

FPA *Sell More Books!* Newsletter

February 2007

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WANTED

Newsletter editor, editorial assistants, and typesetter versed in PageMaker 7.0. Email FPAbooks@aol.com to learn more.

Display Your Products to Librarians at the Florida Library Association Conference and Exhibits

Who will attend the show?

More than 600 library professionals are expected to attend educational events and/or visit the trade show floor, which features vendor booths. FPA will display products in a vendor booth.

What types of products are attendees looking for?

Librarians are looking for books, CDs, ebooks, videotapes, audiotapes and other information formats. Librarians look for all subjects of material, not just Florida-specific titles; however, if your product offers a Florida hook (author, publisher, subject matter), please call it to our attention at the bottom of the information sheet. Librarians are also always on the lookout for authors to give presentations to library patrons, which is why we like to include author contact information in a notebook at the booth. We welcome your giveaways (pens, magnets, posters, buttons, stickers, etc.) to draw visitors into the booth.

How will my product be displayed?

Face out! FPA never displays titles spine out like some commercial display companies do. Our goal is to get your book seen by the librarians. We do everything humanly possible to at-

tract buyers to the booth, including offering gift drawings and giveaways. We collect leads, hand out your flyers — which have been placed in an attractive packet — and more. In fact, we do *such* a good job that FPA was awarded “Best Booth” at the 2006 FLA Conference. We have developed a relationship with FLA Conference attendees, and they seek out our booth year after year.

May I display only my catalog of products?

Yes. For the cost of displaying one single product, you may display your catalog and have it placed in the attendee packets.

Who works the booth?

MyLinda Butterworth, FPA Vice President, will be this year's booth manager. She is skilled in showing your books, and selling your books is her priority. Further, she's a featured storytelling speaker at this year's FLA Conference, the theme for which is “Libraries Tell Stories.”

Do you have authors in the booth?

Unfortunately, we do not have room in the booth for author signings.

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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

This year seems to be moving faster than others. We're already rushing toward Small Press Month in March and the 2007 FPA Publishing Mini-College to be held on March 31st in St. Petersburg!

Take time to check out the details in the special email you will receive about the Mini-College and sign up right away to attend. FPA has a long tradition of providing excellent educational events and this year's Mini-College will continue that trend. We will have two separate learning tracks, one for "newbies" who are just starting out their careers in the book publishing industry, and one for the "old pros" who have established themselves and are seeking advanced learning.

Eckerd College is the venue for the Mini-College, and there isn't a better, more accommodating location around. Trying to find a site that is affordable during Florida's famed winter tourist season is always a challenge. Eckerd College fits the bill perfectly with its comfortable meet-

ing rooms, low price sleeping rooms, and quality food service.

Although we want to conduct our seminars and conferences in locations throughout Florida, thereby enabling more people to attend on a local basis, we decided to go back to the Southwest Coast for this year's Mini-College because of the affordability factor for all members. In the future, we are planning educational events for the Panhandle, Northeast, Southeast and Central regions. If anyone has suggestions for quality meeting sites, please let us know and we'll check them out right away.

As I mentioned earlier, March is Small Press Month. This is a great time for all FPA members to do a little boasting and promoting about our chosen profession. Why don't you arrange an event at a library or bookstore to promote Small Press Month? Maybe go to local schools to share your experiences with students? Perhaps you can get an article into your local newspapers about what you do and how that is an important part of the book publishing business in Florida? Get creative and have some fun with it.

Best, Frank Gromling

MARCH

is

**Small
Press
Month**

learn more at
www.SmallPressMonth.org

FLA Display, continued from page 1

Do you offer free passes to the show?

FPA is unable to provide attendance passes for the show. We receive only two passes, and those are for the booth attendants. If you are interested in securing your own booth with passes, contact FLA through its website at www.FLALib.org

How to Participate (a checklist to help you)

_____ Enclose 250 selling flyers for each product to be displayed. Flyers must be flat (not folded) and 8½-by-11 in size, color or B&W. They will be placed in an attractive packet for distribution to booth visitors. Remember that you should use both sides of the flyer, and it's okay to put information on your backlist titles or forthcoming titles on the reverse side of the flyer. Please view the flyer prep information on this page. You can design and have printed high-quality flyers at a reasonable price by visiting www.VistaPrint.com/spring07 (discounted pricing).

