

Florida Publishers Association, Inc., presents

The FPA 2005 Publishing Mini-College

“Publishing Essentials”

Saturday, February 26, 2005

Eckerd College Conference Center

St. Petersburg, Florida

Join Us in Paradise!



Eckerd College Conference Center, photo courtesy of Eckerd College

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. Learn what you need to know from the President, Executive Director, and Board Members of Publishers Marketing Association (PMA), the premier trade association for independent publishers.

Wannabe Publishers — If you're considering becoming a traditional publisher or want to self-publish your manuscript, attend this Publishing Mini-College 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 both content, design and manufacture.

Authors and Self-Publishers — 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. The Publishing Mini-College will help you learn what your publisher should be doing, and what you can do, to open new sales avenues for your books. Self-publishers often find that they need a publishing "overview" to help them create a marketable product. This event will help you better understand how to undertake your publishing project.

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 Mini-College, 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.

About 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), Small Publishers Association of North America (www.SPANnet.org), and Association of American Publishers (www.publishers.org). FPA is a member of both the Florida Library Association (www.FLALib.org) and Southeast Booksellers Association (www.sebaweb.org). More information on FPA can be found at www.FLbookpub.org

About Publishers Marketing Association (PMA) — Publishers Marketing Association (PMA) is the largest nonprofit trade association representing independent publishers. Founded in 1983, it serves book, audio, and video publishers located in the United States and around the world. Its mission is to advance the professional interests of independent publishers. To this end, PMA provides cooperative marketing programs, education, and advocacy within the publishing industry. PMA's membership of more than 3,800 publishers continues to grow. PMA assists publishers in marketing their titles to the trade (bookstores, libraries, reviewers) by presenting shared-cost marketing programs, in which they may present their new titles, as well as providing educational seminars to assist publishers in understanding all aspects of the publishing business. PMA also publishes the monthly *PMA Newsletter*, which is a 48-page, information-filled publication covering all areas of publishing, marketing, production, design, editorial, and management. PMA is governed by a voluntary board of directors that meets regularly to discuss and plan the association's business. PMA offers beneficial programs and information to all member publishers, regardless of their size or experience. More information on PMA can be found at www.PMA-online.org.

About Eckerd College — The FPA 2005 Publishing Mini-College will be held in the Continuing Education Conference Center at Eckerd College, a private, coeducational college of liberal arts and sciences. Founded in 1958, Eckerd is a pioneer of responsible innovation — developing programs that have been adopted nationwide and earning the college an international reputation for academic excellence. Eckerd is one of only 40 schools listed in Loren Pope's *Colleges That Change Lives* and, in 2003, became one of the youngest colleges to receive a Phi Beta Kappa chapter. Eckerd's Leadership Development Institute executive education program, Academy of Senior Professionals at Eckerd College (ASPEC), and offerings through Senior College and Elderhostel, identify the college as a national leader in continuing education. More information on Eckerd College can be found at www.Eckerd.edu

