

# FPA *Sell More Books!* Newsletter

September 2005

## Reinvent Yourself For The Grand-Boomers

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**September Is  
National  
Preparedness  
Month**

*See page 2*

by Frances Keiser  
Sagaponack Books

[Editor's Note: This is the second in a series of articles by FPA member Frances Keiser, who was selected to receive a scholarship from PMA, and a stipend from both PMA and FPA, to attend PMA-University in June, 2005.]

"What is your niche and where is your market?" Kent Sturgis, publisher, and President of PMA, asked this question during his session on publishing success at this year's PMA-U. Robin Bartlett, Director of Sales and Business Development for the American College of Physicians and Chair of PMA University, reinforced and expanded on this by saying there is a need to "reinvent yourself by discovering alternate markets."

With this in mind, let me introduce you to the GRAND-BOOMERS!

Comprising almost one third of the U.S. population, 78 million Baby-Boomers are turning 50 at a rate of 12,000 per day. There are currently 32 million of these new Grand-Boomers, and in 5 years the number is expected to rise to over 75 million.

The Grand-Boomers' spending power is even more impressive than their numbers. Older adults have gone from being the poorest segment of society to the richest, and the Grand-Boomers are beginning to dominate the grandparent

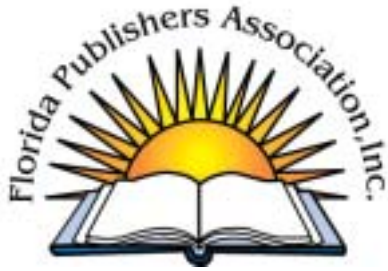
population with more discretionary income than any other age group. In 2002 grand-boomers had an after-tax income of \$2.5 trillion, of which they spent \$23 billion on their grandchildren.

Despite their formidable spending power, many experts say the grandparent market remains largely underserved. As authors and publishers with books as our products, we have an advantage for tapping into that market. AARP's 2002 Grandparent Report shows that 80% of grandparents choose BOOKS as items to purchase for their grandchildren—more than food, toys, music, videos, or electronics.

The report also reveals that the single most popular activity Grand-Boomers participate in with their grandchildren is reading books to and with them. This is great news for authors and publishers of children's books.

However, children's books are not the only genre that will interest the Grand-Boomers. They are active people and they like to share their activities with their grandchildren. Do you write or publish travel or entertainment books? Then appeal to the 70% of grand-boomers who like to travel and go to events with their grandchildren. Restaurant guides or food? Target the 84% who like to dine out with their grandchildren. Cookbooks? Create titles for the 71% who cook meals with their grandchildren. Gardening books? There

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www.FLbookPub.org

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

1. Deadline for receipt of items is the 25th of the month prior to publication.
2. Trim the submission content as best as possible.
3. Using the following list, identify what section of the Newsletter your item belongs to:

FPA Upcoming Events  
Region Director Reports  
Affiliations (PMA, SPAN, AAP)  
Member News • Helpful Hints  
Marketing • Awards • Events  
Online • Publications • Library

are 47% who enjoy this activity with their grandchildren. Fitness and sports? Include titles in your list for the 57% who participate in fitness activities, sports, and sporting events with their grandchildren.

This new group of grandparents is the best educated and most sophisticated of purchasers. They put an emphasis on educational or instructional value. They are driven by principles and doing what's right. According to SRI senior marketing consultant Kathy Whitehouse, "The Grand-Boomers will make a purchase based on its educational value, environmental quality, and ability to engage."

How can your books serve this demographic? How can you reinvent your marketing materials to reflect your books' value and benefit to the Grand-Boomers? Take time to think how your niche and marketing can fit, and reinvent yourself into this alternate market!

(Sources: 2000 U.S. Census, 2002 AARP Grandparent Study Report, 2000 MetLife Demographic Profiles—2005 projections)

## **Hurricane Relief**

### **FPA Board Approves \$1,000 to Relief**

In a unanimous vote on August 31, the FPA board of directors authorized a \$1,000 donation to the American Red Cross to help those affected by Hurricane Katrina. The board recognized the dire predicament of thousands of people in Florida, Louisiana, Mississippi, and Alabama. We hope that member companies and individuals will follow the board's lead and make cash donations to those charities of their choice which are helping in the hurricane recovery.

Betsy Wright-Lampe has issued a challenge to other PMA affiliate groups to meet or beat its donation.