_____ Enclose one copy of each product to be displayed. Products (books, audios, videos, CD-ROMs, etc.) will not be returned to you after the show. For publications that are in production, we will accept one bound galley.

_____ Include a completed copy of the Product Information sheet for each product to be displayed and, please, don't forget your email address). You can find a blank sheet at the FPA website:

www.flbookpub.org/FLA2006ProductInfoSheet.pdf

The completed sheet will be kept in a reference binder at the booth to help booth visitors learn how to contact your publishing company, order books or contact your authors to schedule an appearance.

_____ Include a check or money order or use PayPal (for major credit cards). Make your check or money order payable to the Florida Publishers Association. When using PayPal, our pay-to email address is FPAbooks@aol.com, and we'll invoice you at your request. FPA-member cost: \$50/product; nonmember cost: \$60/product.

Deadline for receipt of display materials, flyers and money:

Friday, April 6

—Display Contact—

MyLinda Butterworth
phone (407) 359-9356
fax (407) 359-4323
books@daytodayenterprises.com

—Shipping Address—

(UPS / FedEx / US Postal Service)

FLA Display
c/o MyLinda Butterworth
1721 Canoe Creek Road
Oviedo, FL 32766-8533

Sales Flyer Checklist

© 2007 by Betsy Lampe

Please review this list of the information that should be included on a flyer for a book. Remember that the flyer speaks for your book, especially when the person reading the flyer does not have the book in hand. Look into using a good graphic design company to put your flyer together for you. You spent a ton on the book — don't get cheap now.

Checklist

- _____ Does the flyer provide a clear graphic of the book's cover? (Please, no bad copies.)
- _____ Is there a comprehensive book description that is professionally written and includes features and benefits? Does it point out how the book differs from its competition? For fiction, is a healthy synopsis included? Have you eliminated the hyperbole?
- _____ Is the target audience described? Never say that the book is for "everyone." Be very specific. Don't make the reader guess.

continued on the next page

Sales Flyer Checklist, continued from page 3

- _____ Is the book information listed? Does it include
 - ISBN (mandatory)
 - binding (perfect, sewn, wire-o, comb, etc.)
 - cover (softcover, hardcover) and is there a jacket for hardcovers? Is library “dress” available?
 - dimensions (across-the-top in inches by down-the-length in inches)
 - page count
 - photos/illustrations? (Color or B&W)
 - retail price (Canadian too, if applicable)
 - special features (CD-ROM sleeve, etc.)

- _____ Are reviews and/or endorsements included? Do not list anonymous reviews or reviews from one-name readers at Amazon.com. These make you look unprofessional and desperate.

- _____ Is an abbreviated author bio included? Does it position you as an expert or does it discuss your hobbies and children? Position yourself as an expert. Don’t hide your light under a bushel basket!

- _____ If heavily illustrated, is artist information included? Don’t forget that your artist is a powerful marketing tool. Is he/she an award winner (even if not for your book)? Graduate of a special art school? Brag!

- _____ Does your flyer include complete distribution information? POD authors can have a small quantity of books printed, at their expense, and place them with a distributor for returnable sales. If your title is published by a POD company, make sure the flyer describes where returnable sales can be made.

- _____ Does your flyer include complete publisher information? Include all ways in which the publisher can be reached.

- _____ Does your children’s book offer special reading program participation/approval? Say which!

- _____ Author contact information?

_____ Did you use both sides of the paper? Never waste space. If you have nothing else to say, include an excerpt.

_____ Did you list your book or author website address?

See a nicely done flyer at

www.drivei95.com/downloads/i95_flyer.pdf

Design and order flyers (and much more) with a discount online at

www.VistaPrint.com/Spring07

All FLA display information can be found at the FPA website at www.FLbookpub.org/fla.html. It is also available in PDF by sending an email request to FPAbooks@aol.com

Reserve Your Room NOW for the March 31 FPA 2007 Publishing Mini-College

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 \$72 plus tax (\$80.64) 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.

Cutoff for the discounted rate is mid-March, so reserve your room today!