Saturday's Schedule of Events

- 7:00** **Registration** — Conference Center lobby. Pick up your registration packet, badge and meal tickets.
- 7:30–8:30** **Breakfast** — Conference Center Café. A meal ticket can be found in your registration packet.
- 8:45** **Welcome** — FPA President Dinah Arnette; **Speaker Introductions** — FPA Vice President Frank Gromling
- 9:00–10:15** **Event A: Marketing Your Children's Books Outside the Bookstore: Join Up, Show Up, Speak Up, and Build Up!** — **Presenter: Florrie Binford Kichler, Patria Press.** No theory here — just advice you can use *today* to get those kid's books sold! Florrie Binford Kichler, PMA Board member and publisher of the award-winning *Young Patriots Series* shares her guerrilla tactics for getting your books sold outside the trade. Learn how special sales, trade shows and book festivals, networking, school visits and rights sales can send your bottom line soaring. You will leave this information-packed session with specific resources that will jump-start your children's book sales.
- Event B: Using the Web and E-marketing as Part of a Comprehensive Approach to Sell Your Products and Improve Your Business** — **Presenter: Larry Bram, Teaching Strategies, Inc.** A web site is a must for all ongoing businesses today, but there are many ways that the web can improve your business beyond simply selling books. You can use corporate intranets and web-based databases to help streamline and integrate your information and cut costs. You can create special products and services that can provide new, innovative revenue streams. You can communicate directly with your customers and those who may be interested in your niche. And if you do all of this well, you should sell more than a few books. In this session, you will learn: how to plan before you jump; how to hate technology but still use it wisely; the basics of good web design; and, beginning e-marketing, including search engines, discussion groups, and e-newsletters.
- 10:15–10:30** **Break** — Visit the vendor booths, network with speakers and attendees.
- 10:30–11:45** **Making Book Club and Catalog Sales** — **Presenter: David Cole, Gemini Marketing & Communications.** Providing an overview of the market for book club deals and catalog sales, this workshop will cover how to research and identify the right clubs and catalogs for your books; how these outlets work; what to send; how to negotiate terms; and, how to use these deals to generate further business
- 12:00–1:30** **Lunch** — Conference Center Café. A meal ticket can be found in your registration packet.
- 1:30–2:45** **Event A: Book Design and Manufacturing** — **Presenter: Mike Vezo, Westcom Associates.** Learn the basics of page layout, design and how to get your book into the format your printer can use. Understand what you need to know about printing job estimates and quotations. Hear how to both select the right printer and conform to customs of the printing trade. Focus on what you need to know about papers, printing methods, presswork, binding and finishing.
- Event B: Hunting for Capital** — **Presenter: PMA President Kent Sturgis, Epicenter Press.** Kent will talk about finding sources of capital for financing book projects. The array of possibilities include pre-selling books; bank loans/credit lines, credit cards, and mortgage refinancing; partnerships and joint ventures; developing credit with printers; and last but certainly not least, the old-fashioned way – pay as you go, keep your day job, don't accumulate *any* debt!
- 2:45–3:00** **Break** — Visit the vendor booths, network with speakers and attendees.
- 3:00–4:15** **Working with Distributors and Wholesalers** — **Panelists: Marianne Bohr of National Book Network, Elise Cannon of Publishers Group West, and Sally Neher of Baker & Taylor Books.** Learn the differences between the roles of wholesalers and distributors, how an "exclusive" distributor works, and what publishers can do to help distribution. Significant question-and-answer time allotted.
- 4:15–5:30** **Let's Brainstorm** — **Moderator: Jan Nathan; expert panel of PMA Board of Directors.** A panel of experts will look at your book, listen to how you've marketed your title so far, and offer ideas to help you achieve your desired goal of selling more books. Please come with your book, a brief description of its intended audience, and the marketing and publicity you have done so far to launch the book.

The Speakers

The following speakers all serve on the Publishers Marketing Association Board of Directors, except where noted.

Marianne Bohr is National Book Network's Vice President of Marketing, Marianne Bohr is known for her business savvy and operational abilities. She is the day-to-day driving force behind our high-impact marketing programs designed to gain significant market advantage for publishers. Armed with her MBA and 15 years experience as Marketing Director for the American Institute of Architects Press and Academy Editions (United Kingdom), Marianne works closely with the NBN sales force and her marketing team to develop programs for NBN publishers, including catalogs, trade shows, advertising and client communications.

Larry Bram has been the Director of Marketing & Business Development for Teaching Strategies, Inc. (TSI) since 1995. TSI is a leading publisher of professional books for early childhood education, and hosts numerous online discussion groups, publishes multiple e-newsletters, and has a PMA Ben Franklin Award-winning web site.

Elise Cannon is Director of Field Sales at Publishers Group West, the largest exclusive distributor of independent publishers in North America, where she has worked for 13 years — representing over 150 exceptional independent presses. She also sells every title PGW distributes to Ingram Book Company, where she's served as National Accounts Director for seven years.

David Cole has spent almost 30 years in book publishing and been involved in every aspect of the industry: as a publisher with his own company (Bay Tree Publishing); as a publishing company broker and business plan developer through his consulting firm Gemini Marketing & Communications (www.geminicole.com); as a publishing columnist for both *Book Publishing Report* and *Bulldog Reporter's Book Marketing & Publicity*; as author of *The Complete Guide to Book Marketing* (Allworth Press) and co-author of *The Lobster Kids Guide to Exploring San Francisco* (Lobster Press); as a small press marketing consultant; as an instructor in the University of California Extension certificate program in publishing; and, as a speaker at numerous publishing events.

Florrie Binford Kichler is president of Patria Press, Inc., the publisher of the award-winning *Young Patriots Series* of fictional biographies for children. A 15-year veteran of the publishing industry, Ms. Kichler has presented programs at the Southern Festival of Books in Nashville, Tennessee, PMA Publishers University at BookExpo, BookTech in New York City and San Francisco, the La Jolla Writer's Conference, and the American Association of School Librarians National Conference. Florrie has also been featured on C-Span 2's Book TV and the Writer's Roundtable Internet Radio Program.

