

FPA *Sell More Books!* Newsletter

February 2006

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Don't miss

FPA's Mini-College

April 22:

**"The Business of
Books"**

**SEE PAGE 3
for details**

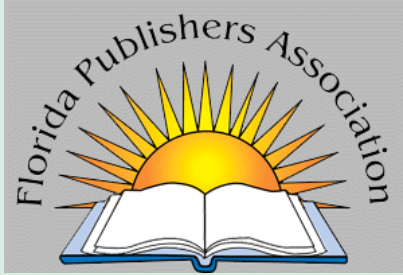
National Small Press Month:

31 Things to Do to Promote Your Titles

March 2006 is the tenth anniversary of National Small Press Month. Co-founded by the Small Press Center and PMA, the Independent Book Publishers Association, National Small Press Month is an annual celebration of independent publishing. As the co-founding organizations state on the website www.smallpressmonth.org, "We are looking to generate enthusiasm and action on all fronts of independent publishing — from the distributors to publishers to bookstores to writers. By involving different segments of the small and independent publishing community, we can make more of a collective effort to raise public awareness of the important work published by small presses." The following promotional ideas were provided by the Small Press Center and PMA.

1. Contact your local bookstore or library and suggest they put together a special display for National Small Press Month. You can obtain posters from the Small Press Month Coordinator at PMA, 627 Aviation Way, Manhattan Beach, CA 90266, Phone (310) 372-2732 or email christian@pma-online.org. Please order in sets of five.
2. Suggest that your local bookstore offer a discount on Small Press titles this month. Offer a special discount on all of your titles.
3. Hold a seminar on "How to Get Published" or on a subject related to your books. Consider cooperating with other small presses in your area to get this event off to a roaring start. You might wish to charge a nominal fee for the seminar.
4. Contact the book review editor at your daily newspaper about any events that you plan. Also speak to the features editor. The business editor is always interested in a successful publishing story.
5. Send PMA a list of participating bookstores and libraries. PMA can send publicity and display materials to them.
6. Be sure to inform PMA and the Small Press Center about any activities you have planned for Small Press Month. That way, PMA can include your plans in its national database and mention them when contacting the media. Please send your plans to Lisa@pma-online.org.
7. Get in touch with weekly papers in your area about events and submit the information to the listings editor.
8. Approach an interviewer at a local radio station about airing a segment regarding the problems and rewards of running a small press, or set one up for an author.
9. Make arrangements with any local non-bookstore outlet that is appropriate for any of your books. For example, if you publish cookbooks, a grocery

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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 **FPAnewsletter@QoLpublishing.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 (PMA, SPAN, AAP)
Wanted • Production • Helpful Hints
Publications • Media • Other

National Small Press Month, continued from page 1

store might display them up near the check-out for Small Press Month, particularly with a special discount as an incentive.

10. Try for an interview at your local daily or weekly newspaper. Remember that the media is always pleased to find that there are successful publishers and writers in the community. So pitch not only yourself, but also your colleagues.
11. If you have a personable, articulate author who is available to speak in his or her area, try setting up interviews with local television or radio stations.
12. Schedule an interview for yourself at your local television station. Be sure to offer visuals if available. Footage of an author doing exciting research in a jungle or a sports book author on the ski slopes, for instance, would be helpful to getting TV time. Focus on the unique angles of your books and authors.
13. Band together with other small presses and compile a display of titles in a subject area. Offer your library the ready-made exhibit of locally published books in the areas you choose.
14. Find a college or university that would be receptive to a roundtable discussion on a topic like "What is a Free Press" or "The First Amendment and the Mass Media."
15. A talk to elementary, junior high, or high school students about how to become an author could be a highlight of school programs during the month.
16. Use excerpts from a current or upcoming book on your website. Remember that an entire excerpt, a whole recipe, for example, is more productive than a tantalizing tidbit.
17. Arrange readings and signings from your titles to be held at your local bookstore and library.
18. Plan a group reading or event with other local independent presses and make a night out of it.
19. Take National Small Press Month posters to your local bookstore or library and be sure that they are displayed and distributed.
20. Join with other small presses and take out a co-op ad in your local newspaper.
21. Be sure that every club or local organization to which you belong displays a poster about National Small Press Month and has your catalog available as a handout for Small Press Month.
22. Keep your alumni magazine up to date about you and your small press.
23. Host a wine-and-cheese party in your office for the press, booksellers and other friends of your publishing house. Celebrate National Small Press Month!
24. Gather together all your press cuttings, document the successes of National Small Press Month, and please send to Karin Taylor for use next year. Send to the Small Press Center, 20 West 44th Street, New York, NY 10036.
25. Link to the Small Press Month and PMA websites from your own: www.smallpressmonth.org and www.pma-online.org
26. Send out e-mails to your customer mailing list announcing the approach of National Small Press Month and the events you have planned. A weekly

