books Inc. has announced the sale of the com-

pany from Dawson Holdings LLC to 32-year employee Rob Zimmers and an investment group. Quality Books is a distributor of small press titles to the library market,

Quality Books Inc. 1003 W. Pines Rd., Oregon, IL
61061 phone (800) 323-4241

www.MyQualityBooks.com
www.Quality-Books.com

Free Marketing Tips and Ideas

DH Communications offers The current issue of the free monthly e-newsletter, *The MarCom Writer*; over a dozen free B-to-B marketing articles filled with detailed strategies and tips on how to increase leads and sales; a marketing resource directory featuring lots of great free stuff; and My SEO Scorecard — take the quick test to see if your corporate site is optimized for search engines

www.dhcommunications.com/free/index.htm

Call for Children’s Literature

Karen M. Boney, Special Events Coordinator for the de Grummond Children’s Literature Collection at the University of Southern Mississippi, has issued a request for samples of recent children’s titles (only one copy required per title), as well as catalogs and promotional items, such as bookmarks and flyers. Books and materials will be displayed in the exhibition gallery and a boolist including your titles will be distributed to schools, public libraries and bookstores throughout the Southern Mississippi region. Deadline for receipt of books/materials is September 28. Send by U.S. Postal Service to

de Grummond Children’s Literature Collection McCain
Library and Archives University of Southern Mississippi
118 College Drive, #5148 Hattiesburg, MS
39406-0001

The Green Press Initiative

A non-profit program of SEE Innovation whose mission is to work with publishers, industry stakeholders and authors to create paper-use transformations that will conserve natural resources and preserve endangered forests.

www.greenpressinitiative.org

Book Friendly Places

by Meg Bertini, DreamTime Publishing, Inc.

The following sites provide an assortment of information and discussion about the publishing industry. A cautionary note to wanna-be authors and zealous vendors: These lists generally do not tolerate marketing beyond a short descriptive signature line. Spamming the members with ads, requests for publication, and so forth, will get you booted off even the most tolerant list.

General lists for independent publishers

Pub Forum. <http://www.pub-forum.net/>. As the home page indicates, “Publisher’s Forum was started in 1997, in response to a need for an uncensored venue where publishers could discuss issues of importance to them and their industry.” Pub-forum is a great spot to ask advanced questions once you get rolling along, and a great place to lurk and learn while you’re starting. As a whole the members there have little patience with newbie questions about getting an ISBN, finding a distributor, and questions of that sort. Weekends are a free-for-all, and practically anything off-topic is acceptable. For fun, toss out a comment about the troops in Iraq, either for or against, and watch what happens . . . Best to have thick skin and the ability to brush off unwelcome comments if you post here, but the knowledge base of the members simply can’t be beat.

Self-publishing. <http://finance.groups.yahoo.com/group/self-publishing/>. “This discussion forum is a community of authors and small presses interested or involved in self-publishing and book marketing and is sponsored by SPAN and Marilyn and Tom Ross. Both newcomers and veterans welcome.” Marilyn and Tom Ross, authors of the Complete Guide to Self-Publishing, moderate a site that is indeed a good spot to post all questions, basic or not. They also run the Small Publishers Association of North America, <http://www.spannet.org/>

Publish-L. <http://www.publish-l.com/>. “PUBLISH-L is an email discussion list for issues related to publishing. The purpose of PUBLISH-L is to provide a forum for the exchange of ideas and information about publishing and marketing books and related materials.” Posting here is a great idea if your question is strictly about publishing, and questions of all levels are tolerated. It’s a good idea to check out

the list of rules posted via a link on the home page before contributing to the group; these rules are indeed strictly enforced.

SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>. “A free-ranging discussion of independent and small-press publishing and marketing. Other than bullying, name-calling, rude flames, spam, or entire newsletters, pretty much anything goes.” Some say the intolerance for newbie questions and the rather exuberant expression of this intolerance by members of Pub Forum is one of the reasons this list started. I cannot confirm or deny that, but it is a good, friendly spot to post questions of all types about publishing.

