

# FPA *Sell More Books!* Newsletter

## Inside

April 2009

President's Message / 2
Round Table Registration / 4
FLA Display / 5
How to Participate / 5
Product Info Sheet / 6
Sales Flyer Checklist / 7
Publications / 8
Contests / 8
Education / 8
Online / 8
Production / 8
Wanted / 8
Distribution / 8
Media/PR / 8
Libraries / 8
Marketing / 9
Member Offerings & News / 9
Our Affiliate Groups / 11
IBPA / 11
AAP / 13
SPAN / 14
Scholarship Winner / 14
New Members / 14
Renewing Members / 15
Calendar of Events / 16
FL Festivals & Events / 16

### Details Coming Soon!

**FPA 2009**

**President's Book Awards**

**Call for Entries**

## Bring Your Questions to the FPA Publishing Round Table, Set for Saturday, April 25

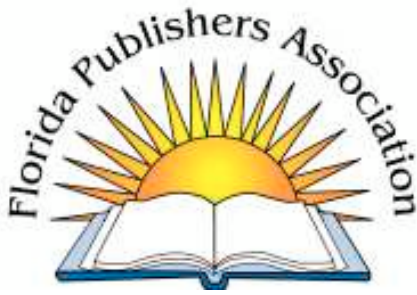
Scheduled for Saturday, April 25, the FPA Publishing Round Table will be held in the Plantation Club Room at the Red Rose Inn & Suites in Plant City, centrally located just off I-4, Exit 21, between Tampa and Lakeland.

The morning will begin at 10:30 with an introductory session, during which we will develop a list of topics to discuss and specific questions to answer during the afternoon session. Topics may include, but are not limited to:

- How to find and work with wholesalers/distributors;
- How to create other book formats (ebooks, audiobooks, etc.);
- How to find and work with libraries;
- How to find and work with booksellers (bricks and mortar, and online);
- The business of publishing (record keeping, accounting, returns, software, etc.);
- How to find and work with editors;
- How to find and work with typesetters/cover designers/illustrators/photographers;
- How to find new authors/manuscripts;
- How to working with indexers;
- How to sell subrights; and
- How to engage in new marketing techniques (internet, social, viral).

After getting to know each other and developing a list of questions, we will break for lunch. The hot, buffet luncheon will be provided from noon until 1:00 p.m. Entrees include southern fried chicken and pineapple honey glazed ham. Fresh mesclun greens with choice of dressings, fresh seasonal fruit display, bowtie salad, chef's selection of vegetables, potatoes rice or pasta, an assortment of fresh rolls and butter, chef's selection of desserts and coffee, decaf

*continued on page 3*



**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  
 Affiliates • Wanted  
 Production • S&H  
 Publications • Media • Other

## President's Message



Photo by Robert O. Day

**Linda S. Day**

FPA President, 2008-2010 Term

I want to thank everyone in the Florida Publishers Association who has helped and supported me over the years. It is with deep regret that I must say goodbye to all of you. My family is my first priority. To concentrate on the needs of my sons who are dealing with cancer, I am not able to focus on things outside the family at this moment. With the challenges and trials of mortality I feel I must pass the mantle of leadership on to someone else on the board.

I have just spent three weeks in ICU at the side of one son, with phase 4 cancer. My emotions are spent. I am sorry to have to pull back, but my responsibilities are more than my mind can deal with right now. I know that you will understand.

I have had the opportunity to work side by side with many talented people over the years at FPA Ed-U-Conferences, FAME, FLA, SIBA, Miami International Book Fair, Florida Writers Association, various trade shows and book festivals. You are a unique and talented group of men and women. Thank you for all the great and wonderful times we have shared .

–Linda S. Day

*“FPA Publishing Round Table” continued from page 1*

coffee and iced tea (water will be available).

After lunch, we will assemble to begin discussion of the topics. For each question posed, we will go around the table for input from attendees, who will include the FPA Board of Directors, FPA Association Executive Betsy Lampe, and FPA vendor members. Attendees can choose to either answer, pose further questions, pass, or defer their time to another attendee.

After a short break mid-afternoon, the Round Table discussion will continue until 5:00 p.m. Attendees who do not need to leave immediately can then gather in the lounge area for unofficial social time.

Cost for the event will be \$45, which will cover the event, a hot luncheon buffet and an afternoon break. Non-attendees may join attendees for lunch at the actual cost of \$26.00 per person.

A per-night sleeping room rate of \$79.00 (plus tax) is available for Round Table attendees for three days prior to and three days after the event. The Red Rose Inn & Suites is rated 3 diamonds by AAA. (There will be an additional \$15/per day rental charge for each of the following amenities: roll-away bed, crib, VCR, or refrigerator. These amenities are based upon limited availability and should be requested prior to check-in.) Those who wish to reserve sleeping rooms should contact the Red Rose Inn & Suites directly and mention that they are with FPA (the Florida Publishers Association) Round Table Event. Reservations can be made by calling (813) 752-3141.

Those who choose to stay at the Red Rose Inn & Suites on Friday night, April 24, can make an advance reservation to see Charlie Vegas and the New Blues Combo (retro swinging blues), featuring authentic, gritty, down & dirty, roadhouse music – boisterous, enthusiastic, and raucous.

On Saturday night, advance reservations can be made to enjoy The Crown Princes of Rock & Roll, featuring The Original Coasters plus P. J. Leary & the Las Vegas Sounds (also featuring special guest Vondal Moore before and after the show) in a supper club atmosphere in the Ballroom.