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FPA 2006 Publishing Mini-College

Mark Your Calendar to Attend “The Business of Books” on April 22

The FPA 2006 Publishing Mini-College is scheduled for Saturday, April 22, at the Doubletree Guest Suites in the Walt Disney World® Resort at Lake Buena Vista (near Orlando). The theme for this year’s FPA 2006 Publishing Mini-College is “The Business of Books” and tentatively includes presentations from Amazon.com, AbeBooks, an intellectual properties attorney, and other professionals with book business expertise. Break-out sessions for both beginner and advanced attendees will be available. Details on speakers, the event agenda, and registration are forthcoming and will be emailed separately to FPA members, available on the website, and included in an upcoming newsletter.

Book Your Suite Now

Rooms at the Doubletree Guest Suites are available NOW for reservations, which can be made by calling 1-800-222-TREE and mentioning the Florida Publishers Association. The FPA base rate for a suite is \$109 per night (plus an 11.5% tax). Non-discounted room rates for the Doubletree are regularly \$189. This special rate applies three days before and after April 22.

The Doubletree features spacious, comfortably appointed suites that can accommodate up to six people. Each suite has a separate bedroom and living room, high-speed internet access, three televisions, wet bar, refrigerator, coffee/tea maker, microwave, and separate vanity with built-in hair dryer. Room details and amenities can be viewed at:

www.doubletree.com/en/dt/hotels/index.jhtml?ctyhocn=MCOFHDT

Room reservations can be made online (use the URL above), and you should reference the group code of FPA to get the event rate.

Make It a Vacation

Because of the location of this year’s Mini-College at the Walt Disney World Resort, FPA encourages members who plan to attend to consider bringing their families and make it a weekend vacation. Resort attractions include Typhoon Lagoon, Disney’s Animal Kingdom, myriad celebrity-themed restaurants, as well as the better-known theme park offerings. Details on resort activities can also be found on the Doubletree website listed above. The Doubletree offers a Disney Store for tickets and merchandise, as well as continuous, free daily shuttle service to Disney parks. Nightly transportation is provided to the Downtown Disney Pleasure Island area. Remember that Florida residents get a discount at most Disney locations. See more at:

<http://disneyworld.disney.go.com/wdw/index>

Florida residents must click at the center right-hand part of the page.

Florida Library Association Event

FPA’s day-long book publishing educational event is being held just after the Florida Library Association’s Annual Conference and Exhibition, which is being held April 18–21 at the Buena Vista Palace at Lake Buena Vista, located nearby within the same resort. Publishers who want to take their own booth to the trade show can find details at ww.flalib.org/. FPA members

who will not take their own booth but who wish to display their products to Florida librarians can choose to display in FPA’s premium booth (#17). Details about displaying with FPA can be obtained by emailing Betsy Wright-Lampe, FPA Association Executive (FPAbooks@aol.com), or visiting:

www.FLbookPub.org/fla.html

SMALL PRESS MONTH continued from page 2

digest of news would be an effective way to keep the momentum going throughout March.