## **Preparedness**

National Preparedness Month (NPM) 2005 is a coordinated nationwide effort, sponsored by the Department of Homeland Security and the American Red Cross, to encourage Americans to take steps to be better prepared for emergencies in their homes, businesses, schools and libraries. Visit these websites and prepare yourselves.

[www.ready.gov/npm/faqs.htm](http://www.ready.gov/npm/faqs.htm)  
[www.floridadisaster.org](http://www.floridadisaster.org)

## **Member News**

### **Quality of Life Publishing**

Richard Ballo, author of the grief support book *Life Without Lisa* (ISBN 0967553245), just completed a ten-city tour featuring bookstore signings and Hospice charitable events. Ballo was keynote speaker at Hospice fundraisers in Hilo, HI, Charlotte, NC, and Gaston, MI, with proceeds benefiting local bereavement programs. Favorable reviews have been published in *New Age Retailer* and regional spiritual magazines, and Ballo continues to be invited back as a radio talk show guest nationwide. The book goes to press in September (Whitehall Printing) for its third printing.

Quality of Life's fall releases with first-of-the-year publication dates include: *Here to There, Grief to Peace* (ISBN 0967553261), written and illustrated by Diana Jacks, Ph.D.;

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*Member News, continued from page 2*

Sandy Wiltshire's *My Gift of Light: A Bereaved Mother's Loving Pilgrimage from Skeptic to Psychic Medium* (ISBN 0967553288); and *Everyday Symbols for Joyful Living* (ISBN 096755327X) by Dianne Durante, Ed.S.

### New Paradigm Books

New Paradigm Books' John Chambers reports that the Boca Raton, FL, New Age publishing company is increasingly meeting with success with its foreign rights catalog *New Age Books Abroad*, which is sent by email every six months to several thousand publishers worldwide.

Chambers says the catalog began as a vehicle for selling translation rights to his own company's books. But 2-½ years ago it began carrying advertisements for other small New Age publishers. The current issue, Vol. 4, No. 2, Spring-Summer 2005, lists 31 books from 18 publishers. John says each issue brings many requests for reading copies directly from foreign-language publishers and that there have already been some sales: "As at a trade show, it all depends on the book. But, for example, the Greek publisher Archetypo bought rights to *The Parthenon Code* by Robert Johnson, and a large Barcelona publisher will probably soon buy the Spanish rights."

Along with email dispersal to foreign-language publishers representing 33 languages, *New Age Books Abroad* is airmailed in hardcopy form to 200 select foreign rights agents. Deadline for Vol. 4, No. 3, is the end of September, 2005. For more information, go to the New Paradigm Books website at [www.newpara.com](http://www.newpara.com) or contact John at (800) 808-5179 or [darbyc@earthlink.net](mailto:darbyc@earthlink.net).

### Rainbow Books, Inc.

A July *Library Journal* review was garnered by Rainbow's *Peace at Any Price: How to Overcome the Pleasure Disease* by Lakeland therapist Deborah Day Poor, LCSW (ISBN 1-56825-099-1). The review recommended it for most self-help collections. Sales have been brisk from wholesalers Ingram and Baker & Taylor, as well as from jobbers, such as Brodart. The review will be used as a springboard from which Rainbow staff will launch a subrights-sales plan, and it will be used as an entrée to gain other review opportunities in a variety of trade, professional and lay publications.

Lakeland author/psychologist Frank Schultz, Ph.D., M.T. (*A Language of the Heart: Therapy Stories that Heal*, ISBN 1-56825-097-5), is in Bay St. Louis with a team of professionals to assist in recovery operations and to provide mental health counseling for law enforcement officials. Dr. Schultz is a Master Traumatologist who specializes in the kind of psychological, post-traumatic stress under which our fellow Southerners find themselves after Hurricane Katrina.

[www.RainbowBooksInc.com](http://www.RainbowBooksInc.com)

Send by email your member company, author, and book news by the 25th of each month to Editor Frank Gromling at [publisher@ocean-publishing.com](mailto:publisher@ocean-publishing.com).

### Book Awards

#### Independent Publisher Book Awards

April 1 is the deadline, with discounts on early entry fees.

[www.independentpublisher.com/ipland/v4/IPAwards.htm](http://www.independentpublisher.com/ipland/v4/IPAwards.htm)

### President's Message

Because Hurricane Katrina affected my wife's family, I have been on the Mississippi Coast and unable to prepare this first message as completely as I wished. However, I want to share a few thoughts with you that won't wait until October.

