

Florida Publishers Association, Inc., presents

**The FPA 2008  
Publishing Retreat  
April 12-13, 2008**

Florida FFA  
Leadership Training Center  
near Haines City, Florida  
*Relax and learn in natural Florida!*



Ben Hill Griffin Lodge, photo courtesy of Florida FFA Leadership Training Center.

# Your Invitation to Attend

**Publishers** — Join the Florida Publishers Association (FPA) for this excellent opportunity to hone your publishing skills and find new, proven ways to sell more books. FPA speakers show you how to improve your business and increase sales. Submit your questions for our speakers with your registration materials.

**Wannabe Publishers** — If you're considering becoming a traditional publisher or want to self-publish your manuscript, attend this Publishing Retreat and discover how to avoid costly, learn-as-you-go mistakes. Find out how to publish a book that will be up to publishing industry standards in content, design and manufacture. Submit your questions for our speakers with your registration materials.

**Authors** — Authors invest much effort and energy in writing their books, but sometimes traditional publishers don't share the details of how authors can help sell more books. Similarly, authors published by vanity/subsidy publishers simply cut the author loose upon their book's release. The Publishing Retreat will help you learn what your publisher should do (or should have done) and what you can do to open new sales avenues for your books. Submit your questions for our speakers with your registration materials.

**Vendors** — We understand that other publishing associations charge an arm and a leg for the privilege of allowing you sales access to conference attendees. Not so at FPA events; we are vendor-friendly! For the price of admission to the Publishing Retreat, you get the opportunity to set up a display of your company's wares for attendees to peruse during the event, and you may attend all of the speakers' presentations as well. Only ONE rule for vendors: NO suits allowed. Leave the monkey suit at home and get out your blue jeans for this event.

**About the Florida Publishers Association, Inc. (FPA)** — The Florida Publishers Association was originally organized to provide Florida's growing group of book publishers with an opportunity for education and networking and to provide its members with a clearinghouse for publishing information. FPA began with only six members, but with the skyrocketing popularity of self-publishing and the subsequent rise of the small press, FPA's numbers steadily increased. FPA's mission is to provide Florida's book community with an opportunity for education and networking. The organization also takes a strong First Amendment stance and assists the Association of American Publishers in its efforts to ensure our publishing freedoms by contacting legislators when free speech, publishing and copyright issues are at stake. The Florida Publishers Association is a not-for-profit Florida corporation and is an affiliate of Publishers Marketing Association ([www.PMA-online.org](http://www.PMA-online.org)), Small Publishers Association of North America ([www.SPANnet.org](http://www.SPANnet.org)), and Association of American Publishers ([www.publishers.org](http://www.publishers.org)). FPA is a member of the Florida Library Association ([www.FLAlib.org](http://www.FLAlib.org)).

## **Florida Publishers Association, Inc.**

PO Box 430, Highland City, FL 33846-0430

Telephone/Facsimile (863) 647-5951, [FPAbooks@aol.com](mailto:FPAbooks@aol.com), [www.FLbookpub.org](http://www.FLbookpub.org)

**About the Florida FFA Leadership Training Center** — The Florida FFA (Future Farmers of America) Foundation, Inc., owns and operates the 126-acre Leadership Training Center, which is located on beautiful Lake Pierce near Haines City in central Florida's Polk County. The Leadership Training Center exists to provide a learning environment in which leadership, communication and employability skills can be taught to members of Florida's FFA chapters. The Center is the focal point of many Florida FFA activities and offers an educational and recreational environment for FFA members and agricultural educators. To learn more about The Florida FFA Foundation, Inc., visit [www.FloridaFFAFoundation.org](http://www.FloridaFFAFoundation.org).