Also for those who stay over on Saturday night, the Red Rose Inn & Suites always offers either a hot continental breakfast (starts at 7) or a Sunday Champagne Brunch (from 11-3) in the dining room, serving prime rib and Georgia peach glazed ham, sweet potato casserole, crisp salad creations and a host of fanciful desserts, with complimentary mimosas and champagne after 1:00. Chef

Chad Darling’s creations and the soothing, live melodies of the musical group, Destiny.

Details of this event, including driving directions and a map, will be sent via snail mail in early March, or you can use the registration form on the next page. FPA accepts PayPal (major credit cards). FPA’s pay-to email address is [FPAbooks@aol.com](mailto:FPAbooks@aol.com).

As with all other FPA events, vendors are welcome to have a tabletop display and are encouraged to participate in the Round Table discussions.

Door prizes are an essential part of FPA events, and we’ll offer plenty of them at the FPA Publishing Round Table.

Dress is casual to business casual. Please bring a sweater or light jacket if you are prone to being cold in air conditioning.

Plant City is known for its fantastic produce and a huge Strawberry Festival in March. A visit to the locally famous Parksdale Farms produce store is a must if you will be spending any time in the area. Their strawberry shortcake is to die for, and they offer strawberry plants for sale – plants that actually grow and produce fruit in Florida!

If you would like to submit questions in advance, we welcome them. Having time in advance to research your questions may also mean that we have time to get handout materials sent to us by specialty vendors and experts or to get door prizes on the topic. Send to [FPAbooks@aol.com](mailto:FPAbooks@aol.com).

## BRING YOUR BOOKS

Attendees are encouraged to bring their books and marketing materials with them to the Round Table event. A display rack will be available for display of books and materials.

Additionally, those attendees who plan to display books with FPA at the Florida Library Association Conference can bring their books, flyers and checks to the Round Table event. Betsy Lampe, who is this year’s booth manager, will take them and save you the expense of shipping. The FLA event is described in this newsletter.

## Registration

### FPA Publishing Round Table at the Red Rose Inn & Suites

10:30 a.m. until 5: p.m. on Saturday, April 25, Plant City, FL

Date: \_\_\_\_\_

Company: \_\_\_\_\_

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

City, State, Zip: Company: \_\_\_\_\_

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

Cell: \_\_\_\_\_ Email: \_\_\_\_\_

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

<b>Name and Position of MEMBER Attendee(s):</b>	<b>\$45.00 each</b>
_____	_____
_____	_____
_____	_____
_____	_____

Subtotal: \_\_\_\_\_

<b>Non-Attendee(s) joining us for lunch:</b>	<b>\$26.00 each</b>
_____	_____
_____	_____

Subtotal: \_\_\_\_\_

**Join or Renew Your FPA Membership at the Discounted Rate**  
(publisher/author members \$75 , regularly \$100; vendors \$125, regularly \$150)

Subtotal: \_\_\_\_\_

**Total:** \_\_\_\_\_

For a PayPal (credit card) invoice, fax or email this completed form to (863) 647-5951, FPAbooks@aol.com. To pay by hardcopy check, mail this completed form and your check (made out to FPA) to FPA, PO Box 430, Highland City, FL 33846-0430. Nonmembers may attend but must fill out a different form than this one. Email FPAbooks@aol.com.

You will receive an email acknowledgment of receipt of your registration. Please follow up if you do not hear from us. If you will have specific questions for the round table, please email them to FPAbooks@aol.com with "Round Table Questions" in the subject line. Please let us know if you have any special food requests (kosher, vegetarian, vegan, etc.).

## Product Display Opportunity

with the Florida Publishers Association, Inc., at the  
**2009 Florida Library Association's 86<sup>th</sup>**  
**Annual Conference & Exhibition, Booth 518**  
 May 5–8 • Doubletree Hotel Universal, Orlando

**Who will attend the show?** More than 700 library professionals from public, academic, school and specialty libraries are expected to attend. FPA will display products in booth 522, an end-booth at the convention center entrance. This year's show theme is "Libraries . . . Connecting People, Information and Knowledge."

**For what types of products are attendees looking?** Librarians are looking for all types of subject matter in all types of formats, not just Florida-specific titles in book format; however, if your product offers a Florida hook (author, publisher, topic), please call it to our attention at the bottom of the information sheet. Librarians are also always on the lookout for authors who are prepared to give presentations to library patrons. We welcome your giveaways (pens, plush dolls, magnets, posters, buttons, stickers, etc.) to draw visitors into the booth and help them remember your products.

**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 attract 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.

**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. Please send us 200 copies.

**Who works the booth?** Betsy Lampe, FPA's Association Executive, will be this year's booth manager. She is skilled in showing books (20 years), and selling your books is her priority.

**Do you have authors in the booth?** Unfortunately, we do not have room in the booth for author signings, and only FPA Board members may work in the booth.

**Do you offer free passes to the show?** FPA is unable to provide attendance passes for the show. If you are interested in securing your own booth with passes, contact FLA through its website at [www.FLALib.org](http://www.FLALib.org).