27. Contact other small and independent arts organizations in your area — record labels, theaters, and art galleries, for example — and link to each other’s websites, promote each other’s events, and support the independent arts community!
28. Run a contest through your e-mail newsletter asking for ten titles of famous independently published books.
29. Contact other independent publishers and set up a small book fair during the month at a local college or community center.
30. Evaluate authors’ pitches. Offer to set up a program at a bookstore or library where authors, on the understanding you are there to give general advice, can make a five-minute pitch to you about their manuscript.
31. Look over the previous 30 suggested ideas and let PMA and the Small Press Center know which ones provided the most response.

ISBNs

If your publishing company wants to start an imprint (a separate name under which you publish certain titles), do you need to obtain a new bank of ISBN numbers?

No, says RR Bowker, the company that is the official U.S. agency for assigning ISBNs. You will use your usual parent company ISBN prefix.

To add an imprint to your original publishing record, contact Bevely Palacio at Bowker:

bevely.palacio@bowker.com

Library Wise

Important Links

American Library Association
www.ala.org

Florida Library Association
www.fla.org

**Special Libraries Association
Florida and Caribbean Chapter**
www.sla.org/chapter/

Ethnically Specialized Library Groups

American Indian Library Assn.
[www.nativeculturelinks.com/
aila.html](http://www.nativeculturelinks.com/aila.html)

**Asian/Pacific American Librarians
Association**
www.apalaweb.org/

**Black Caucus of the American
Library Association**
www.bcala.org

**Chinese American Librarians
Association**
www.cala-web.org

REFORMA: National Association to
Provide Library and Information
Services to Latinos and the Spanish
Speaking
www.reforma.org

Young Heroes

The Gloria Barron Prize for Young Heroes, founded by young adult author T.A. Barron, seeks nominations for its 2006 awards. The Barron Prize honors young people ages 8 to 18 who have shown leadership and courage in public service to people and our planet. Each year, ten national winners each receive \$2,000 to support their service work or higher education. The nomination deadline is April 30. For more information, to nominate, and to request or download free heroes educational materials, visit:

www.barronprize.org/

Volunteers Needed in New Orleans

Library staff and other publishing professionals attending the American Library Association (ALA) Annual Conference in New Orleans, June 22–28, 2006, will show how “Libraries Build Communities” through daylong community service efforts to help rebuild New Orleans. As part of ALA’s ongoing efforts to help the libraries and communities in the Gulf Coast, conference attendees will be able to volunteer for a full-day community service project on Friday, June 23, or Tuesday, June 27. Conference-goers will be able to choose from activities to help the New Orleans Public Library, Orleans Parish School District, or other community rebuilding efforts.

To volunteer, register at www.ala.org/ala/eventsandconferencesb/annual/2006a/registration.htm under the Special Registration Section. The registration fee is \$10 and will include transportation to and from the community project, lunch, and a “Libraries Build Communities” T-shirt.

Production

Thinkstock Images

(Stock photography, including royalty-free brands)
Catalog available:
www.thinkstock.com

Mary Bucell

(Cartoons and humorous illustrations)
Email: MJBtoons@aol.com
[http://members.aol.com/mjbtoons/
index.html](http://members.aol.com/mjbtoons/index.html)

Veer: Visual Elements for Creatives

(Stock photography, illustration and type from a variety of providers)
Catalog available:
www.veer.com

Mitchell Graphics

(Offering a winter sale on its postcards)
Phone (800) 583-9401
Email:
getresults@mitchellgraphics.com
www.mitchellgraphics.com

President’s Message

I wonder if the first 31 days of 2006 went by as fast for you as they did for me. I find it hard to believe that the annual Spring book events are right around the corner. So much to do, so little time.