No doubt on everyone's mind right now, Hurricane Katrina got the attention of the FPA board of directors last week. Within hours of the disaster, a motion to donate \$1,000 to the American Red Cross for hurricane relief was approved unanimously in an email vote. I find it very comforting to know that our leaders recognized the urgent need for financial support and didn't let anything deter it from taking immediate and effective action. I think we should be proud of this stand in support of those in need in Florida, Louisiana, Mississippi, and Alabama.

The past thirty days have been a whirlwind of activity for me as I got my feet wet running our statewide association. Dinah Arnette did a wonderful job as our interim president. As she said in the August issue, we are poised to move forward to accomplish even higher levels of performance for our members, and all who seek to know more about book publishing in Florida.

My leadership style is pretty simple. I am a direct person who expects people to do what they say they're going to do, when they say they're going to do it. I believe that the Executive Committee, comprised of the president, vice president, treasurer, and secretary, can and should be a driving force for the association. Within its authority, this committee will focus on accomplishing all aspects of the FPA mission, and bring sound and forward-thinking proposals

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*President's Message, continued from page 3*

for the entire board to consider and decide.

Marjory Diane Lyons (Telling Your Story) has graciously agreed to be your vice president. Marj's experience and clear-minded focus on professionalism is much appreciated. The only other change is that Betsy Lampe has agreed to serve as the Central Region Director until a permanent appointment can be made. Both Marj and I will serve you until, in accordance with our by-laws, statewide elections are held next fall. All other FPA leaders remain in place and are listed on our web site's membership page.

I believe we need to re-evaluate our committee structure and how we conduct business. This includes conferences, workshops, region directorships, membership, newsletter, and others. I think other committees, such as media/library/bookstore/school relations, education, and publicity, need to be created to manage better our diverse activities.

All of these committees, and other ad hoc functions, will need our talented membership to step forward to lend a hand, with the knowledge that the committee chairs will not be alone. While board members will select which committees they desire to work with, I envision the board members to be more like liaisons than chair persons. In other words, we have talented members who run their businesses and lives very successfully. I believe that they can, and should, be allowed to chair important committees that are critical for the growth and health of our association.

I promise that I will do everything within my ability to make FPA more professional, effective, efficient, productive, and financially strong than it has ever been in its 25-year history. I ask every member to make the same commitment.

If you have ideas or recommendations for improving FPA, please forward them to the board member of your choice. We want to hear from you. And, we will be responsive to your thoughts and suggestions.

Best,

Frank Gromling

## Events Calendar

Many display opportunity events, such as book fairs, offer booth space for publishers and authors. However, the 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. **FPA has tentatively planned to feature its Publishing Mini-College in February.**

### SHOWS

#### Regional booksellers events

[www.bookweb.org/orgs/286.html](http://www.bookweb.org/orgs/286.html)

List of trade shows is available at [www.expocentral.com](http://www.expocentral.com)

### SEPTEMBER

**September 15–16**, Publishers Association of the South Annual Conference, Winston-Salem, NC.

Contact Pat Sabiston, PAS Association Executive at [executive@pubsouth.org](mailto:executive@pubsouth.org), [www.pubsouth.org](http://www.pubsouth.org)

**September 16–18**, Southeast Booksellers Association, Winston-Salem, NC Contact: Wanda Jewell, (803) 779-0118, [wanda@sebaweb.org](mailto:wanda@sebaweb.org), [www.SEBAweb.org](http://www.SEBAweb.org)

**September 20, 2 P.M.**, Holiday Features Media Webinar hosted by PR Newswire. To register, phone (800) 795-1259 or visit [www.videonewswire.com/event.asp?id=30108](http://www.videonewswire.com/event.asp?id=30108)

**September 23-24**, Mid-Western Christian Book Fair, Iowa City, Iowa – Johnson County Fairgrounds, Contact: Paschal Eze, [paschaleze67@yahoo.com](mailto:paschaleze67@yahoo.com)

### OCTOBER

**October 7–9**, 2005 Southern Festival of Books: A Celebration of the Written Word, Contact: Katie Wharton, (615) 320-7001, ext. 19, [katie@tn-humanities.org](mailto:katie@tn-humanities.org), [www.TN-humanities.org/sfbmain.htm](http://www.TN-humanities.org/sfbmain.htm)

**October 19–24**, Frankfurt Book Fair, Frankfurt, Germany, [www.frankfurt-bookfair.com](http://www.frankfurt-bookfair.com). PMA offers book display opportunities for its members. [www.pma-online.org](http://www.pma-online.org).