## How to Participate

- **Enclose 200 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 have both sides of the flyer to use. It's okay to put information on your backlist titles or forthcoming titles on the reverse side of the flyer. A sales flyer preparation checklist can be requested from Betsy Lampe at [FPAbooks@aol.com](mailto:FPAbooks@aol.com).
- **Enclose one copy of each product to be displayed.** Products (books, audiobooks, ebooks, DVDs, etc.) will not be returned to you after the show (they are used as door prizes for librarians). For products still in production, we will accept one bound galley (marked as such) and a cover mockup wrapped around or pasted onto the galley.
- **Include a completed copy of the Product Information Sheet for each product to be displayed.** 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 authors to schedule an appearance. A blank sheet is on the reverse of this page.
- **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](mailto:FPAbooks@aol.com). FPA-member cost: \$50 per product; Nonmember Cost: \$65 per product.

**Deadline for Receipt of Materials: Friday, May 1.**

### —Display Contact—

Betsy Lampe  
 Phone/Fax: (863) 647-5951  
 Email: [FPAbooks@aol.com](mailto:FPAbooks@aol.com)

### —Shipping Directions—

**UPS / FedEx / US Postal Service  
 (keep boxes under 40 lbs):**

FLA Display  
 c/o Rainbow Books, Inc.  
 5435 Highlands Vue Lane  
 Lakeland, FL 33812

(RESIDENTIAL)

## Product Information Sheet

(Please make copies of this sheet *before* you complete it, and **please print legibly or type**. This must accompany your product.)

### — PRODUCT INFORMATION —

Title: \_\_\_\_\_

Subtitle: \_\_\_\_\_

Product Type (circle one):    BOOK    AUDIO    VIDEO    EBOOK    OTHER: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

ISBN: \_\_\_\_\_ Price: \_\_\_\_\_ Page Count: \_\_\_\_\_ Binding: \_\_\_\_\_

### — DISTRIBUTION INFORMATION —

Discount Schedule: \_\_\_\_\_

\_\_\_\_\_

Wholesalers/Distributors: \_\_\_\_\_

\_\_\_\_\_

### — PUBLISHER INFORMATION —

Publisher: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Publisher's Phone: \_\_\_\_\_ Publisher's Fax: \_\_\_\_\_

Publisher's Email: \_\_\_\_\_

Publisher's Website: \_\_\_\_\_

### — AUTHOR INFORMATION —

Author(s): \_\_\_\_\_

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

Author Email: \_\_\_\_\_ Social Network: \_\_\_\_\_

Author Website: \_\_\_\_\_

Available for Florida Events: \_\_\_\_\_

Is there a Florida "hook" for this title or author? \_\_\_\_\_

# Sales Flyer Checklist

© 2009 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. Many times a potential buyer (such as the attendee of a conference) won't review the information on your book until they get home. 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.
- \_\_\_\_\_ Is the book information listed? Does it include
  - ISBN-13 (mandatory). ISBN-10 is acceptable, but the industry now prefers ISBN-13.
  - 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](http://www.drivei95.com/downloads/i95_flyer.pdf)

## Publications

**The Book Coach Says.** Judy Cullins' free eZine. Sign up at [www.bookcoaching.com/help-writing-a-book.php](http://www.bookcoaching.com/help-writing-a-book.php)

**Article.** "FY 2009 Omnibus increases funding for libraries." Bill contains increase to Grants to State Library Agencies program <http://tiny.cc/yuev7>

## Contests

**The FPA President's Book Awards** announcement will be sent in May. Books due June 1. Watch your email for the details. Books from 2007 and 2008 are eligible, but the author, publisher or illustrator must be a member.

## Education

**Seminars, Webinars and more.** Check out FPA's Events Calendar (found on the last page of this newsletter) for upcoming educational opportunities.

**Free Virtual Event.** Available on-demand until May 17. No cost "All About Email: Virtual Conference & Expo," [eMarketingandCommerce.com/virtualevent](http://eMarketingandCommerce.com/virtualevent)

## Online

**Black Shopping Channel.** Black Shopping Channel is the largest African American ECommerce site on the Internet dedicated to assisting small business owners in selling their products to the world. They are now offering eStores on the Channel's website for \$45/year. Learn more at <http://tiny.cc/b6tik>.

## Production

**Designer.** Vicki Fenstermaker is interested in pursuing freelance opportunities. Showcase Design, (267) 614-1435, [www.showcasedsign.com](http://www.showcasedsign.com).

**Large Print Specifications.** It's more than just 14-point type. [www.aph.org/edresearch/lpguide.htm](http://www.aph.org/edresearch/lpguide.htm)

**Visual Elements.** Priced as low as \$1. [www.veer.com/marketplace](http://www.veer.com/marketplace)

**Illustration, Portraiture.** Excellent bear illustration sent in postcard sample. Shelly Laband, [www.shelleylaband.com](http://www.shelleylaband.com).

## Wanted

**Book Reviewer.** *FPA Sell More Books! Newsletter* Editor Betsy Lampe is seeking an FPA member to act as a book reviewer for this newsletter – not just to deliver a simple book report, but to provide a critical review of books relevant to publishing. Your Pay? You keep the book after the review. Only seasoned publishers or book professionals, please. Reply to Betsy Lampe at [FPAbooks@aol.com](mailto:FPAbooks@aol.com).

## Distribution

Cornerstone Fulfillment Service, LLC. Steamboat Springs, CO is the new home to Cornerstone Fulfillment Service, LLC, which can now provide more time efficient shipping to both mid-country and West coast locales.

"Although our location has changed," Says Sue Leonard, "what remains then same is our commitment to providing order fulfillment affordable even for emerging writers, filmmakers and non-profit organizations striving to share their mission with the world."