This year’s FPA Publishing Mini-College has been moved from its familiar February slot to the later date of April 22 to enable us to coordinate this major educational event with the Florida Library Association’s Conference being held April 18–21.

continued on the next page

President's Message, continued from page 4

In addition to allowing librarians to attend our program, the FLA Conference will afford us a prime display opportunity for members' and non-members' products. FPA will operate a display booth, managed by FPA Secretary MyLinda Butterworth, during all exhibition hours, and we invite interested publishers and authors to learn more at www.FLbookPub.org/fla.html.

Our April 22 Mini-College, which will be held at the beautiful Doubletree Guest Suites in Walt Disney World®, Lake Buena Vista, is destined to be a major educational and networking event. The subjects and speakers are being arranged right now, and we are confident that this will be one of our best conferences ever. Details will be posted soon to the FPA website (www.FLbookPub.org) and featured in an upcoming newsletter. Special room rates have been arranged, including the three days before and after the conference date, and we hope that everyone will take advantage of this to bring their families for a wonderful weekend. *[Please see article on page 3 for more details.]*

Plans are already underway for our annual Ed-U-Conference, which this year will be held in conjunction with the Southern Independent Booksellers Alliance (SIBA, formerly SEBA) Annual Trade Show in Orlando. By scheduling this second educational and networking event for Saturday, September 9, we will capture some of the attendance and excitement of this large bookseller meeting. Details are forthcoming, so check back to the FPA website periodically.

When you read this, I will have just returned from a board meeting of PMA, the Independent Book Publishing Association, in Santa Fe, New Mexico. These meetings always provide dynamic opportunities to learn more about the ever-changing book publish-

ing industry from some of the most talented publishers in America. As a result, I am able to bring back to FPA a variety of new ideas and programs for our members' benefit.

Another important trip will be a meeting of the PMA affiliates in Redondo Beach, California, on March 2 and 3. Association Executive Betsy Wright-Lampe, who will represent FPA, will join other affiliate representatives from across the country. The purpose of this meeting is for PMA to learn how it can further assist the affiliate groups, such as FPA, with the accomplishment of their professional objectives. Courtesy of PMA, I will be a speaker and moderator during this important program. This is another first for FPA, and I am excited about this opportunity for our association to share and to learn from others.

In closing, please remember that we need more volunteers to step forward with their talents and time. Just call or email Betsy (FPAbooks@aol.com) and she will find the right project for you. Thanks to all those who have volunteered in the past and present, and who will in the future.

*Best,
Frank Gromling*

FPA Membership

Renewal date coming up? Watch for a renewal notice from the FPA. Renewals can be sent to:

*Betty Wright, Treasurer
Florida Publishers Association, Inc.
P. O. Box 430
Highland City, FL 33846-0430*

Renewing Member

Carol Fuery
Sanibel Sanddollar Publications
P.O. Box 461
Captiva, FL 33924
Phone: (239) 472-3459

Fax: (239) 472-0699
Email: teach@carolfuery.com
www.carolfuery.com

New Members

Jackie Randel
Long Necks
Naples, FL
Phone/Fax: (239) 596-7626
Email: JustJackie98@earthlink.net
www.long-necks.com

Jim Holfka
Batson Printing, Inc.
(VENDOR MEMBER)
13485 McKinley Rd.
Chelsea, MI 48118
Phone: (734) 475-5785
Fax: (734) 475-5879
Email:
jimholfka@batsonprinting.com
website under construction

Welcome, new members! And many thanks to our renewing members for their continued support of FPA.

Affiliates

Be sure to visit the websites of our affiliates, listed below, to learn of conferences and other activities to benefit the publishing community. We'll share news from the affiliates next issue.