Fiction_L. <http://www.webrary.org/rs/flmenu.html>. Fiction L is the spot where librarians go to track down books for patrons. It’s more than that, too: “Fiction_L is an electronic mailing list devoted to reader’s advisory topics such as book discussions, booktalks, collection development issues, booklists and bibliographies, and a wide variety of other topics of interest to librarians, book discussion leaders, and others with an interest in reader’s advisory.” Topics discussed included bibliographies, workshops, audiobooks, reading clubs, and print and electronic resources

Children’s Books

<http://groups.yahoo.com/group/CBPublishing/>

“Children’s Book Publishing is the place for the exchange of ideas and processes of the children’s book publishing industry. If you publish children’s books (large, small, independent) or are contemplating becoming a small publisher, the exchange of information on this listserv can be a valuable tool for you.”

Ebooks

<http://www.ind-e-pubs.com/>. This group is for independent publishers of ebooks (and not intended for larger publishers who also produce ebooks).

<http://groups.yahoo.com/group/ebook-community/>. This list

Book Friendly Places, continued from page 12

was founded in 1996 (I don't think I even knew there *were* ebooks then!). It's designed to discuss all aspects of the e-publishing industry, including reading platforms, distribution, readability, and author/publisher rights.

POD Publishers

http://finance.groups.yahoo.com/group/pod_publishers/. A no-nonsense group to serve those folks. "This group is a business and marketing oriented group for Print on Demand publishers. No politics, no childhood traumas, no mailboxes full of 'right on's' or 'thank you's'. We all get too much e-mail as is. The moderators will strive to maintain a civilized forum and reserve the right to terminate members who they deem to be disruptive without notice."

Publishing Design

<http://groups.yahoo.com/group/publishingdesign/>. "A place for authors, typesetters, designers, publishers, etc. to exchange ideas that will help self-publishers create professional-looking books to compete with those produced by larger publishing houses."

Book Signings/Mini Seminars

<http://groups.yahoo.com/group/booksigners/>. This group has 322 members as of this writing, so offers a great source of anything and everything you need to know to have successful book signings. Also see their sister site, bookconnection.com, for more information

Copy Law

<http://groups.yahoo.com/group/copyright-future/>. This list is designed to discuss copyright law on a worldwide basis. Although a good source of information and discussion, as a general rule, it's best to be cautious about getting legal advice on complicated legal matters on an open forum such as this.

Meg Bertini is the publisher at DreamTime Publishing, Inc., South Pasadena, Florida, dtpublishing@mindspring.com, www.DreamTimePublishing.com

LibraryWise

The July 2007 News Digest is now available on the Florida Library Association web site at

www.flalib.org/news_Digest_Home.html

The 35th Annual FAME Conference is scheduled for October 10–12, 2007, at Disney's Coronado Springs Resort, Orlando, FL. FPA will display members' and non-members' books/products at the FAME Conference in the FPA booth. For those who wish to reserve their own booth, details can be seen at

www.floridamedia.org/conference/exhibitors.html

OPAL, Online Programming for All Libraries, is "a collaborative effort by libraries of all types to provide cooperative web-based programming and training for library users and library staff members." What does this mean for publishers? It means that through the OPAL programming system, you can reach member libraries all across the world (it's an international effort). Through the online OPAL system, librarians can attend online events and ask questions via messages, voice-over-Internet-protocol (VOIP), etc.

OPAL programming includes book discussion programs, interviews, special events, and memoir writing workshops. Recent sessions including an online chicklit discussion group, a discussion of Kafka's *Metamorphosis*, and a program on careers in federal libraries. A stats link at the top of the home page takes you to a page that gives you an idea of what programs get the best live turnout. Note, though, that programs are then available via podcast in the site's archives.