Contact: (970) 870-1518,  
[ContactUs@CornerstoneFulfillmentService.com](mailto:ContactUs@CornerstoneFulfillmentService.com),  
[www.CornerstoneFulfillmentService.com](http://www.CornerstoneFulfillmentService.com)

## Media/PR

**Media Queries.** Peter Shankman's Help a Reporter Out (HARO) is a free, three-times-daily media query service that helps connect media contacts with experts and others. Learn more at [www.HelpaReporter.com](http://www.HelpaReporter.com), [www.PeterShankman.com](http://www.PeterShankman.com)

## Libraries

**Ask a Librarian** is Florida's collaborative virtual reference service allowing users to connect with librarians via chat or email for assistance with reference questions and research. Open 10 a.m. to midnight EST Sunday through Thursday, and 10 a.m. to 5 p.m. EST Friday and Saturday, Ask a Librarian is available to users 84 hours a week and is staffed by librarians just like you throughout Florida.

www.askalibrarian.org

**National Library Week.** April 12-18, 2009.

**American Recovery and Reinvestment Act 101 (ALA).** (from the ALA website) “Throughout the Obama Administration’s process of creating the American Recovery and Reinvestment Act, the library community demonstrated a steadfast commitment to the American public by working to inform our leaders in Washington about the programs and services libraries across the country are providing to help America get back to work. The ALA Washington Office has compiled a list of the programs that libraries can benefit from.” <http://tiny.cc/tBANO>

## Marketing

**Flyers (and more).** Recommended by longtime member Frances Keiser of Sagaponack Books in St. Augustine. “. . . I began using them because they have the best prices and the best products I’ve found. This is where I get my post cards and bookmarks. My bookmarks are actually a 4x6 postcard with the image duplicated side-by-side, so you will get 10,000 bookmarks that are 4 color and UV coated on both sides for \$100 plush shipping!! I then cut them in two myself, or bring them to Office Max for a minimal ‘cut charge.’” [www.clubflyers.com](http://www.clubflyers.com)

**Christian Booksellers Association (CBA).** As such, CBA has been the trade association for the Christian Retail Channel, serving the interests and meeting the needs of thousands of member Christian stores who diligently provide Bibles, Christian books, curriculum, apparel, music, videos, gifts, greeting cards, children’s resources, and other materials to communities worldwide. CBA and our member stores also work with hundreds of associate member supplier companies, including book publishers, music companies, and gift companies.

Additionally, CBA has a special partnership with the recently formed ChristianTrade Association International. Together, CTAI and CBA serve the meeting and information needs of more than 1,000 Christian stores and suppliers in over 50 countries around the world in addition to the thousands of CBA members in the United States

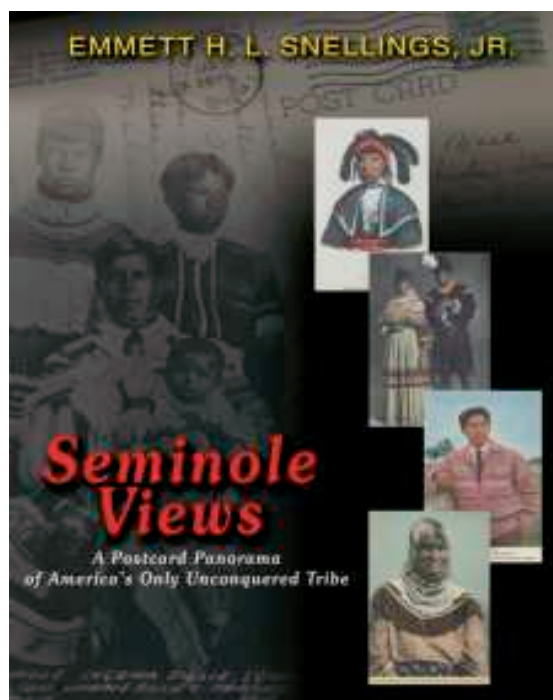
[www.cbaonline.org](http://www.cbaonline.org)

**Book Sideline Products.** An on-demand retail platform for creation and sales of a huge variety of sideline items (think t-shirts, greeting cards, mugs – choose “Create and Customize Your Own”). [www.zazzle.com](http://www.zazzle.com)

**Customizable USB “Flash” Drives.** [www.USBsource.com](http://www.USBsource.com)

## Member Offerings & News

**Rainbow Books, Inc.** Rainbow wins the “Gold Medal for Design” from Florida Book Awards for its coffee table book, *Seminole Views: A Postcard Panorama of America’s Only Unconquered Tribe* by Emmett H. L. Snellings, Jr. of Sarasota (ISBN 1-56825-101-7, 8.5 by 11 inch casebound with jacket, 229 pages, \$49.95).



*Seminole Views* is a three-fold effort by Snellings. The full-color book showcases the best of his extensive Seminole Indian postcard collection, some of which are over a century old, and his vivid photographs of both Tribal members and native Florida wildlife. Most importantly, however, it provides excerpts from Snellings’ extensive taped interviews of members of the Seminole Tribe, many of whom are now gone.

“During the ten years that it took to finish the interviews and photographs, I encountered many difficulties to the task,” says Snellings. “The Seminoles want matters involving their history and culture to be preserved, but many don’t want to talk about it – especially to a white man.

“Sometimes just getting them to keep appointments was a big task in itself,” Snellings continues, “and I was ‘stood

*continued on the next page*

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up' or kept waiting for long periods of time on many occasions. I was informed that such behavior is not only characteristic of them but was sometimes a test of your tenacity. Indians generally don't like people who are undetermined or weak of character. It's sort of a gauntlet that is laid down to 'test your mettle.'