PMA, the Independent Book Publishers Association
www.pma-online.org

Small Publishers Association of North America (SPAN)
www.spannet.org

Association of American Publishers (AAP)
www.publishers.org

Member News

Bella Concepts Publishing Co. www.therightconnection.net

Sarasota-based Bella Concepts Publishing Co. has published *Finding the Right Connection* (ISBN 0-9774804-02), a first-of-its-kind guidebook listing singles organizations from Tampa to Naples, Florida. More than 100 organizations are included in the book, with addresses, phone numbers, contact names, success stories, and descriptions. The guidebook contains “all the information needed for singles to make the first call or the first email to inquire about joining a group or two,” says Marketing Director Patti Hirsch. *Finding the Right Connection* is geared to singles interested in groups from faith-based, dancing, online, speed dating, to travel and beyond. The book can be ordered at Borders or online at www.therightconnection.net.

Cirrus Publishing, L.L.C. www.IchiAndFriends.com

Bob Wallace, author and photographer of *The Adventures of Ichi, The Baby Deer: Book One, The Rescue*, (winner of the FPA 2005 Best Florida Book award) reports that Ichi has been named the official mascot of the South Florida Water Management District. Excerpts from the resolution presented to Wallace last month include:

Whereas, the South Florida Water Management District recognizes the need for and importance of environmental education and wildlife conservation awareness to be made available to the community;

Whereas, the South Florida Water Management District wishes to recognize the value of the story of Ichi the Deer

in promoting awareness of the Everglades and wildlife conservation;

Be it hereby resolved... that Ichi the Deer is named as an official District mascot of Environmental Education and Wildlife Conservation Awareness.

Wallace is in Namibia, South Africa, this month working on a children’s book on cheetahs, *The Cry of the Cheetah*. The book tells the story about the survival and adventures of a cheetah cub. Wallace’s trip is hosted by The Cheetah Foundation Fund and will include a visit to the Etosha National Game Park.

Telling Your Story www.telling-your-story.com

Marjory Diane Lyons conducted a workshop for the Florida Center for the Book on February 18, 2006, at the Broward Community College/North Regional Library, Coconut Creek, Florida. Her topic was “What Every Writer Needs to Know about Publishing and Writing.” Visit www.telling-your-story.com to learn about upcoming workshops offered by Lyons.

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 2–3 months from now. Mark your calendar for FPA’s Mini-College April 22 in Lake Buena Vista (Orlando area).

SHOWS

Regional booksellers events
www.bookweb.org/orgs/286.html

A list of trade shows is available at www.expocentral.com

A list of PMA exhibit opportunities can be found at www.pma-online.org/exhibits_pma.cfm

MARCH 2006

March, Microsoft Excel Seminars (two one-day seminars: “Excel Basics” and “Advanced Excel”), various FL dates and locations, Fred Pryor Seminars.
www.pryor.com

March 4, Florida Voices Book Fair, Gainesville, FL. info@artsgaca.org, www.artsgaca.org

March 11, Ventura Book Festival, Unitarian Universalist Church of Ventura, Ventura, CA.
maryembree@sbcglobal.net

March 14–15, AAP General Meeting and Small and Independent Publishers Meeting, New York, NY.
www.publishers.org

March 20–22, BookTech, New York Hilton. www.booktechexpo.com/

March 22–24, Public Library Association Show, John B. Hynes Convention Center, Boston.
www.pla.org/ala/pla/pla.htm

March 22–26, VABook! the Virginia Festival of the Book, Charlottesville, VA. www.vabook.org

March 26–28, 2006 Office Depot Success Strategies for Businesswomen Conference, Fort Lauderdale, FL.
www.officedepot.com/links/womeninbiz

March 31–April 1, North Carolina Black Book Festival, Winston Salem, NC. www.NCBookFest.com

APRIL 2006

April 8, Beachside Book Bash, book fair sponsored by City of Ormond Beach, FL. All proceeds benefit Take Stock in Children. Email: Marianstomblin@aol.com

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Online

Mining Websites for Marketing Opportunities

What to Do with Listings in this Section

By *Betsy Wright-Lampe*
FPA Association Executive

Websites offer a great resource to creative book marketers. When visiting websites, such as those listed below, peruse for book marketing opportunities. Examples of marketing opportunities available on websites include:

Book Reviews (For newspapers, don't limit yourself to the literary book reviews, which rarely review small press titles. Instead, think of feature sections, such as business, lifestyles, religion, local, food, sports, and others.)