## **Florida FFA Leadership Training Center**

5000 Firetower Road  
Haines City, FL 33844

Telephone (863) 439-7332, Fax (863) 439-2995, [www.FLAltC.org](http://www.FLAltC.org)

## Saturday's Schedule of Events

- 11:00–11:45** **Registration** — Pick up your registration packet and name badge at the registration table, visit the vendor booths, and network with FPA board members, speakers and attendees.
- Noon–1:20** **Welcome Lunch, FPA Business, Sponsor Acknowledgments, Speaker Introductions** — Enjoy a deli-style, soup-and-sandwich lunch buffet, and get to know the other attendees. Your relatives, friends and families can join us. See the registration form for details.
- 1:30–3:00** **Marketing Fiction/Nonfiction for Authors** — FPA Board Member Linn Random will present the fiction segment and FPA Association Executive Betsy Lampe will present the nonfiction segment. Learn how authors can help create demand for their books.
- 3:00–3:15** **Break** — An opportunity to visit the vendor booths, network with speakers and attendees, and pause for refreshments.
- 3:15–4:15** **“Everything You Always Wanted to Know About Publishing Law in 45 Minutes”** — Intellectual Properties Attorney Sara Goodman will give a 45-minute presentation on publishing law with time at the end for general questions.
- 4:30–5:30** **“The Push and Pull of Marketing”** — Dennis Lloyd, Director of Sales and Marketing at the University Press of Florida, will discuss what’s traditional and what’s new in book marketing.
- 6:00–7:00** **Barbecue Dinner** — Hamburgers and hot dogs, with cole slaw, relish tray, potato salad, corn on the cob, baked beans and a corn muffin or roll, with chef’s dessert and iced tea, lemonade or coffee. Your relatives, friends and families can join us. See the registration form for details.
- 7:00–** **Bonfire** — An opportunity for some good, old-fashioned fun. The LTC staff prepares the bonfire and provides seating around it. We’ll have marshmallows and ‘Smores.

## Sunday's Schedule of Events

- 7:00–8:00** **Country Breakfast** — Continue networking as you enjoy scrambled eggs, grits, country gravy, biscuits, bacon and sausage, cereal, milk, orange juice and coffee, and the chef’s daily special selections. Your relatives, friends and families can join us. See the registration form for details.
- 8:00–9:30** **How We’ve Done It (and How You Can, Too)** — Frances Keiser, of Sagaponack Books, and Marlin Houser, of Marhouse Inc. Award-winning author/publishers will describe how they’ve made successes of their publishing companies.
- 9:30–9:45** **Break** — Waste not, want not. Polish off what’s left of the breakfast breads and drinks while visiting our vendors.
- 9:45–11:15** **Production and Printing** — FPA Vice-President MyLinda Butterworth and FPA Secretary Steve Sirlin will describe what every publisher should know about production and printing.
- 11:15–11:45** **Wrap Up and Door Prizes** — If we haven’t answered your most burning question, now’s the time to pose it. Next, we’ll go wild handing out valuable door prizes. Don’t miss it!
- 12:00–????** **Lunch and a Cruise** — Have a nice country lunch of fried chicken, mashed potatoes, cole slaw bread and more before you leave. And if you’re not in a hurry to leave, join us for a one-hour, 28-foot pontoon boat cruise on tranquil 3,800-acre Lake Pierce. Relax and enjoy! Please note that the cruise is shown as a separate cost on your registration form. Your relatives, friends and families can join us. See the registration form for details.

# The Guest Speakers



**Sara Goodman**

**Sara Goodman**, Intellectual Property Attorney, with a concentration in publishing-related law (Boca Raton, Florida)

**“Everything You Always Wanted To Know About Publishing Law in 45 Minutes.”** A basic-level presentation on the publishing contract; copyright basics; invasion of privacy basics; libel basics. We’ll get right to the nitty gritty of what you need to know to stay out of trouble and out of court so you can have fun being a publisher.