"In truth, most of the Seminoles don't care if you write about them or not," Snellings adds. "Nevertheless, author and Indians did get together eventually, and underneath the hard surface were usually kind and interesting people with varied concerns. The task of putting names with the faces on some of the old postcards required much time talking with the elders of the Tribe while they reflected upon the days of yesteryear."

The foreword of *Seminole Views* was written by a friend of Snellings', Patrick D. Smith, famous author of the classic Florida book, *A Land Remembered*. Smith encouraged Snellings to pursue publication of the book and even provided some of the special gifts he had received from important Tribal members for Snellings to photograph and include in the book.

Books in the design category were judged for production, quality, format and overall design of jacket, binding, or cover, and illustrated, typographic and technical text. Jurors were authorized to select up to five medalists; however, only one medal was awarded in the design category – to *Seminole Views*.

The interior of the book was designed by Betsy Wright-Lampe of the publisher, Rainbow Books, Inc. in Lakeland, and the jacket was designed by Sandy Knowles of Discount Printing in Winter Haven. They worked with a common purpose of making the design of both jacket and interior complement the history and beauty of the Seminole Tribal culture and the antiquity of the postcards.

Snellings and seven other Florida Book Awards Gold Medal Winners were recognized on March 25 at the Historical and Cultural Awards Ceremony sponsored by the State of Florida's Division of Cultural Affairs in Tallahassee. All awardees will be recognized at the Florida Library Association Conference Banquet on May 7 in Orlando, and Betsy will be presented with an additional gold medal for her design work.

The Florida Book Awards 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 Center for the Literary Arts, the Florida State University Friends of Libraries, and Florida Chapter of the Mystery Writers of America.

Hot off the presses are *The Successful Retirement Guide: Hundreds of Suggestions on How to Stay Intellectually, Socially and Physically Engaged for the Best Years of Your Life* by R. Kevin Price of Connecticut (ISBN 1-56825-115-7, trade softcover, 344 pages, \$19.95) and *Watch It! What Parents Need to Know to Raise Media Smart Kids* by Mary Strom Larson, Ed.D. of Illinois (ISBN 1-56825-109-2, trade softcover, 210 pages, \$16.95).



Rainbow Books, Inc. PO Box 430, Highland City, FL 33846-0430, (863) 648-4420, rbibooks@aol.com, www.FLbookpub.org.

**United Graphics.** In addition to Short Run Digital and 1-2 Color Offset capabilities, United Graphics has made a commitment to the Color Text market. UGI now has an 8-color (4/4 perfecting) press in their plant. In house bindings available are perfect binding, saddle stitching and a variety of mechanical bindings. For more information or for an estimate, contact Steve Sirlin at (954) 961-5035 or ssirlin@bellsouth.net.

**Bob Wallace.** Award winning author, natural science photographer, journalist and teacher, Bob Wallace, will be featured in the Monday, March 16th episode of ArtStreet, at 7:30 p.m. on South Florida's PBS affiliate, WLRN-TV. The lively interview is full of the unexpected as Bob is joined by many of the animal friends he has rescued, photographed and written about in his books. Their unpredictable antics, spontaneity and human-like re-

sponses will entertain and surprise you, as they interject their own personalities throughout Bob's interview.

"I had the pleasure of filming Bob and his animal friends recently. I've never met anyone so dedicated to saving these helpless creatures." says Debra Hall-Greene, Segment Producer for ArtStreet.

Bob has traveled extensively around the world, to remote destinations, in search of fascinating marine and wildlife subjects for his imagery. Bob's latest claim to fame is the children's photographic and audio books *The Adventures of Ichi The Baby Deer*, *The Rescue* and *Cry of the Cheetah*. Ichi, the baby deer, was rescued by Bob and a friend in the Florida Everglades. Mr. Wallace tells Ichi's story through the deer's point of view, at a level that teaches children, both young and old, about the dignity and importance of wildlife.



Bob's most recent book, *Cry of the Cheetah* is being distributed around the world. It is available in major book stores and on Amazon.com.

Mr. Wallace's articles, fine art photography and photojournalistic images have appeared in numerous national publications, including *National Geographic*, *Newsweek*, *Saturday Evening Post*, *Sea Frontiers*, *Sport Diver*, *Rolling Stone*, *Tropic Magazine*, *Wildlife Art* and many other highly recognized magazines.

At 76, Bob Wallace is not one to retire quietly; he is a Senior Defensive Tactics Instructor at Miami Dade College, School of Justice. His latest endeavor is his soon-to-be released book and instructional video, *Living Fit - There Are No Ordinary Moments*. Bob is prominently featured as the cover story in the February issue of the school's North Campus newspaper, *The Falcon Times*.

ArtStreet showcases artists in all mediums, from Miami,

Florida and the surrounding area, whose work has enriched the community. New episodes also premiere online every week. Find out more at [wlrn.org](http://wlrn.org). Bob Wallace, Hollywood, phone/fax (954) 483-9142, [wildimagespuma@yahoo.com](mailto:wildimagespuma@yahoo.com), [www.yessy.com/wildimages](http://www.yessy.com/wildimages)

## Our Affiliate Groups

**IBPA – The Independent Book Publishers Association  
(formerly Publishers Marketing Association)  
[www.IBPA-online.org](http://www.IBPA-online.org)**

### SPECIAL ANNOUNCEMENT

IBPA welcomes you to register for the 25th annual Publishing University at the Roosevelt Hotel, NYC, May 26–28, 2009. <http://thepublishinguniversity.com>.