Book Excerpts (More appropriate at specialized websites for which your book has an obvious hook. Excerpts provide the website with content and offer a teaser for your book.)

Author interviews (Especially well received at an organizational website for a group to which the author belongs or to which there is a strong relationship.)

Online catalog sales (Not always called an online catalog, sales of books

are sometimes made through an online "store" or "shop." Check the listings to see if the sales are "powered" by Amazon.com Associates or other online bookseller's sell-through program. If so, make sure the online bookseller's listing of your book is as fleshed-out as it can be. If not, work to have your book considered for resale.)

Recommended reading lists (Sometimes a website will feature no reviews, no resales and no excerpts, but there will be a small recommended reading list. I've seen simple listings of recommended titles result in more sales than full-length reviews.)

Submission of articles (Most websites are hungry for content. If you look around on a site, you can learn how your authors can submit articles. Authors may choose to forego payment for their work in exchange for banner ads or similar for-pay choices. Tell your authors to always insist that they are

referred to as "the author of . . ." in the bio of their article when it appears.)

To contact a website editor, simply go to the "contact us" or "about us" section. Formulate a short email (or hardcopy letter) and don't overwhelm the editor with extensive hyperbole. Keep it simple, fact-filled, relevant to the website, and easy to understand. State clearly what you want the editor to do (consider the book for review, consider an excerpt, consider an article proposal), why what you propose is appropriate for the website, and how you and the author can be reached. If sending a hardcopy letter, always provide a self-addressed, stamped envelope for the editor's convenient reply, and include a sample of the book with a fact sheet and reviews. Replies can be slow to arrive. You should move on to the next website right away, and get into the habit of approaching x-number of them every week.

The Palm Beach Post (one of Florida's largest daily newspapers) www.pbpost.com

ScienceCareers.org (a leading online source of information and advice internationally, helping scientists — especially early career scientists — find their way to rewarding, sustainable work) www.sciencecareers.org

The Oakland Press www.theoaklandpress.com

My Business Magazine (readers are members of the National Federation of Independent Business, the largest business advocacy group in the U.S) www.mybusinessmag.com

Destination Weddings & Honeymoons www.destinationwh.com

Plain Dealer www.cleveland.com

Big Apple Parent www.parentsknow.com

St. Joseph (MO) News-Press (newspaper) www.stjoenews-press.com

Black Enterprise (serves to seek out, analyze and disseminate information that is helpful to, and provides a forum for the ideas, ambitions and expressions of African American business people) www.blackenterprise.com

New literary website www.bibliobuffet.com/bb/content/view/33/112/
Tango www.tangomag.com

Marketplace Radio www.markeplace.org

Organic Authority (seeks to disseminate information while educating the public about the benefits of buying and choosing organic produce, meats, and products, while promoting sustainable living and an organic lifestyle) www.OrganicAuthority.com

Affluent (a premier publication for high-net-worth individuals in Florida and beyond) www.AffluentPublication.com

Kidaround Town (parenting magazine based in the Sacramento area) www.kidaroundtown.com

Internships

Internships Are a Win-Win for Publishers and Students

The following two-part article was originally published in the January 2006 issue of the PMA Independent. It is reprinted with permission from PMA, the Independent Book Publishers Association.

From the Publisher's Perspective

By Frank Gromling

After months of thinking about it and always finding a hundred other things to do instead, I finally decided to engage an intern for my small press. After working with my intern for three months, I am so pleased with the results of my first internship that I plan to offer similar opportunities to college students every semester. And I am sorry that I waited so long to start an intern program. The first steps had seemed too daunting, but the process turned out to be simple.