Sara Goodman is a South Florida attorney with a unique publishing law practice. She represents authors, publishers, artists, photographers and agents on all matters relating to publishing. Prior to moving to Florida, Sara was in-house counsel to two of the world’s largest commercial publishers, serving as Associate General Counsel to Bantam Doubleday Dell (now Random House, Inc.), and as Associate Counsel to Simon & Schuster. Her in-house practice at both companies covered a wide range of publishing related matters, including extensive contract drafting and negotiation, intellectual proprietary rights licensing, and pre-

publication legal reviews of both fiction and nonfiction for libel, copyright infringement and invasion of privacy problems. Sara is a member of the Florida and New York Bars. She received her undergraduate degree with honors from Rice University in Houston and her law degree with honors from New York University School of Law. Sara Goodman can be emailed at [SaraLegal@aol.com](mailto:SaraLegal@aol.com).



**Dennis Lloyd**

**Dennis Lloyd**, Director of Sales and Marketing, University Press of Florida (Gainesville, Florida)

Dennis will present **“The Push and Pull of Marketing.”** It’s not enough to place books on a bookstore shelf, or to convince the local newspaper to run a review. To reach the target audience for your books, you must constantly seek to find the balance between the two — and understand how they interact. We’ll save plenty of time at the end for questions.

Dennis Lloyd began his publishing career in acquisitions, but for the past fifteen years has worked in marketing and sales at a number of university presses, typically as head of the department. Beginning in Illinois, he travelled to Kentucky, Pennsylvania and Alabama before arriving in Gainesville in late 2006. His job responsibilities have included each of the major activities that are undertaken by a small- to mid-sized academic publisher. Dennis can be reached at [dl@upf.com](mailto:dl@upf.com).

# The FPA-Member Speakers



**MyLinda  
Butterworth**

**MyLinda Butterworth**, Creative Director, Day to Day Enterprises (Oviedo, Florida)

MyLinda has been the Creative Director of Day to Day Enterprises for eleven years. She not only writes books, but she knows how to create award winning books from the inside out. She is currently the Vice President for Florida Publishers Association and a professional storyteller.

“Book Design from the Inside Out” – While you may think that only the cover is important for selling a book, what happens if you open that fabulous book cover only to find that the print is too small or the way it looks makes you say, huh? Your book needs to look good on the inside and the outside. They may spend 3-5 seconds picking your book by the cover but they will spend hours within its pages. So once you’ve written the book, you need someone to design and/or layout your book so that it is easy to read and ready to sell. This workshop will take you through the essential elements you need to know to do the work yourself or to know if the person you hired did a good job. MyLinda can be reached at

[books@daytodayenterprises.com](mailto:books@daytodayenterprises.com)



**Marlin L. Houser**

**Marlin L. Houser**, Publisher/Author, Marhouse Inc. (Altamonte Springs, Florida).

Marlin will present “Maximizing Book Sales Through School Bookings.” Knowledge of a few simple steps will help you achieve this endeavor. I will show you how. All you need to do is follow the steps, and you will open the doorway to unlimited funds.

Marlin L. Houser was born in New Kensington, Pennsylvania, where he lived with his three brothers and two sisters. As a young man in high school he wrote many short stories. Marhouse Inc. was created in January 2004 with the purpose of publishing children’s chapter books, and The Adventures of Little Fox series was the award-winning result. First in the series, *Generations*, won Best Children’s Fiction in 2006 (FPA’s President’s Book Awards) and *The Secret of Squirrel Meadow* won both Best Juvenile Fiction and Best Overall Book in 2007 (FPA’s President’s Book Awards).

Both books are available in softcover, hardcover and teacher’s guides. Book three in The Adventure of Little Fox series, *Unfamiliar Territory*, is due out this summer. Marlin can be reached at [Marlin@adventurefox.com](mailto:Marlin@adventurefox.com).



**Frances Keiser**

**Frances Keiser**, President, Sagaponack Books (St. Augustine, Florida)

Frances will present a “How I’ve Done It” segment on how she has sold over 50,000 copies of her books with in-house marketing and distribution.