Advertising Opportunity for Debut Authors

Romantic Times BOOKreviews magazine, starting with the July issue, will feature a special advertorial page designed to showcase first-time author: “Debut Authors in the Spotlight”. The format will feature full color book cover, full color author photo, title, publisher, ISBN, genre, category, a 50-word description about the book, a 35-word author promo copy which can include a bio, awards, review quotes, website, and more. Copy and materials are due one week after the issue close date. These ads will be created in-house by the staff at no additional cost and are available on a first come, first served basis. The offer will also be available to authors who have previously been published via a small press (with just one book) and are making their “mainstream publishing” debut. For more information or to reserve space, email Giselle Hirtenfeld/Goldfeder at giselle@romantictimes.com.

Getting Placement in Borders and Waldenbooks Stores

To get your book considered for placement in a Borders or Waldenbooks store, go to their website and print and complete the product submission form. Send it tucked inside a finished copy of the book along with confirmed marketing plans and any materials that demonstrate how your submission is unique and why it has strong sales potential. www.bordersgroupinc.com/artists/publishers.htm

Book Treasure House

(from an email) “Wouldn’t it be great to find a place where you would have your own web address and multi-page book website with its own e-commerce. Go to (the website listed below) and discover our free features and sign-up one or all your books today. We unconditionally guarantee no costs, fees, nor will we take any portion of your book sales. Not a trial or limited offer. See for yourself, sign up today!” <http://booktreasurehouse.com>

Joint Publishers Book & Periodical Exhibit

The Association for Childhood Education International (ACEI) Conference and Exhibition will be held in Tampa, May 2–5, and ACEI offers a joint publishers book and periodical exhibit. Participation enables you to display individual books or journals without the expense of purchasing and staffing a booth. Display includes book listing in the ACEI Exhibits Directory, face out display, up

to five pounds of promotional materials displayed alongside your title, and the booth is staffed at all times. Deadline is March 31. Other opportunities exist, including advertising. More information: www.ACEI.org

Hillsborough Co. 4th Annual Book Fair

(from an email) “Here’s a great opportunity to promote your book at a worthwhile event. I work for the Hillsborough County Parks, Recreation & Conservation Department and would like to offer you a chance to participate in our 3rd Annual Book Fair coming this December 1 & 2, 2007 at Lake Park here in Tampa. This event coincides with the Lutz Arts & Crafts Festival which is in its 27th year of existence. Last years attendance for the 2 day event approached around 30 to 40,000 people. If you’re interested in renting a table under our pavillion, please e-mail me at solettij@hillsboroughcounty.org. A limited amount of tables will be available so check your calendars to see if you’re available. Any of you that have additional questions can call me at (813) 554-5064. Thank you for your time, Joe Soletti”

Furthermore Grants in Publishing

The Furthermore program is concerned with nonfiction book publishing about the city; natural and historic resources; art, architecture, and design; cultural history; and civil liberties and other public issues of the day. Their grants apply to writing, research, editing, design, indexing, photography, illustration, and printing and binding. Applicants must be 501(c)3 organizations. Grants from \$500–\$15,000 are awarded in spring and fall with March 15 and September 15 deadlines. More information: furthermore@taconic.net

Dan Poynter’s Seminar Without the Travel

You can get Internet access to his 3+-hour New Book Model video program. You will see & hear him in action with more than 150 PowerPoint slides. It will be just like attending one of Dan’s seminars without the travel and parking. Dan will take you through writing your book, publishing it and promoting the book. Nothing is left out. And you can go back to review any part or the entire show anytime you’d like, as many times as you’d like. This is his complete program — the one he has been doing all over the world as he flies more than 4,000 miles/week. See the 39-second description at <http://northstarm2s.com/m2sv2/Dan1promo.html> (Need high-speed Internet access) and www.selfpublishing-biz.com/

BOOK AWARDS

2007 Hollywood Book Festival

The 2007 Hollywood Book Festival will consider published, self-published and independent publisher non-fiction, fiction, children's books, teenage, how-to, audio/spoken word, 'zines, comics, e-books, fan fiction, wild card (anything goes!), unpublished stories, genre-based and biography/autobiography works. Deadline submissions in each category must be postmarked by the close of business on June 25, 2007. Entry forms are available online at www.hollywoodbookfestival.com.

Editor Invites Writers to Share Good Writing Techniques

The author of *Don't Murder Your Mystery* (Bella Rosa Books, ISBN 1-933523-13-1) invites writers to share passages from their fiction for inclusion in a new series of books that build writing skills. "The second in the series will cover all fiction genres, not just mystery," says author Chris Roerden, an editor for 43 years.