**October 20**, Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter and Books 101: The full New Book Model program at the Knowledge Shop, Orlando, FL. Contact: Jan Schwartz, (407) 671-9505, [www.TheKnowledgeShop.us](http://www.TheKnowledgeShop.us)

**October 21**, National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter and Books 101: The full New Book Model program. Orlando, FL. See web site for details and contact Patricia Ann Bemis, RN CEN, [bemis@nnba.net](mailto:bemis@nnba.net), [www.nnba.net](http://www.nnba.net). Open to the public.

**October 21–23**, Florida Writers Association (FWA) 2005 Florida Writers Conference, Tampa, FL. [www.FloridaWriters.net](http://www.FloridaWriters.net)

**October 21–23**, SPAN Marketing Conference & Trade Show, Denver, CO, [span@spanet.org](mailto:span@spanet.org)

**October 28–30**, Chicago International Remainder & Overstock Book Exposition (CIROBE), [www.cirobe.com](http://www.cirobe.com)

*Events Calendar, continued from page 4*

## NOVEMBER

**November 5**, South Florida Health Expo 2005, McDonald Center, North Miami Beach. Contact: (954) 456-3653, fax (954) 456-3903, admin@southfloridahealth.org

**November 19–21**, PubWest's National Publishing Conference and Book Industry Trade Show, DoubleTree Hotel Lloyd Center, Portland, OR. For info: kalen@pubwest.org, www.pubwest.org

## DECEMBER

**December 3–4**, Second Annual Tampa Book Fair (in conjunction with the Lutz Arts & Crafts Festival). More info: Joe, Hillsborough County Parks, Recreation and Conservation Department, (813) 554-5064.

—2006—

## JANUARY

**January 27–29**, PAS Winter Conclave, New Orleans, LA, at the The Maison Dupuy, www.pubsouth.org

## FEBRUARY

**February 16–19**, Writing for the Soul Conference, Christian Writers Guild, Broadmoore, Colorado Springs, CO, www.ChristianWritersGuild.com

## MARCH

**March 14–15**, AAP General Meeting & Small and Independent Publishers Meeting, www.publishers.org

**March 20–22**, BookTech, New York Hilton

## APRIL

**April 19–21**, Florida Library Association Conference

## MAY

**May 16–18**, PMA University, Washington, DC, www.pma-online.org

**May 19–21**, Book Expo America, Washington, DC, www.BookExpoAmerica.com

## SEPTEMBER 2006

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

**September 8–10**, Southeast Booksellers Association Annual Trade Show, Gaylord Palms Resort & Convention Center, Orlando, www.SEBAweb.org (

## OCTOBER 2006

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

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

*Submit events to Frank Gromling at publisher@ocean-publishing.com*

*See the masthead (page 2) for details on submission of all items.*

## Library Wise

### Louisiana Library Association

The LLA Disaster Relief Fund is now accepting monetary donations to assist school, public, and academic library restoration efforts in Southeastern Louisiana. Checks can be made payable to:

LLA—Disaster Relief:  
421 South 4th St  
Eunice, LA 70535

Information provided by  
Beverly E. Laughlin, Exec.Dir.  
Louisiana Library Association

421 South 4th St  
Eunice, LA 70535  
phone (337)550-7890  
24-hour fax (337)550-7846  
office@LLAonline.org  
www.LLAonline.org

## Affiliates

**Association of American Publishers**  
AAP [www.publishers.org](http://www.publishers.org)

### PMA, The Independent Book Publishers Association

PMA board member Frank Gromling has been appointed the chair of a new committee to bring publisher education programs through the Internet to PMA's 4,127 members. At the PMA board meeting in Chicago in early August, Gromling outlined his plans for approaching this vast project. Members have been asked to volunteer to assist with this endeavor and about 15 people, all with some form of experience in Internet-based learning, have signed on already. PMA, which has a long and significant history of publisher education programs, including PMA-University, hopes to roll out its first program in the second quarter of 2006.