Tom Peters coordinates the program:

Tom Peters (OPAL Coordinator) TAP Information Services
1000 SW 23rd Street Blue Springs, MO 64015
tpeters@tapinformation.com Phone: (816) 228-6406

Bookselling This Week

(A Publication of the American Booksellers Association) online at

<http://news.bookweb.org>

PMA University Report

by Craig Knowlton, FPA's PMA-U Scholarship Recipient and Education Sales Manager for FPA Publisher Member, Sylvan Dell Publishing

During the final week in May, the Park Central Hotel in midtown Manhattan housed the Independent Book Publishers Association's annual Publishing University (PMAU). Above a Seventh Avenue subway stop, catty-corner to Carnegie Hall, across the street from the Carnegie Deli's autograph laden walls, and only blocks north of Times Square, the school's location proved perfect for invoking New York's energy and the grandeur of its entertainment and publishing history.

PMAU kicked off its first afternoon with a **Speed-dating Your Distributor** session, in which prospective and emerging publishers table-hopped every ten minutes with the chance to listen to distributor pitches as well as acquire contact information. Distributors distinguish themselves from wholesalers through exclusivity; signing with a distributor gives them total sales and marketing rights while tying your company to their connections and experience. The speed-dating exercise encouraged people to introduce themselves and ask questions, both foundations for the business networking and interactive learning that truly made attending PMAU a valuable experience. With as many as eight courses to choose among during any given class period, deciding which to attend could seem a difficult decision; however, people maneuvered in and out of classes freely to maximize their exposure to areas of interest.

Working for Sylvan Dell Publishing, I wear the multiple hats of a Database Manager—who makes sure that wholesalers, distributors, and online stores have our correct title information—and an Education Sales Manager—who strives to get our educational picture books into schools and libraries nationwide. Among the courses that I found useful were:

Outsell the *New York Times* Bestsellers;

Budget Basics for Beginners;

The Buck Starts Here;

Distributors, Wholesalers, and Commissioned Reps;

Sell Your Books to the Hispanic Market;

Meet the Online Retailers;

The Library Market;

Tapping the Educational Markets; and

Savvy Secrets for Selling Children's and YA Books.

Over the days of classes, questions overlapped your name and books into their minds as well, and often getting books reviewed depends on building a relationship with a magazine or journal through advertising dollars. It all comes full circle for awards, whose committees often consist of librarians whose prior exposure to your books and name should only enhance their consideration of your titles.

One useful tip I picked up is that the fiscal year for most public libraries ends on June 30, so an e-blast or catalog mailing timed a few weeks prior can guide librarians spending their final dollars or give them ideas for when fresh funds arrive. The American Libraries Directory, a pay website, gives the contact information, collections breakdown, and funding stats for over 35,000 public libraries. When promoting education-related titles, making this summertime push with public libraries can fill the void left by teachers and school media-specialists taking extended vacations.

To grow, it is vital to keep your company's outflow of information accurate and ever increasing in range. At PMAU, I was able to learn directly from major wholesalers, librarians, and bookstores how to most effectively keep them informed about our latest titles and accolades. Moreover, I discovered that everyone struggles through similar questions in the quest to produce a successful book that we at Sylvan Dell do. This shared enthusiasm and desire to succeed pervades and makes PMAU an invaluable place to fine-tune your publishing knowledge and meet others who can help you along the way.

[A call for PMA-U applicants for the 2008 scholarship will be issued in November.]

Events Calendar

Many display opportunity events, such as book fairs, offer booth space for publishers and authors. However, booth space is usually booked at a deadline far in advance of the event, so be sure to check listings on events that will happen 2–6 months from now.’

August 15, audioconference:

“Pitching Freelancers: How to Get Covered in Major Media Through Contributors and Stringers,” by Bulldog Reporter’s PR University. Phone (800) 959-1059 or visit www.bulldogreporter.com/conferences/pitchingfreelancers-reg.html?s=pitchingfreelancers-email

August 30–September 3, The Beijing International Book Fair, www.bibf.net/bibf/index.jsp

September 11, “The Florida Conference for Women: SkillPath Seminars,” Orlando, FL. www.skillpath.com

September 12, “The Florida Conference for Women: SkillPath Seminars,” Lakeland, FL. www.skillpath.com

September 15, FPA 2007 Publishing Ed-U-Conference. Fort Lauderdale Marriott North.