"The challenge to each writer who will be featured in the second book," she says, "is to select an effective passage from one's own writing that can replace a specific example quoted in the first book." Complete guidelines and submission form can be downloaded from www.tinyurl.com/yclawc

Up to 110 submissions will be selected for publication, with full credit, based on how well each gets *right* one of the techniques that Roerden says most writers get wrong and trigger instant rejection. "Whether the writer is aware of having a voice, it takes only one or two awkward techniques to establish that voice as 'average,' making 90

percent of manuscripts sound as if they were written by the same person."

Submissions for the new series will be accepted through Thanksgiving 2007. The title of the second book will be determined in a contest open until April 25, with a professional edit worth up to \$800 for the winning entry. Publication is scheduled for 2008, "provided I get enough submissions in 2007 of specific replacements for the examples I now feature," Roerden says, adding, "Only positive examples will be selected, as in the first book, which features 150 such examples from 140 mystery authors." It was released in 2006 by Bella Rosa Books, which is interested in publishing the series and making it available through libraries, bookstores, and online booksellers, just as the current book is now. [304 pp TPB, \$17.95, ISBN 1-933523-13-1; all major distributors]

Production

[Michael Arciniega](#) offers realistic action illustration (his sample was of King Kong). www.michaelarciniega.com

[Robert Hendrickson](#) (Cape Coral, FL) creates realistic illustration. <http://hendricksondesign.tripod.com>

[EslickArt](#) offers colorful, Van Gogh-esque illustration (from the sample sent). www.EslickART.com

[Alice Meichi Li](#) offers modern, youthful illustration. www.alicemeichi.com

[Erik Drohman Illustration](#) provides

traditional illustration, digital art and design. www.erikdrohman.com

[BestBookcovers.com](#) specializes in custom-made cover art for mystery, suspense, and general fiction titles. www.BestBookcovers.com

[Image Express](#) offers royalty-free imagery. www.imageexpress.com

[Food and Drink Stock Photos](#) www.foodanddrinkphotos.com

LibraryWise

New Web Address for Palm Beach

The website for the Palm Beach County Library Association has a new address. The site is newly designed and full of good information.

www.pbclibrary.org/pbclib_site

\$1804 GENERAL BILL Relating to Sexual Offenders/Public Libraries

Sexual Offenders/Public Libraries; prohibits certain specified sexual offenders whose victim was under age of 18 from entering public library without immediately notifying employee of public library of sex offender's presence & intent to use resources of library; prohibits sex offender from entering library until employee acknowledges presence of offender; provides that offender who violates act commits felony of third degree; provides criminal penalties, etc. Amends 947.1405, 948.30. EFFECTIVE DATE: 07/01/2007. 02/21/07 SENATE Filed.

March Is Small Press Month

Small Press Month, now in its 11th year, is a nationwide promotion of small press publishing, and it highlights the valuable work produced by independent publishers. This year's slogan is "Celebrate Great Writing."

Alice Walker, featured on this year's Small Press Month poster, said, "As water to flowers, independent publishing to democracy," a quote that appears on the poster. It underscores the importance of independent publishing.

SmallPressMonth.org encourages you to take part in this celebration. Free posters are available. The website features *31 Things to do for Small Press Month if you are an Independent Publisher* and *10 Things to do if you are a bookstore or library*.

Small Press Month is co-sponsored by the Small Press Center and PMA, The Independent Book Publishers Association and CLMP (The Council of Literary Magazine and Presses). Additional support has been provided by Book Sense; American Booksellers Association; The General Society of Mechanics and Tradesmen; Publishers Group West; The New Press; and Small Press Distribution.

www.SmallPressMonth.org

FPA Mini-College Featured Speakers

Intellectual Properties Attorney
Lloyd Jassin (www.copylaw.com)
PR Professional
Pam Lontos (www.prpr.net)

Publishers Underscore Importance of Copyright Industries to U.S. Economy

Former Congresswoman Pat Schroeder, President and CEO of the Association of American Publishers (AAP) joined with representatives of other copyright-based industries to bring a vitally important message to Congress: America's creative industries remain *the most dynamic and fastest growing segment* of the U.S. economy.