Frances Keiser is co-founder and president of Sagaponack Books. Established in 1999, the company publishes and distributes books to encourage ecological understanding by children. The award-winning Pelican Pete series written by Ms. Keiser is marketed with ancillary products selected to complement the reading material. Sagaponack launched two new imprints in the fall of 2006. Frances can be reached at email: [fkeiser@sagbooks.com](mailto:fkeiser@sagbooks.com), [www.SagaponackBooks.com](http://www.SagaponackBooks.com).

## The FPA-Member Speakers, continued



**Linn Random**

**Linn Random**, Publisher, Sanibel Press, Inc. (Altamonte Springs, Florida)

Linn will discuss marketing, advertising and promotion of fiction books. Her presentation will include: the high concept, tip sheet, branding, amazon, blogging, successful book signings, chats and online review sites, contests, auctions, prizes, direct mail, newsletters, public speaking, opportunities in print and mith Media, the press kit, promo items, radio & TV, and selling beyond the bookstore.

Linn Random began her successful career at Walt Disney World Marketing. She has also worked for two international advertising agencies and a major Internet company. In addition to winning two International Addy Awards, she coordinates all aspects of public relations campaigns and strategies, including copy writing, event planning, media kits and relations, rolling press tours and trade shows. Linn Random is a member of the Mystery Writers of American, International Thriller Writers, Sisters in Crime and the Romance Writers of America, and serves on the Board of the Florida

Publishers Association. She is the co-publisher of Sanibel Press Inc., which produces novels in print, ebook and audio format. Linn can be reached at [LinnRandom@earthlink.net](mailto:LinnRandom@earthlink.net), [www.SanibelPress.com](http://www.SanibelPress.com).



**Steve Sirlin**

**Steve Sirlin**, Sales Representative for United Graphics, Inc. (Hollywood, Florida)

Steve will discuss the different printing options available to publishers today.

Steve has been providing book manufacturing services to publishers in Florida and the Southeast U.S. since 1993. He has also been a member of the Florida Publishers Association since that time and became a member of the board of directors last year. He has extensive knowledge of Digital and Offset printing technologies as well as many of the different types of bindings offered today. Steve represents United Graphics, a book-specific printing company, located in Mattoon, IL. Steve can be reached at [ssirlin@bellsouth.net](mailto:ssirlin@bellsouth.net).



**Betsy Wright-Lampe**

**Betsy Wright-Lampe**, President, Rainbow Books, Inc. (Lakeland, Florida)

Betsy will discuss how nonfiction authors can create demand for their books.

Betsy is the president of Rainbow Books, Inc., a 30-year-old independent, family-owned publishing house in Lakeland, Florida. She has worked in publishing for 20 years and is the daughter of Rainbow's (and FPA's) founder, Betty Wright. Betsy is also the association executive of the Florida Publishers Association. She is a two-time presenter at the National Writers' Workshop in Fort Lauderdale, Florida, and gives presentations on book publishing for writers' groups statewide. Her company, Rainbow Books, Inc., publishes self-help and how-to nonfiction titles, and mystery fiction. Rainbow produces over 20 titles per year, and Betsy works as the company's production and marketing manager. Betsy Wright-Lampe can be contacted at [RBIbooks@aol.com](mailto:RBIbooks@aol.com).

# Event Registration

Company: \_\_\_\_\_ FPA Member? \_\_\_Y\_\_\_N

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

How many attendees from this company? \_\_\_\_\_ (Please provide attendee information below.)

First attendee: \_\_\_\_\_ title: \_\_\_\_\_

Second Attendee: \_\_\_\_\_ title: \_\_\_\_\_

Third Attendee: \_\_\_\_\_ title: \_\_\_\_\_

Fourth Attendee: \_\_\_\_\_ title: \_\_\_\_\_

Registration fees include all food and events EXCEPT the Lake Pierce cruise on Sunday afternoon. The hotel does NOT have a traditional restaurant (only vending machines), and it is a 20-minute drive into town to reach other food options; therefore, unless your spouse/partner/children will leave the site and eat meals in town, you will need to register them for meals, below, or make other arrangements for them. Food prices listed below include tax and tip. *Registration fees do not cover the cost of accommodations. See the next page for accommodation details.*