Publishing University is considered IBPA's cornerstone event and as education professionals, they provide their participants with the best available teachers in the publishing industry, as well as topics of interest and importance to publishers of all sizes.

IBPA looks forward to meeting you sometime during the conference. Please look for the IBPA staff, Board of Directors and volunteers, and introduce yourself. They promise to take the time to talk with you and make certain you get the most out of your experience at Publishing University. Tuition is \$695

### Hotel Reservations

Reserve your room at the Roosevelt Hotel in New York City on the website at <http://thepublishinguniversity.com>

### Interested in Sharing a Room?

Email IBPA at [info@ibpa-online.org](mailto:info@ibpa-online.org), or call (310) 372-2732. Roosevelt Hotel - 45 East Street (Madison Avenue at 45th Street)

Listen to podcasts for a sneak preview of the 2009 Publishing University. These podcasts are located on the IBPA website at this link: <http://thepublishinguniversity.com/>

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**Publishing University ONLINE**  
**Upcoming ONLINE University Seminars**

www.ibpa-online.org

(then click on “Publishing University Online”)

**Selling Your Books into the Christian Market**  
 with Sharon Castlen of Integrated Book Marketing

**April 22, 2009 – 11:00 a.m. PST/ 2:00 p.m. EST**

What’s Different When Selling Books into the Christian Marketplace? Can my Christian book also sell into the secular bookstores?

The Christian market can be intimidating with all its components. What book goes where and can they cross over from the Christian bookstore to the Church bookstore to the Secular bookstore?

What do you need to know to capture this huge market?

The basic marketing tools are the same but the players, pricing and strategy are different.

This webinar will focus on the essential tools and resources you need to penetrate this market and all its sections.

Christian Book Marketer Sharon Castlen of Integrated Book Marketing will explain:

- What the different market segments WITHIN the Christian market and why books can or cannot sell into them all.
- Who the players (wholesalers, buyers) are and what do they look for in titles, covers, pricing that is different than secular books
- Where do they gather to learn about new titles - the trade shows, conferences - an how you can participate.
- Who are the media that look at Christian books? How does your personal testimony fit in? Why you might want more than one version of your press kit.
- What is happening in the Church Bookstore segments and why this growing segment is a great place to focus for some titles?
- Why you must be careful about author information and endorsements - one size doesn’t fit all.
- How to go after denominations for larger sales and how the denomination chains are connected. When does direct mail fit in your total marketing plans?
- How speaking engagements play a role in book sales at the church and denomination levels.

Sharon Castlen, Integrated Book Marketing works with

small presses and independent Christian and secular publisher clients across the country to develop the strategy and then put it into action for cost and time effective results. With thirty years experience in marketing and media, she focuses on promotion and distribution at the national, regional, and local levels. She speaks frequently on Christian marketing at IBPA Publishing University.

www.ibpa-online.org

(then click on “Publishing University Online”)

Past Publishing University Online courses are available  
 (IBPA members: \$39; nonmembers: \$59)

<http://www.meetingbridge.com/mwy/pmamasterlp.htm>

Topics Available:

“How To Build A Better Book Contract”

Speaker: Jonathan Kirsch

“The Buck Starts Here”

Speaker: Brian Jud

“Red Hot Internet Publicity”

Speaker: Penny C. Sansevieri

“Creating a Dynamic Publicity Launch for Your Book”

Speaker: Kate Bandos

“Repurposing, Recycling, and Retargeting Your Material”

Speaker: Paulette Ensign

“Budget Basics for Publishing Beginners: Forecasting Sales, Returns, Costs and Cash Flow”

Speaker: Tom Woll

“How to Build or Redesign an Economical Web Site for your Publishing Company”

Speaker: Robin Bartlett

“Magnetize Your Website with Online Marketing”

Speaker: Peter Bowerman

“How to Sell to the Academic, Professional, and Higher Education Markets”

Speaker: Mary Ellen Lepionka

“From Bestselling Book Cover to Blockbuster Brand: How Choosing the Right Book Cover Can Launch Your Business Empire”

Speakers: Kathi Dunn and Ron “Hobie” Hobart

Building Better Budgets:

How to Use Them to Improve Your Bottom Line

Speaker: Marion Gropen

“A Survival Guide to the New, Live Web: A Two-Part Series

on Web 2.0 and Social Media Optimization with Deltina Hay of Social Media Power - Part One: The Essentials”

Speaker: Deltina Hay

“A Survival Guide to the New, Live Web: A Two-Part Series on Web 2.0 and Social Media Optimization with Deltina Hay of Social Media Power - Part Two: The Essentials”

Speaker: Deltina Hay

“Getting Media Coverage in Today’s Ever-Changing Market”

Speaker: Kate Bandos

“How to Compete with Corporate Publishers and Sell More Books”

Speaker: Jerry D. Simmons

“Red Hot Web 2.0 Tricks to Sell More Books!”

Speaker: Penny C. Sansevieri

“Repurposing, Recycling, and Retargeting Your Material”

Speaker: Paulette Ensign

“Successful Publishing Is More Than Just Publishing The Right Books - Part II”

Speaker: Jerry D. Simmons

“rofitable Books: How To Choose Winners”

Speaker: Marion Gropen

“I See Your Name Everywhere: Leverage the Power of the Media to Sell More Books!”