Mrs. Schroeder spoke at a press conference on Capitol Hill which accompanied the release of a report, *Copyright Industries in the U.S. Economy: The 2006 Report*. Prepared by economist Stephen E. Siwek for the International Intellectual Property Alliance (IIPA), the report updates ten previous studies. Among the highlights:

- The U.S. "core" copyright industries (industries whose primary purpose involves the production and/or distribution of copyright materials) accounted for \$819.06 billion or **6.56 percent of the U.S. gross domestic product (GDP)**;
- The core copyright industries were responsible for **12.96 percent of the total economic growth** achieved by the U.S. economy in 2005;
- The core copyright industries **led all other major industry sectors** in foreign sales and exports, estimated to be at least \$110.8 billion in 2005;
- Some **5.38 million American workers** were employed in the core copyright industries in 2005 (4.03 percent of the U.S. workforce), and they earned an average of \$69,839 in annual compensation, **40 percent more than the average U.S. worker**.

Key members of Congress were on hand for the press briefing, including House Judiciary Committee Chairman John Conyers (D-MI), Congressman Adam Schiff (D-CA), a member of the House Judiciary Subcommittee on the Courts, the Internet and Intellectual Property and co-Chairman of the Congressional Anti-Piracy Caucus, and Congressman Bob Goodlatte (R-VA) a member of the House Judiciary Committee. Other copyright industry representatives who joined with Mrs. Schroeder at the briefing were: Dan Glickman (Motion Picture Association of America); Mitch Bainwol (Recording Industry Association of America); Doug Lowenstein (Entertainment Software Association); Robert Holleyman (Business Software Alliance) and David Israelite (National Music Publishers Association).

Mrs. Schroeder, who focused her remarks on the report's findings of strong employment and high wages, said: "The U.S. copyright industries provided jobs for 5.38 million American workers, more than 4 percent of the total workforce, in 2005. And not just jobs, but good jobs—the kind of jobs that are the backbone of the middle class! At a time when American jobs are disappearing overseas at a frightening rate, it's pretty obvious that our copyright industries are an invaluable resource and a national treasure!"

A summary of the report's key findings can be found at:

www.iipa.com/pdf/2006SiwekSummary.pdf

The complete report is available at: www.iipa.com/pdf/2006_siwek_full.pdf

Distribution

Peregrine Outfitters

Hiking and outdoors distributor (including books), has announced expansion of its operation to include a second warehouse in Utah.

www.peregrineoutfitters.com

Hudson Booksellers

Many FPA members have asked me about Hudson. HudsonBooksellers is the outlet that sells books and magazines at airport terminals. Senior Book Buyer Ed White says, “Unfortunately, we have only a limited amount of shelf space available in our stores. Because of those constraints, we restrict our selection to only the top bestsellers in each category.”

Marketing/PR

Marco offers event and customized products, such as clothing, award plaques, badge holders, bags, binders and folders, displays and signs, inserts, lamination supplies, lanyards, neck cords, neck wallets, drinkware, giveaways, writing instruments and more.

www.marcomeetings.com

PIP Printing and Document Services (Kissimmee) offers direct mail marketing, offset and digital color printing, and custom pens, mugs, magnets, bags and more. Email: pip@pip920.com

www.pip.com/kissimmeetfl

International Titles offers worldwide book promotion, translation rights sales, and signing of foreign-country distribution contracts for English titles. Email: loris@internationaltitles.com

Insert Media. Leon Henry, Inc. has placed inserts for over 50 years. It can be cost effective and easy when you work with experts. More information (914) 285-3456

www.leonhenryinc.com

Custom Imprinted Promotional Products. Folders, drinkware, giveaways, bags, food, writing instruments, clocks/frames, key tags, flashlights, etc.

www.sales-guides.com

Tradeshow Banner Stands. PosterGarden offers customized fabric banner stands with lights, table throws, fabric popups, popup booths, brochure racks, chairs, tradeshow flooring, presentation products, Entasi Displays, and other tradeshow solutions. www.poster garden.com