## **Calculate your payment (meals are included for registered attendees only):**

**\$100 for the first attendee from an FPA-member company** (in good standing). \_\_\_\_\_

**\$75 for each additional attendee from an FPA-member company** (in good standing). \_\_\_\_\_

**\$175 for attendees from a company that is not a member of FPA.** To join, see below. \_\_\_\_\_

**\$125 for each additional attendee from a company that is not a member of FPA.** \_\_\_\_\_

**\$75 Publisher/Author or \$125 Vendor (both discounted \$25) to join or renew with Florida Publishers Association today. Choose member rates above.** \_\_\_\_\_

*(Mark segments below for those who are not registered attendees. Prices are actual cost plus tax & gratuity.)*

**\$37 for Saturday-Only Meals (for a non-attendee), \$37 x \_\_\_\_\_ = \_\_\_\_\_**

**\$29 for Sunday-Only Meals (for a non-attendee), \$29 x \_\_\_\_\_ = \_\_\_\_\_**

**\$66 for Saturday AND Sunday Meals (for a non-attendee), \$66 x \_\_\_\_\_ = \_\_\_\_\_**

*(The following is an optional offering. It is actual cost plus tax.)*

**\$16.05 for a Pontoon boat cruise on Lake Pierce (optional activity), \$16.05 x \_\_\_\_\_ = \_\_\_\_\_**

**Total Amount Due (and see the next page to submit questions to the speakers)** \_\_\_\_\_

Enclose your check or money order — made out to FPA — and send to FPA Publishing Retreat, POB 430, Highland City, FL 33846-0430, **OR** fax/email this form to (863) 647-5951 or FPAbooks@aol.com and ask to be invoiced by email through PayPal (www.PayPal.com, accepts major credit cards and checks). If you're proficient at using PayPal, note that FPA's PayPal pay-to email address is FPAbooks@aol.com.

# Event Registration, continued

This is your opportunity to submit a question to each of the speakers. Remember that Sara Goodman cannot solve specific legal problems during her presentation; she may answer your question generically and in a way that allows other attendees to benefit, too. Submit this page with your registration.

**Sara Goodman** (Publishing Law) — \_\_\_\_\_

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**Dennis Lloyd** (Sales/Marketing) — \_\_\_\_\_

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**MyLinda Butterworth** (Typesetting/Cover Design) — \_\_\_\_\_

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**Marlin L. Houser** (School Appearances) — \_\_\_\_\_

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**Frances Keiser** (Non-Distributor Sales/Sidelines) — \_\_\_\_\_

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**Linn Random** (Marketing Fiction) — \_\_\_\_\_

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**Steve Sirlin** (Printing Options) — \_\_\_\_\_

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**Betsy Wright-Lampe** (Marketing Nonfiction) — \_\_\_\_\_

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# Accommodations

All photos courtesy of the Florida FFA Leadership Training Center.

**Florida FFA Leadership Training Center (LTC)** — Very nice, clean rooms (used by FFA adults and students for training events) are available, based on occupancy, for the FPA Retreat rate of \$75 for one occupant, \$80 for two occupants, \$85 for three occupants and \$90 for four occupants. Sleeping rooms are all subject to Florida state and local taxes, currently at 12% (taxes are subject to change under Florida state tax laws).

Ben Hill Griffin Lodge guest services staff are available 24 hours a day. The LTC features 52 sleeping rooms, some located in the Ben Hill Griffin Lodge and others in six villas. Two types of rooms are available for FPA Publishing Retreat attendees (prices listed above are the same for both types of rooms):

**Lodge Rooms** (see photos at right). These rooms are very similar to hotel rooms. Amenities include: Two double beds, private bath, telephone, and color TV with satellite and remote control (rollaway beds available). The Lodge lobby features a fireplace, color TV with satellite and remote control, comfortable seating, ice machine, vending machines with soft drinks and snacks, free Internet wireless in lodge and educational complex only.