[www.pma-online.org](http://www.pma-online.org)

### Small Publishers Association of North America

SPAN [www.spannet.org](http://www.spannet.org)

## Media

### PR Newswire Feature Desk — Hints & Tips

Visit the PR Newswire Features Desk online to view articles on:

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*Media, continued from page 5*

#### Headlines

A Good Lead

A Strong Story

Using Experts

Crafting a Feature

Attribution

Price/Phones Rule

Special Topics

Holiday Features

Promoting Books with Features

Features on the Internet

Testimonials

and more.

[www.prnewswire.com/features/](http://www.prnewswire.com/features/)

#### FineTuning.com

“An information Web site that syndicates articles to different newspapers, journals and trade magazines around the country.”

#### S&H

The U.S. Postal Service is pleased to announce that a redesigned NetPost Services Web site became available in late-July.\* “We’ve made it easier for you to find what you’re looking for, whether you’re staying in touch with customers or with friends and family! The redesigned NetPost Web site will still let you create and send mail, including postcards, letters, greeting cards, gift cards, and more, right from your computer. For the convenience of our current customers, you will still be able to access our NetPost Services products in the manner to which you are accustomed.” \**NetPost Services are offered to the public through authorized vendors.*

#### Marketing

##### Book Show Display Co.

To display at fall library book shows, contact [www.combinedbook.com](http://www.combinedbook.com). Shows are PA, OH, New England, NY, and CA. Deadline is September 12, 2005.

##### Criticas Direct Mail

*Criticas* DESCRIBE offers promotion of Spanish titles through “Publisher Promotion Mailings”, a new opportunity to mail brochures and promotional flyers to 3,000 of the top Spanish-language buyers. More information: Roy Futterman at (646) 746-6825 or [R.futterman@reedbusiness.com](mailto:R.futterman@reedbusiness.com), [www.criticasmagazine.com](http://www.criticasmagazine.com).

#### Mailing Lists

**Bird Lovers** (from National Home Gardening Club). Contact: Names and Addresses Inc., Jeff Dunn at (847) 850-1012 or [JeffD@nai.biz](mailto:JeffD@nai.biz)

**Senior Internet Surfers and Retirees.** Contact: McCarthy Media Group Inc., Mike McCarthy at (608) 837-4343 or [mike@mccarthymediagroup.com](mailto:mike@mccarthymediagroup.com)

**Silver Spoons** (Parents with children from infants to 17 years old). Contact: Catamount Group, Rebecca Hagadorn at (203) 778-4110 or [becky@catamountgroup.net](mailto:becky@catamountgroup.net)

**Civil War Historian** (subscribers). Contact: Chilcutt Direct Marketing, Jane McCoy at (405) 478-7245 or [janem@cdmlist.com](mailto:janem@cdmlist.com)

**Scottish Lion Import Shop** (buyers). Contact: Millard Group Inc., Yvonne Mathews at 603-924-9262, ext. 2363 or [ymathews@millard.com](mailto:ymathews@millard.com)

**Animal Care and Rescue Donors.** Contact: LH Management Division, Leon Henry Inc., Debra Goldstein at

(914) 285-3456 or [debrag@leonhenryinc.com](mailto:debrag@leonhenryinc.com)

**Conservative Pro-Life Donors.** Contact: Trinity Direct LLC, Joy Jacobs at (973) 283-3600 or [joyj@trinitydirect.net](mailto:joyj@trinitydirect.net)

**Disabled American Veterans.** Contact: Direct Media Inc. John Briley at 203-532-3770 or [jbriley@directmedia.com](mailto:jbriley@directmedia.com)

#### Online

*Seattle Times*

[www.seattletimes.com](http://www.seattletimes.com)

*Quick and Simple Magazine*

[www.quickandsimple.com](http://www.quickandsimple.com)

*Crafts Report*

[www.craftsreport.com](http://www.craftsreport.com)

*Creators Syndicate*

(syndicated columnists)

[www.creators.com](http://www.creators.com)

#### Writers

##### Third Annual Hispanic Heritage Month Essay Contest

First Lady Columba Bush and Governor Jeb Bush are inviting Florida’s K-12 students to participate in the third annual Florida Hispanic Heritage Month essay contest. The essay contest is the first in a month-long schedule of events planned to commemorate Florida’s Hispanic heritage. The theme of the essay contest is, “How has Florida’s Diverse Hispanic Heritage and Culture Inspired You?”

Those interested in participating in the essay contest and obtaining more information may call (850) 488-5394 or visit [www.floridahispanicheritage.com/html/essay\\_contest.html](http://www.floridahispanicheritage.com/html/essay_contest.html).