Custom Imprinted Promotional Products. 4imprint offers customized apparel, bags, drinkware, folders/portfolios, giveaways, office products, outdoor products, and pens. More information

www.4imprint.com

Research

Florida ExpertNet is a Web-based network of applied research expertise in Florida’s public universities. This network can provide university-based resources and expertise to assist users in practical solutions for government, business, and industry. Produced and made available through the Clearinghouse for Applied Research and Public Service, ExpertNet will make it easier and faster for users to reach major groups of faculty in specialized fields in any of Florida’s universities. A fully interactive site, ExpertNet provides comprehensive searching capa-

bilities that include multiple field searching using boolean (and, or, not) as well as a “quick search” feature that allows the user to identify experts, centers/institutes and funded research projects all in one search. The site features the following information and services:

Experts

Provides information about individual faculty members who have demonstrated expertise and ability to work with government agencies and private-sector groups through funded research.

Centers and Institutes

Provides information about centers and institutes and their areas of expertise.

Funded Research

Provides information on externally funded projects. Data included: title of project, sponsoring agency, principal investigator, university, department, begin date, end date, and funding amount.

Speakers Bureau

ExpertNet offers an online speaker’s bureau designed to provide presentations on a variety of topics. Information on both the speaker and the presentation is provided. You may access the speaker’s name, institution, address, phone, e-mail, biography, web address, and ExpertNet profile, as well as a presentation overview. The overview includes the title of the presentation, a description, subject areas, keywords, length of the presentation, fee, comments, and a suggested target audience.

Internships (under development)

Links to the Department of Management Services where students seeking internships (paid or unpaid) will find the advertised needs of government agencies.

FPA Member's Book Takes the Bronze



The Fire and the Light, Book One of the Souls of Aredyrah fantasy series by FPA member Tracy A. Akers, has won the Bronze Medal for Young Adult Fiction in the 1st Annual Florida Book Awards. The awards program was established in 2006 to honor the best of Florida literature and is coordinated by The Florida State University Program in American and Florida Studies, and co-sponsored by the Florida Center for the Book, State Library and Archives of Florida, Florida Historical Society, Florida Humanities Council, Florida Literary Arts Coalition, Florida Library Association, "Just Read, Florida!", Governor's Family Literacy Initiative, Florida Association for Media in Education, Florida Cen-

ter for the Literary Arts, and the Florida Chapter of the Mystery Writers of America.

In addition to being named a winner in the Florida Book Awards, *The Fire and the Light* has been announced as a Finalist in the Young Adult Fiction Category of *ForeWord Magazine's* 2006 Book of the Year Awards. *Foreword Magazine* is one of the largest trade journals showcasing independently published works. Their awards program is designed to discover and promote books based on editorial excellence, professional production, originality of the narrative, and the value the book adds to its genre. Winners will be announced June 1 at Book Expo America in New York City.

Ms. Akers is owner of Ruadora Publishing, based in Zephyrhills, Florida. She is a former teacher of students with language learning disabilities, but she now writes and publishes full time. She is also an active member of Florida Writers Association, was the 2005 Tampa Group Leader and established and currently leads Young Writers of East Pasco, a group for writers grades 6–12. Other memberships include PMA, the Independent Book Publishers Association, and the Society of Children's Book Writers and Illustrators

The Fire and the Light, Book One of the Souls of Aredyrah Series, begins the saga of two boys from very different cultures who learn they are bound not only by blood, but by a prophecy that will define their lives and change their world forever. Five books are planned for the series, which explores what can happen to individuals and societies when mythologies evolve into opposing religions. Also a finalist in the USABookNews Best Books 2006 Awards, *The Fire and the Light* is receiving excellent reviews and recognition for its message of tolerance and the consequences of prejudice. For more information about the author and her series, visit

www.soulsofaredyrah.com

Clearinghouse Research Assistance

A customized search service for those who do not have the time to hunt for information. The Clearinghouse will do a search and e-mail the results within 3 working days. An online request form and a toll-free number to the Clearinghouse are provided for easy submission of requests.