Speaker: Pam Lontos

“Tips and Techniques for Getting Book Exposure on Television”

Speakers: Karen Melamed and Barbara Wellner

“Social Media Web 2.0 Essentials for Publishers and Authors”

Speaker: Deltina Hay

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### IBPA-member Display Opportunities

[www.ibpa-online.org/pubresources/exhibits\\_pma.aspx#24](http://www.ibpa-online.org/pubresources/exhibits_pma.aspx#24)

**Book Expo America 2009**

**5/29/2009 – 5/31/2009**

**Jacob K. Javits Center**

**New York City, NY**

Can you believe we are already planning for the next BEA show in New York? Here we go! IBPA has again secured a good location on the show floor. If you would like to make reservations for multiple booths, a full booth, or a shared booth within the IBPA Complex of booths on the floor, a deposit of 1/2 payment—\$875.00 (shared booth - \$1,750.00

), \$1750.00 (full booth - \$3,500 )—will be required at this time. If you want meet bookstore buyers, a select library crowd, catalogers and other premium buyers; and a select grouping of foreign rights licensing agents, this is the show you should attend. At this time we will be taking reservations from those who want to display in the booths within the IBPA complex. If you are interested in having your individual title displayed at the IBPA booth and represented by IBPA staff, you can sign up at this time, as well. We will need one copy of your title for this show. IBPA members only. Deadline is April 15, 2009.

### American Library Association Show 2009

**7/11/2009 – 7/14/2009**

**McCormick Place**

**Chicago, IL**

This annual ALA show attracts all types of librarians. From the public, private and school sector across the country and throughout the world. IBPA has a small block of booths reserved for this show, and if you would prefer to have a full booth or share a booth with another IBPA member, now is the time you should sign up for this event. Cost of booth is \$2,200 (1D2 deposit of \$1,100.00) for a 10' x 10' or \$1,100 (1D2 deposit of \$550.00) for a shared booth (5' x 10'). We will need a 1D2 payment for booths at this time. If you would prefer to display your title or titles within the IBPA complex, where titles are displayed face out in specific genre and a special catalog developed for this show for the librarians, cost per title is \$85.00. It's always a good idea to attend a book show if you can and IBPA can arrange for badges for those who request them in advance of the show. There will also be an opportunity to do a book signing or demonstration at this show. If your book does well at libraries, this is one show you will not want to miss. This is a great show for most IBPA members' titles. Public, academic, foreign and corporate librarians attend this show Annually and it's the largest librarian show in the nation. IBPA members only. Deadline is May 31, 2009

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### AAP – The Association of American Publishers

([www.publishers.org](http://www.publishers.org))

The Association of American Publishers is the national trade association of the U.S. book publishing industry. AAP's more than 300 members include most of the major

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commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies—small and large. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association's highest priorities.

## New Members

Edward A. Schroder, President  
**Amelia Island Publishing, Inc.**  
 Amelia Island, FL  
 (904) 277-4414  
 fax (904) 277-8323  
 info@ameliapublishing.com  
 www.ameliapublishing.com

**SPAN – Small Publishers Association of North America**  
 (www.SPANnet.org)

Philip H. Talbert  
**Astral Publishing, Inc.**  
 Fort Lauderdale, FL  
 (954) 298-0906  
 fax (954) 566-3795  
 philiptalbert@bellsouth.net  
 www.AstralPublishing.org

### Google Book Search Copyright Class Action Settlement Website

The settlement administration website for the Google Book Search Copyright Class Action Settlement is [www.googlebooksettlement.com/r/home](http://www.googlebooksettlement.com/r/home). "The purpose of the website is to inform you of a proposed Settlement of a class action lawsuit brought by authors and publishers, claiming that Google has violated their copyrights and those of other Rightsholders of Books and Inserts, by scanning their Books, creating an electronic database and displaying short excerpts without the permission of the copyright holders.

J. R. Maxon  
**Dassana Press, LLC**  
 PO Box 961  
 Anna Maria, FL 34216  
 (941) 224-5479  
 fax (419) 352-6296  
 dassanapress@aol.com  
 www.reBecomingBook.com

"Google denies the claims.

"The lawsuit is titled The Authors Guild, Inc., et al. v. Google Inc., Case No. 05 CV 8136 (S.D.N.Y.) The Court has preliminarily approved the Settlement. For further information, please review the Notice."

[www.googlebooksettlement.com/r/home](http://www.googlebooksettlement.com/r/home)

Margo Grace  
**Friesens Printing (VENDOR)**  
 11311 Oakhurst Rd.  
 Louisville, KY 40245  
 (502) 244-0580  
 fax (502) 244-0058  
 margog@friesens.com  
 www.friesens.com

## WE HAVE A WINNER!

**Warren Caterson** of  
 FPA member Winfield and Scott Press  
 in Jacksonville is the winner of the IBPA  
 Publishing University Scholarship.