As a business executive and owner, I had always provided educational opportunities for my employees by reimbursing them for successfully completing college courses, for example, or by giving them extensive training so they could serve our customers better. I knew that an intern program should be both educational and functional. I wanted the intern to learn specific information about book publishing and I wanted the company to gain from the intern's skills and knowledge.

The first task I set myself was writing down exactly what I wanted the intern to learn. The list included key book publishing activities — like manuscript selection, cover and interior design, editing, indexing, copyright registration, ISBN assignment, distribution, promotion, and marketing — along with activities such as author presentations and signings, retail outlet relations, and media contact.

The second task was writing down what I wanted Ocean Publishing to gain from the intern's talents. This list included help with some basic office functions — such as telephone answering, making inquiries of bookstores and libraries, creating databases of leads — but not the most boring tasks, like filing and making copies. Although many interns fully expect to do those chores, I just knew that I wanted more, and expected more, from our internship program.

Plusses and Plusses

I sent my brief internship write-up to two local colleges that have communication or business curricula. Luckily for me, a bright and pleasant college senior, Lindsey Williams, called for an interview. Lindsey, who attends Flagler College in nearby St. Augustine, came prepared with a resume and handled the interview so well that I did not even consider other candidates.

Lindsey has accomplished the mundane tasks with accuracy and speed and tackled the larger projects with enthusiasm and skill. As a result of Lindsey's work, Ocean Publishing has a new sales brochure that is attractive and effective. The brochure has all our titles and their covers displayed in a center layout, along with brief synopses

of the books and ordering information both for individuals and for retailers.

A major win-win aspect of the brochure is that Lindsey submitted it to fulfill a course requirement. She developed the brochure in Adobe InDesign, a software program she was learning in college at the time.

Lindsey also created several new databases of leads and customers, maintained Ocean's log of query letters and manuscripts, and provided an immense amount of help with tasks I have as president of the Florida Publishers Association, including preparation and administration for book shows such as SIBA.

On the educational side, I made sure that Lindsey and I talked about different aspects of publishing, and I gave her articles and newsletters to help her gain greater insight into the business of publishing. We have talked about bookstore and non-bookstore marketing, about the importance of quality in all aspects of manufacturing and marketing, and about how challenging it is for a new traditional publisher to make its mark in a highly competitive industry.

My prior business life proved that you get the best results when you put time into determining what you want and write it down. Now our intern program has proved it again. While I can't promise you that your interns will be as pleasant and capable as Lindsey, I am confident that finding the right intern will make a world of difference for your press.

Bio: Frank Gromling has been a business executive and company owner for over 30 years. In 2002, he started Ocean Publishing, a traditional publishing house, which has published 10 titles in nonfiction, fiction and poetry. He is the president of the Florida Publishers Association and serves on the board of PMA, the Independent Book Publishers Association.

As the Intern Sees It

By Lindsey Williams

My senior year of college came faster than I expected. I had planned on doing an internship for some time, but I had procrastinated. Suddenly, I realized that my resume would contain no job experience in the area I wanted to enter, which was public relations. I had been a waitress, a lifeguard, and a retail salesperson, but not one of these jobs would further my goal of finding a good position in my field.

So I went to my department chair's office and started searching through public relations-related internship sites. I looked for a couple of days, found a few possible places, and then I started calling around. My second phone call was to Ocean Publishing. The small, independent publishing company was looking for a junior or senior commu-

continued on the next page

As the Intern Sees It, continued from page 8

nication major, preferably with a public relations track, so I set up an interview.

When I got the job, I was very excited but also a little worried because I had heard stories of other students' internship experiences. The positions were great for their resumes but the actual internships consisted of tedious tasks or busy work.

Creating and Contributing

I was fully prepared to spend my time as an intern stuffing envelopes but, luckily, that was not what happened. I have learned so many things about every aspect of business, including marketing and public relations, in my time at Ocean Publishing. I found a company that was small, relatively young, and open to new ideas, and an owner who encouraged me to express my opinions and be creative. I was able to be a part of every aspect of the publishing process.