Links to Florida's Universities

Quick hyper-links to public university offices of sponsored research web pages.

www.expertnet.org

Publications

Read past editions of *Authors and Experts Online*

www.netconnectpublicity.com/newsletter

Direct Mail

Myllymaki & Company, Inc., provides a "Lists That Work!" **catalog of mailing lists.**

www.ListsThatwork.com

eBooks

Ebooks for Amazon.com and Other Retailers

As you may or may not know, MobiPocket is Amazon.com's choice for ebooks. They offer a do-it-yourself program or you can choose from a list of providers to convert your book to a MobiPocket ebook. Details can be found at

www.mobipocket.com/ebookbase/en/Homepage/pub_info.asp

Affiliate Organizations

PMA, the Independent Book Publishers Association

www.pma-online.org

“Nearly all of you have been touched by, helped and supported by our association’s long-time Executive Director, Jan Nathan. We are writing to let you know that Jan was recently diagnosed with endometrial cancer and is undergoing treatment that requires her to be out of the office for an extended amount of time. In addition to excellent medical care, her six sons are providing extra special attention.

“One of the strengths of PMA, the Independent Book Publishers Association has always been the culture of family—even as we have grown, the staff has maintained the personal and caring approach that makes our organization special. Nobody embodies that spirit more, and is more nurturing, knowledgeable, compassionate and loyal than Jan. We know you all join us in sending positive and loving thoughts her way as we await her return to our association. Jan would be the first to say that we must carry on the business of the organization that she has worked so tirelessly and successfully to build. In her absence, Terry Nathan will be taking over most of her duties and will continue to do the excellent job he has been doing while working by Jan’s side the past 15 years. This is a critical time in our industry, and along with our staff (Lisa Krebs, Susan Nicoletti, Brian Scott and Andrea Nathan), and your board of directors, you can rest assured that we will continue improving the level of support and service you expect and deserve and keep our association moving forward as the leading voice for independent book publishers.

“Thank you all for your kindness and understanding through this difficult time.”

—Florrie Binford Kichler, President
PMA, the Independent Book Publishers Association

Publishing University 2007

Theme: “Stretching Your Publishing Boundaries with Passion, Planning and Profitability.” May 29–31, Park Central Hotel, New York City. Join us for the largest educational event for independent book publishers and their staff. PMA’s Publishing University offers informative sessions for each function within a publishing company. Join your pub-

lishing peers from throughout the U.S. and Canada and learn how to work smarter and more profitably in the coming years. Taught by working professionals, the PMA University courses are structured to provide each attendee with relevant, hands-on information that can be taken back to and implemented within your company immediately. PMA speakers and organizers are all volunteers who echo PMA’s motto of helping each other achieve and succeed. This year’s theme, *Stretching Your Publishing Boundaries with Passion, Planning and Profitability* will be the consistent thread in each session you attend, whether it’s marketing, editorial, internet or business and financial. As independent publishers, each dollar we spend must be carefully planned and make a significant contribution to our company’s success. Register today through the PMA website: <http://pma-online.org/pmau2007/1.cfm>

Small Publishers Association of North America (SPAN)

www.spannet.org

SPAN provides 34 member benefits to its members, from discounts on freight and shipping to special prices on marketing opportunities. Check out the benefits at www.spannet.org/benefits.htm. Members can get details and discount codes by entering the members only section at www.spannet.org/memberlogin.php.

Current FPA members qualify for a \$35 discount off their SPAN membership (available when joining online, indicate “Partner” affiliation as Florida Publishers Association). Information on SPAN can be found at www.spannet.org

Association of American Publishers (AAP)

www.publishers.org

The AAP Smaller and Independent Publishers will convene on March 7 at the Kimmel Center at New York University, for the 2007 SIP Annual Meeting: *Seven Approaches to Make Your House More Successful*. Sessions will focus on issues such as branding, tips on finding a niche and making it profitable, and extending profitability with special market sales, along with many others. To register, please visit the AAP web site at

[www.publishers.org/conference/
eventdetail.cfm?EventID=91](http://www.publishers.org/conference/eventdetail.cfm?EventID=91)

For more information about the Smaller and Independent Publishers Committee contact Tina Jordan at tjordan@publishers.org

Member News

New Members

Robert Z. Hicks
R.Z. Enterprises of Florida
New Port Richey, FL
(727) 842-8314
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Renewing Members

Hugh and Frances Keiser
Sagaponack Books
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fkeiser@sagbooks.com
www.SagaponackBooks.com

Arlene C. Stein
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www.passthefcats.com
www.showwhatyouknowpublishing.com

The 2006–2008 FPA Membership Brochure and Application can be found at the FPA website (www.FLbookpub.org) or by emailing FPAbooks@aol.com

Door Prize Features

The following individuals/companies have provided door prizes, as described, for FPA's Mini-College and Ed-U-Conference events. We appreciate your largesse!