**Congratulations, Warren!**

**Michael Merrett**  
 Lakeland, FL  
 (863) 688-5130  
 thefog@thefog.com  
 www.thefog.com

JL Rehman  
**Partners In Crime Publishers**  
Mount Dora, FL  
phone (352) 357-7222  
fax (352) 589-2855  
jlrehman@picp.us

Pedro Soto  
**Soto Publishing Company**  
PO Box 10  
Dade City, FL 33526  
(352) 567-5256  
mail@sotopublishingcompany.com  
www.sotopublishingcompany.com

Susi Pittman  
**Twin Oaks Publishing, LLC**  
Switzerland, FL  
phone/fax (904) 429-7829  
Susique711@aol.com

## Renewing Members

Doug Brown  
**Atlantic Publishing Company**  
Ocala, FL  
(352) 622-1825  
fax (352) 622-1875  
dbrown@atlantic-pub.com  
www.atlantic-pub.com

Jim Holfka  
**Batson Printing (VENDOR)**  
13485 McKinley Rd.  
Chelsea, MI 48118  
jholfka@batsonprint.com  
(734) 475-5785  
fax (734) 475-5879  
jholfka@batsonprint.com

Charles Jacobs  
**Caros Books**  
Woodcliff Lake, NJ  
(201) 391-4539  
carosbooks@gmail.com  
www.retirement-writing.com

Lance Coalson  
**Father & Son Publishing, Inc.**  
Tallahassee, FL  
(850) 562-0907  
fax (850) 562-0916  
lance@fatherson.com  
www.fatherson.com

Stephanie Barker  
**Malloy Incorporated (VENDOR)**  
5411 Jackson Rd.  
Ann Arbor, MI 48103  
(734) 665-6113  
fax (734) 665-2326  
steph\_barker@malloy.com  
www.malloy.com

W. W. Hill  
**Otter Creek Press**  
Middleburg, FL  
phone/fax (904) 264-0465  
OtterPress@aol.com  
www.OtterPress.com

**Jane Pugh**  
PO Box 270313  
Tampa, FL 33688  
(813) 933-1286  
fax (813) 935-0549  
Editor313@hotmail.com

Don't see your name as a new member or renewing member? Contact Betsy Lampe to find out why you aren't listed.

## Calendar of Events

FPA events and events at which FPA offers display are shown in turquoise. Our affiliates' events are in coral.

To learn about other book fairs and literary events, view the alphabetical listings at the Library of Congress Center for the Book: [www.loc.gov/loc/cfbook/bookfair.html](http://www.loc.gov/loc/cfbook/bookfair.html)

There is also a Book Events Calendar, divided by month at [www.loc.gov/loc/cfbook/bkevents.html](http://www.loc.gov/loc/cfbook/bkevents.html)

### April

**Multiple dates/locations in Florida**, "Assertive Communication Skills for Women," [www.skillpath.com](http://www.skillpath.com)

**April 25**, "FPA Publishing Round Table," Red Rose Inn & Suites, Plant City, FL. Details on pp. 1-4 of this newsletter.

### May

**May 5-8**, Florida Library Association Annual Conference, Doubletree Hotel at the Entrance to Universal Orlando. [www.flalib.org](http://www.flalib.org) (FPA will have a booth).

**May 26-28**, "25th annual Publishing University," IBPA, Roosevelt Hotel, NYC. <http://thepublishinguniversity.com>.

**May 19**, "The Orlando Conference for Adobe Creative Suite Users," Holiday Inn Resort, Orlando. [www.compumaster.net](http://www.compumaster.net)

### July

July 9-13, American Library Association Annual Conference, McCormick Place, Chicago, IL. [www.ala.org/ala/conferencesevents/upcoming/annual/index.cfm](http://www.ala.org/ala/conferencesevents/upcoming/annual/index.cfm)

### August

August 23-27, World Library and Information Congress: 75th IFLA General Conference and Assembly, "Libraries create futures: Building on cultural heritage," **Milan, Italy**.

### September

**September 30-October 2**, Florida Association for Media in Education 37th Annual Conference (FAME), Marriott World Center Resort, Orlando, FL. (FPA will have a booth

and will offer display of publishers'/authors' books, member or nonmember) [www.floridamedia.org](http://www.floridamedia.org)

## October

**October 22-25**, Florida Writers Association Annual Conference, Marriott Resort, Lake Mary, FL. [www.floridawriters.net](http://www.floridawriters.net)

## Multiple Dates/Locations

**March-May** at many FL locations. "Mistake-Free Grammar & Proofreading," [www.careertrack.com](http://www.careertrack.com)

**April and May** with various Dates and locations in FL, "Business Writing Basics for Professionals," [www.skillpath.com](http://www.skillpath.com)

**April and May** dates in many FL locations, "How to Design Eye-Catching Brochures, Newsletters, Ads, & Reports," [www.careertrack.com](http://www.careertrack.com)

## Florida Festivals & Events

(**Note:** 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 – even up to a year. Don't just think about only book festivals. Many other types of festivals can be good for book sales: ethnic festivals (think author ethnicities of Irish, German, African American, etc.), wildlife festivals (authors of books featuring wildlife, especially kid's books), food/music/plant festivals (often, there are no book vendors there). So brainstorm each listing you see, and think outside of the book!

[www.southfest.com/florida.shtml](http://www.southfest.com/florida.shtml)

[www.floridasmart.com/subjects/ent\\_festivals.htm](http://www.floridasmart.com/subjects/ent_festivals.htm)

[www.festivalusa.com/states/flofest.htm](http://www.festivalusa.com/states/flofest.htm)

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

[www.flcities.com/membership/festivals.asp](http://www.flcities.com/membership/festivals.asp)

[http://goflorida.about.com/od/eventsfestivals/Florida\\_Festivals\\_and\\_Events.htm](http://goflorida.about.com/od/eventsfestivals/Florida_Festivals_and_Events.htm)

<http://festivalsandevents.com/festival.php?state=FL>

[www.floridabooks.com/events.html](http://www.floridabooks.com/events.html)