**Villas** (see photos below). Four of our Villas have four bedrooms each, with two double beds and private bath, surrounding a 20-by-20' common area that features a TV, couch, side chairs and dining

room table for eight. Two of our Villas have four bedrooms with two sets of bunk beds and private bath, surrounding a 20-by-20' common area with a TV, couch, side chairs and dining room table for eight. The villas are a short walk (football field length) to the conference center and Lodge. Not recommended for the handicapped. (Be sure that, when you book a villa room, you are NOT choosing one of the kid-style bunk-bed rooms.) Three villas are equipped with complete kitchens that are available for private meal or reception preparations.

**Recreational activities** include canoeing on Catfish Creek, bass fishing with professional guides, pontoon boat tours, volleyball and hiking on our nature trails.



Villa



Villa Common Area



Lodge Room



Lodge Lobby



Marina and Lake Pierce

**Reservations** may be made, on or before April 7th, by calling the Florida FFA Leadership Training Center at (863) 439-7332. Ask for either Evie at extension 6329 or Gwen at extension 6323. The LTC accepts only Visa, MasterCard and American Express cards. Be sure to indicate that you are with the Florida Publishers Association's Publishing Retreat, and be sure to specify the room type (Lodge or Villa) after reading about them (above).

# Accommodations, continued

## Directions to the Florida FFA Leadership Training Center—

(taken from <http://www.flaltc.org/directions.html>)

### From the North:

Take I-4 to Highway 27 South. Travel south approximately 12 miles to Highway 544, turn left (east). Continue east to Route 17 (first stop light), turn right (south), go 3 miles. Turn left (east) on Highway 542 (Lake Hatchineha Rd.). There is a green “FFA Training Center” sign. Go 8 miles. Watch for the next green sign on the right-hand side of Highway 542 (Lake Hatchineha Rd.), turn right on Firetower Rd. Travel 4.5 miles to FFA Leadership Training Center. It’s at the end of the road.

### From the Northwest:

Travel south on I-75 to the Florida Turnpike. Exit turnpike at US Highway 27, go south. Travel south approximately 35 miles to Highway 544, turn left (east). Continue east to Route 17 (1st stop light), turn right (south), go 3 miles. Turn left (east) on Highway 542 (Lake Hatchineha Rd.), go 8 miles. After green “FFA Training Center” sign on Highway 542 (Lake Hatchineha Rd.), turn right on Firetower Rd. Travel 4.5 miles to FFA Leadership Training Center.

### From the Southeast:

Take the Turnpike or I-95 to State Road 60. Travel west on Highway 60 to U.S. Highway 27, turn right (north). Travel north on U.S. Highway 27 to Dundee (Approx. 9 miles). Turn right at the stop light in Dundee onto Highway 542. Travel east to the first stop light, turn left on Route 17. Travel north for 1.25 miles to Lake Hatchineha Rd. (Highway 542), turn right. After green “FFA Training Center” sign on Highway 542 (Lake Hatchineha Rd.), turn right on Firetower Rd. Travel 4.5 miles to FFA Leadership Training Center.

### From the Southwest:

Take I-75 to State Road 60 East to U.S. Highway 27. Travel east on Highway 60 to U.S. Highway 27, turn left (north). Travel north on U.S. Highway 27 to Dundee (Approx. 9 miles). Turn right at the stop light in Dundee onto Highway 542. Travel east to the first stop light, turn left on Route 17. Travel north for 1.25 miles to Lake Hatchineha Rd. (Highway 542), turn right. After green “FFA Training Center” sign on Highway 542 (Lake Hatchineha Rd.), turn right on Firetower Rd. Travel 4.5 miles to FFA Leadership Training Center.



Canoes and Camping Area

## Florida FFA Leadership Training Center

5000 Firetower Road  
Haines City, FL 33844  
Phone: (863) 439-7332  
Fax: (863) 439-2995  
<http://www.flaltc.org>



Catfish Creek