My tasks as an intern at Ocean Publishing included: putting together a promotional holiday sales letter, searching bookstore sites for reviews and newsletters mentioning our books, and recording and reading through query letters and manuscript submissions. I also created a flyer to promote a speaking engagement for two of Ocean Publishing's authors. I have been able to have fun and learn from all of the projects we've done day to day.

Toward the end of my internship, Mr. Gromling asked me if there was anything I would like to do for Ocean Publishing that would incorporate skills I was learning as a part of my major. So I started to make a media kit for the company. Because I created the brochure in the kit by using a computer program I had been introduced to in one of my classes, I learned the program inside and out. Now, I will be able to use the brochure as part of my portfolio for future jobs.

Interning with Ocean Publishing gave me a place to utilize and develop the skills I have been learning the past four years in college. Furthermore, I have learned the true importance of public relations when it comes to selling a book or any other product. Ocean Publishing authors participate in book signings, local book festivals, speaking en-

agements, and other events to increase circulation for their books and establish their names in the community.

My overall experience as an intern with Ocean Publishing has been valuable. I learned something new every day and felt as though I was really able to contribute to the company. The experience hasn't just enhanced my resume; it has equipped me with knowledge and skills that will help me find my ideal job.

Bio: Lindsey Williams, from Bristolville, OH, received her associate of arts degree from Daytona Beach Community College and will receive her BA in communication/public relations from Flagler College in April 2006. Upon graduation, she plans to teach English while learning Spanish in Spain prior to seeking employment in public relations with a small-to-medium size company.

EVENTS CALENDAR, continued from page 6

April 9–11, Media Relations 2006: Bold New Solutions for Higher Impact," New York Marriott Marquis Hotel, New York City. www.bulldogreporter.com

April 19–21, Florida Library Association Conference, Lake Buena Vista, FL. www.flalib.org/2006_theme.pdf

April 22, Florida Publishers Association Mini-College, "The Business of Books," Lake Buena Vista, FL. www.FLbookPub.org

April 23–25, 6th International Publishers Association Copyright Symposium, Montreal, Canada. www.anel.qc.ca/ipa-symposium

April 27, Book Industry Study Group (BISG) third annual Making Information Pay conference, Millennium Hotel, New York City. www.BISG.org

MAY 2006

May 13, "Writing the Successful Grant," Gainesville, FL. info@artsgaca.org, www.artsgaca.org

May 16–18, "Your Best Year Yet!"

Working Smarter and More Profitably in 2006," PMA Publishing University, Washington, DC. www.pma-online.org

May 19–21, BookExpo America, Washington, DC. www.BookExpoAmerica.com

JUNE 2006

June 22–28, American Library Association Annual Conference, New Orleans, LA. www.ala.org

JULY 2006

July 26–30, The Tenth Annual Marjorie Kinnan Rawlings Writers Workshop, Gainesville, FL. info@artsgaca.org, www.artsgaca.org

SEPTEMBER 2006

September 7–8, Publishers Association of the South Annual Conference, Orlando, FL (location TBA). www.PubSouth.org

September 8–10, Southern Independent Booksellers Alliance Annual Trade Show, Gaylord Palms Resort & Convention Center, Orlando, FL. www.SIBAweb.org

OCTOBER 2006

October 4–9, Frankfurt Book Fair. www.frankfurt-bookfair.com

October 27–29, CIROBE (remainder books show). www.cirobe.com

JUNE 2007

June 1–3, BookExpo America, New York, Jacob Javits Convention Center. www.BookExpoAmerica.com

MAY 2008

May 6–10, The International Trademark Association (INTA) 128th Annual Meeting, Metro Toronto Convention Centre, Toronto, ON. www.inta.org

May 30–June 1, BookExpo America, Los Angeles, Los Angeles Convention Center. www.BookExpoAmerica.com

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