Jan Nathan works as Executive Director of PMA and acts as a voice for the independent press publishing community. She is quoted as an expert in trade magazines such as *Publishers Weekly* and *Library Journal*, she speaks on all aspects of book publishing throughout the United States, she is quoted as a source in various nontrade publications, such as the *Wall Street Journal*, *New York Times*, *Atlanta Constitution* and *Inc.* magazine. She represents more than 300 publishers annually in negotiating the sale of rights at international book fairs, and she acts as an expert witness in publishing-related cases. Jan serves publisher for the *PMA Newsletter* and has had a monthly column since the newsletter's inception.

Sally Neher, Director of Publisher Relations for Baker & Taylor Books, a worldwide distributor of books, video, music and games, has spent nearly 20 years in the book industry. In her current role, Sally is responsible for establishing business relationships with new publishers as well as partnering with merchandising staff to manage current business relationships; catalog and publication production for the Baker & Taylor Books Division.

Kent Sturgis is President of PMA and co-founder and president of Epicenter Press, Inc., a regional trade publisher based in Kenmore, Washington, with 120 nonfiction titles focusing on Alaska and the Pacific Northwest. He came to book publishing in 1987 by way of journalism, having served as chief of bureau for the Associated Press in Seattle and managing editor of the Fairbanks (Alaska) *Daily News-Miner*.

Mike Vezo and his company, Westcom Associates, have been helping publishers manage all sorts of manufacturing assignments for nearly fifteen years. Books, multi-media, and unique packaging projects are their areas of expertise, through close associations with manufactures in North America, Europe, and Asia, as well as contractual arrangements with Michigan-based book manufacturer, McNaughton & Gunn. Through their associates they helped develop and currently manage the complete supply chain requirements for Hooked On Phonics, and they have worked with the likes of The Walt Disney Company, Major League Baseball Publishing, and many others.

Event Registration

Company: _____

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: _____

Make two choices for breakout seminars (for more than one attendee, put attendees' initials by their choices):

1. **The 9:00 a.m. time slot.** Choose one of the following presentations (mark your choice):

_____ A. "Marketing Your Children's Books Outside the Bookstore—Join Up, Show Up, Speak Up, and Build Up!" — *Presenter: Florrie Binford Kichler, Patria Press*

_____ B. "Using the Web and E-marketing as Part of a Comprehensive Approach to Sell Your Products and Improve Your Business" — *Presenter: Larry Bram, Teaching Strategies, Inc.*

2. **The 1:30 p.m. slot.** Choose one of the following presentations (mark your choice):

_____ A. "Book Design and Manufacturing" — *Presenter: Mike Vezo, Westcom Associates*

_____ B. "Hunting for Capital" — *Presenter: PMA President Kent Sturgis, Epicenter Press*

Calculate your payment:

_____ **\$75 for the first attendee from a FPA-member or PMA-member company** (in good standing).

_____ **\$50 for each additional attendee from a FPA-member or PMA-member company** (in good standing).

_____ **\$100 for attendees from a company that is not a member of either PMA or FPA.**

_____ **\$75 for each additional attendee from a company that is not a member of either PMA or FPA.**

_____ **\$75 Publisher/Author or \$125 Vendor (both discounted \$25) to join or renew with Florida Publishers Association today.** If this choice is selected, the above member rates automatically apply.

_____ **Total Amount Due.** Enclose your check or money order, made out to FPA, and send to FPA Mini-College, POB 430, Highland City, FL 33846-0430, **OR** fax/email this form to (863) 647-5951 or FPAbooks@aol.com to be invoiced by email through PayPal (www.PayPal.com, accepts major credit cards and checks). FPA's PayPal pay-to email address is FPAbooks@aol.com.

Registration fees include the cost of breakfast and lunch at the waterfront Conference Center Café. You will receive meal tickets in your registration packet. Meals are cafeteria style. Registration fees do not cover the cost of accommodations; please see the accommodations page of this brochure for information to help you make room arrangements, for directions to Eckerd College and more. If you arrive Friday night, join us for an informal get-together in the West Lodge Activity Room.