September 22, “ABC’s of Publishing and Online Promotion,” by FPA member Rik Feeney, at the Palm Coast Community Center, www.gymnasticstrainingtips.com/seminar

September 27–30, Bouchercon 2007, Bearly Alive, Anchorage Hilton Hotel, Anchorage, Alaska.

www.bouchercon2007.com/

September 28–30, Southeast Independent Booksellers Alliance Trade Show 2007, Hilton Atlanta, Atlanta, GA. www.sibaweb.com

September 29–October 6, Banned Books Week. www.ala.org/bbooks

October 4–7, Amelia Book Island Festival, www.bookisland.org

October 10–12, Florida Association for Media in Education (FAME) Conference, Disney’s Coronado Springs Resort, FL. (FPA will have a booth and offers display of members’ books.) For your own booth: www.floridamedia.org/conference/exhibitors.html

October 10–14, Frankfurt Book Fair, Germany. www.bookfair.com/en/portal.php

October 12–14, Southern Festival of Books: A Celebration of the Written Word, Nashville, TN. <http://tn-humanities.org/festival/index.php>

October 14–20, Teen Read Wee, the Young Adult Library Services Association, www.ala.org/teenread

October 26–28, CIROBE (Chicago International Remainder and Overstock Book Exposition), Chicago, IL. www.cirobe.com

October 27, *St. Petersburg Times* Festival of Reading, www.festivalofreading.com/

November 6, “The Florida Conference for Women: SkillPath Seminars,” Melbourne, FL. www.skillpath.com

November 16–17, Vero Beach Book Festival. www.verobeachbookfest.com

November 16–18, Miami Book Fair International, www.miamibookfair.com

November 17, Tellebration: The annual storytelling celebration day (traditionally the Saturday before Thanksgiving). www.tellabration.org

November 30–December 2, Florida Immediate Delivery Show, Tampa Convention Center, OTampa. www.floridaIDS.com

December 1–2, 4th Annual Hillsborough County Book Fair, Lake Park, Tampa. Joe Soletti, (813) 554-5064, (813) 376-5778.

Book Packager Wanted

The self-publishing attorney author of a legal B2B (business-to-business) book seeks a book packager to typeset, provide galley pages for correction, make corrections as directed, produce final page proofs and prepare files for a book manufacturer. Editing has already been done. The packager will also need to arrange for economical cover design (including Bookland-EAN barcode with ISBN-13), execution and preparation of files for the book manufacturer. Copy for the cover will be provided. Packager will be asked to assist in managing the review of manufacturer’s proofs on both cover and interior and making and sending to the manufacturer any proof-level changes. Previous packaging experience a must, and references are required. Reply to John, phone (727) 215-4025

Members

Pirate Publishing International

(Fort Myers, FL) Due to the success and demand by readers for continuing articles on pirates (after they had published twelve stories written by James F. and Sarah Jane Kaserman of Pirate Publishing) the *Fort Myers Beach Bulletin* has begun a 48-week installment of *The Legend of Gasparilla, A Tale for All Ages*, with one chapter being printed and distributed each week.

The novel, *The Legend of Gasparilla, A Tale for All Ages*, won the Florida Publisher's Association 2003 President's Book Awards for Best Cover Design and Best Florida Title. This book is now used in 44 school districts in Florida in a variety of educational activities. The Legend book was one of the twelve finalists at last summer's DIY Hollywood Book Festival in July, 2006. The Gasparilla books continue to be good sellers both on-line and in bookstores and this syndication should only increase sales.

The second installment of our serialization in the *Beach Bulletin*, which actually was the first chapter of our book, really was well-received. We have sold a number of copies of the novel because of the serialization. The tourists seem to love it . . . for us, it is like having a "preview of coming attractions" or a movie trailer. Good deal for the newspaper, good deal for us.

New Members

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FPA president Frank Gromling with FPA members J.D. and Michele Sousa (www.legendstold.com) at 2007 Book Expo America.