- **Beyond the Bookstore** (a \$49.95 value) — from Brian Jud of Book Marketing Works, LLC. A *Publishers Weekly* book by Brian Jud. Learn how to sell your books to non-bookstore markets, more profitably with no returns. It contains the *Marketing Planning CD-ROM™* with templates for planning and tracking sales and expenses. You will discover the secrets for selling more of your books to buyers you may not have thought of, how to increase sales and profits as you reduce returns, and learn unique hints for contacting buyers successfully.

- **Proven Tips for Publishing Success** (a \$24.95 value) — from Brian Jud of Book Marketing Works, LLC. Eight booklets with 2,357 practical tips for for planning and conducting profitable marketing programs for developing, pricing, distributing.
- **Press Release Written and Distributed** (a \$599 value) — from Pam Lontos of PR/PR (www.prpr.net). We will provide an in-depth media analysis and preparation of one press release. We will then send the release to 1,400+ newspapers as well as online media outlets. Also included is a consultation with Pam Lontos on finding your hook and discovering your markets.
- **Couplet Software** (a \$99 value) — from Steve Carlson at Upper Access (www.upperaccess.com). A ground-breaking tool for information management and communication, designed specifically for publishers. Couplet helps publishers easily manage and update electronically all information about your titles and promotions, transmit accurate, up-to-date information to your sales and marketing partners, effortlessly keep track of all of your contacts, and keep in touch with trading partners and customers with Couplet's Email Wizard.

Watch your email
for the FPA 2007
Mini-College
information and
brochure PDF.

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.

MARCH

Many March dates, “Microsoft Office” (Word, Exxcel, PowerPoint, Outlook, Access). Many dates/locations for FL, IN, MI and OH. www.careertrack.com

March 2–4, Mark Victor Hansen’s Mega Book Marketing University, Los Angeles, CA. www.megabookmarketing.com/cmd.php?af=115423

March 2–4, Florida Immediate Delivery Show, Orange County Convention Center, Orlando. www.floridaIDS.com

March 5–7, Boko Business Conference & Expo, New York Marriott Marquis, www.BookBusinessExpo.com

March 6, “AAP 2007 General Annual Meeting,” Yale Club in New York City. www.publishers.org

March 7, AAP’s “Smaller & Independent Publishers Annual Meeting,” Kimmel Center, New York University, New York City. www.publishers.org

March 8–11, Florida First Coast 21st Annual Writers’ Festival, Jacksonville Public Library Conference Center, Jacksonville,

FL. www.fccj.edu/wf

March 10, Dan Poynter: Turning Speeches into Books. The full New Book Model Program, Presented by Florida Speakers Association. Westin Hotel, Fort Lauderdale, FL. Contact George Chismark at (561) 630-7766; info@florida-speakers.org; www.florida-speakers.org

March 22–24, “Publishing Empowerment: Launch Your Own Success,” Colorado Independent Publishers Association. www.cipabooks.com/college.htm

March 30–April 1, Florida Immediate Delivery Show, Tampa Convention Center, Tampa. www.floridaIDS.com

March 31, *FPA Publishing Mini-College, Eckerd College Conference Center, St. Petersburg, FL. Details will be emailed to all FPA members and will be found on the website. www.FLbookpub.org*

APRIL

April 10–13, Florida Library Association 83rd Annual Conference and Exhibits: “Libraries Tell Stories,” Buena Vista Palace Hotel, Lake Buena Vista, FL. FPA will have a booth and will display members’ and others’ titles at FLA (contact MyLinda Butterworth at books@daytodayenterprises.com). If you’d like to get your own booth, visit www.flalib.org

MAY

May 10, “Making Information Pay 2007: Using Emerging Technology

to Improve Your Bottom Line” New York City. www.bisg.org

May 29–31, “2007 Publishing University: “Stretching Your Publishing Boundaries with Passion, Planning, and Profitability,” Park Central Hotel, New York City. www.pma-online.org

JUNE

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

JULY

July 14–22, Stanford Professional Publishing Course, Stanford University, Palo Alto, CA. Phone (650) 725-4301. www.publishers.org/conference/eventdetail.cfm?EventID=83

NOVEMBER

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

2008

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