Accommodations

Eckerd Lodge — Very nice, clean rooms (used by visiting alumni, parents of students, etc.) are available at the on-site Eckerd Lodge for the FPA Mini-College rate of \$55 plus tax (\$61.05) per night. Reservations may be made by calling Eckerd Lodge toll free at (800) 456-9009 or locally at (727) 865-7000. Be sure to mention FPA to get this room rate. Eckerd Lodge accepts Visa, MasterCard, American Express and Discover cards. Reservations can be made online at www.eckerd.edu/confcenter/onlineres.htm and be sure to indicate you are with the Florida Publishers Association in the “Special Requests” section of the reservation form.



room photo courtesy of Eckerd Lodge

Eckerd Lodge guest room amenities include a private bath, a work table with overhead lamp, a telephone with dataport and voicemail (network connections available), color TV with cable and remote control/rollaway beds are available. Eckerd Lodge guest services staff are available from 8:00 a.m. until 11:30 p.m. daily. The Eckerd Lodge features: an activity room with large screen TV, comfortable seating and bottomless coffee pot, a fitness room, a newspaper stand, an ice machine, vending machines with soft drink/snacks, and a self-service laundry.

The Eckerd College Conference Center & Lodge are located at 4200 54th Avenue South, St. Petersburg, FL 33711, phones (727) 865-7000, (800) 456-9009, confcenter@eckerd.edu.

Airline Services — Most major airlines serve Tampa International Airport, which is easily accessible by highway (I-275), about 20 miles from the campus. The St. Petersburg-Clearwater International Airport is about fifteen minutes from campus, but doesn't have a large selection of airlines. Transportation is easy from both, but Tampa International Airport is recommended. (from the Eckerd College website)

Transportation Service to and from the airport — Make LIMO reservations 24 hours in advance by calling (800) 282-6817. Cash or credit card is accepted. Tampa International: Fees are approximately \$15.00 one way; and \$28.00 round-trip. St. Petersburg-Clearwater: \$10.50 one way, reservations required. (from the Eckerd College website)

Directions to Eckerd College (taken from www.eckerd.edu/confcenter/directions.htm) —

From East and North: Take I-4 West or I-75 and I-275 South to Tampa and continue on I-275 across Tampa Bay via the Howard Frankland Bridge to St. Petersburg. Continue south on I-275 past the downtown St. Petersburg exits - all the way to Eckerd College at Exit 4 (Pinellas Bayway/St. Petersburg Beach) bearing right as the exit splits. The College entrance is 1/4 mile on the left before the tollbooth.

From the South: Take I-75 North to I-275 and the Sunshine Skyway. After you cross the bridge and Tampa Bay, take Exit 4 (Pinellas Bayway/St. Petersburg Beach) which is a left exit. Turn left at the traffic light onto 54th Avenue South. Proceed 1/2 mile and turn left into the college's entrance.

From Tampa International Airport: As you leave the Airport, follow the signs to I-275 South and St. Petersburg. Follow directions above from the North. Car rental and transportation service to campus are available at the airport.

From St. Petersburg/Clearwater International Airport: Exit the airport and turn left onto Roosevelt Boulevard (686) and continue onto the overpass which will immediately merge with Ulmerton Road (688). Continue on Roosevelt to the I-275 interchange then bear right onto I-275 South to St. Petersburg. Then follow directions above from the North. Car rental and transportation service to campus are available at the airport.

By Sea: From the main shipping channel (Marker #17 — Egmont Lighthouse) proceed to an easterly course up Mullet Key Channel for approximately five nautical miles. Just prior to the main span of the Sunshine Skyway, turn north and proceed up the Skyway Channel for about 5.5 nautical miles to the mouth of Frenchman's Creek at Marker #8. Slow to idle speed and continue a short distance to the Eckerd College Waterfront Complex located on the north shore of Frenchman's Creek. Temporary docking is available for visitors.

St. Petersburg, Florida

A beautiful peninsula located on Florida's West coast, the area is bordered by the Gulf of Mexico to the west and by Tampa Bay to the east. Home to the #1 Rated Continental Beach in the U.S., Fort De Soto Park. St. Petersburg offers 35 miles of white-sand beaches on some 20 barrier islands. It's within minutes of many popular Florida attractions: just 30 minutes to Busch Gardens in Tampa and 90 minutes to Walt Disney World Resort, Sea World and Universal Studios Escape in Orlando. View the following two websites to learn more about what the area has to offer.

The St. Petersburg Visitors Bureau — www.floridasbeach.com

The St. Petersburg Times — a major Times newspaper, the *St. Petersburg Times* can be viewed at www.sptimes.com



An aerial view of Eckerd College campus grounds and Tampa Bay, courtesy of Eckerd College.

The FPA 2005 Publishing Mini-College is an educational event of the

Florida Publishers Association, Inc.

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