

FPA *Sell More Books!* Newsletter

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Details Coming Soon!

FPA 2009 President's Book Awards Call for Entries

Book Display at the Florida Library Association Annual Convention and Trade Show

February 2009

Your Spring Event, an FPA Publishing Round Table, Set for Saturday, April 25

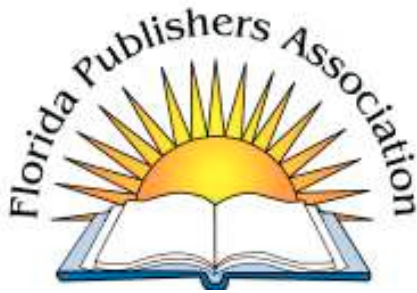
Results of a conference survey sent to the membership in early December revealed that members wanted an in-person educational event set in central Florida this spring. Networking and personal, one-on-one time with other publishers were listed as important features of such an event, as was hearing from individuals who did not have something to sell to the audience. Members expressed a desire to learn from others in the group about what works and what doesn't in the changing landscape of book publishing.

In response to the survey results, the FPA Board of Directors has chosen to offer a one-day book publishing round table event. 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 between Tampa and Lakeland.

The morning will begin at 10:30 with an introduction session, during which we will develop a list of topics to discuss and specific questions to answer during the afternoon session. Topics of interest listed by survey respondents included (in order of importance):

- 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; and

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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



FPA President Linda S. Day represents FPA at the 7th Annual Florida Writers Association Conference, "Chart Your Course," held November 14–16, 2008, at the Marriott Resort in Lake Mary. Displayed are the winners of the FPA 2008 President's Book Awards. Linda also made available FPA membership brochures and information about our display and conference opportunities. (Photo courtesy of Karen Lieb, Public Relations Consultant, of Florida Writers Foundation, Inc., and official photographer for the Florida Writers Conference 2008.)

“FPA Publishing Round Table” continued from page 1

- Other topics, such as working with indexers, finding author’s agents, marketing (internet, social, viral), legal issues, publicity and promotion.

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 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 (Linda Day, Angela Adams, Betty Wright, Steve Sirlin, Marj Lyons, Dinah Arnette-Lechner and Chris Angermann), 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 a 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 Champaigne 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 champaigne 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.

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.

Winners and Finalists

of last year’s President’s Book Awards
Competition are on the FPA website:

www.flbookpub.org/fpabookawards.html

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: _____

Name and Position of Attendee(s):	\$45.00 each
_____	_____
_____	_____
_____	_____
_____	_____

Subtotal: _____

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

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

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.).

Session #4 with Brian Jud: "Mine Your Own Business"

by Angela C. Adams, FPA Vice President

(fourth in a series of four articles)

In the final session of the Fall FPA Publishing Ed-U-Conference, Brian Jud discussed planning and marketing strategy.

To begin, he started with Step 1: Direction. You first want to prepare these four answers/statements:

1. Where do you want to go?
2. Mission Statement
3. Define Your Business
 - a. Task?
 - b. Target?
 - c. Topic?
4. What is your destination?
 - a. By _____ (date), I will sell _____ (number of) books and make \$_____ in profits.

Once you have these four items prepared, next you need to ask yourself several questions to start figuring out what direction you want to take with the marketing of your book(s).

- Who will buy the books?
- What information do they need?
- Where are they located?
- How much will they spend?
- Why will they buy?
- How many people?
- Will they actually buy?
- With whom are you competing with?

Next, Jud talked about creating a PAR statement for your book(s). This includes a chart like below describing your problem, what action you want to take, and what the result was. This allows you to track your progress.

Problem	Action	Result
---------	--------	--------

After you have done this, create a solution statement. This was also discussed in the first session. The solution statement for each title should be "I help _____ who want _____ get _____."

Be sure to look at your competitors to see what you can do to make your title stand out from others. You can look

at cover designs, colors of the cover, the size, the number of pages, the pricing, the credentials of the author, items found in the table of contents, and even the spins of your competition. Jud recommends going to a bookstore and finding your book or where your book would be located and looking at what the other book spines in that section look like. Could another size or something different on your spine make your book stand out from the competition?

One thing Jud did note was to make sure you avoid any detours along the way of your marketing. Some ideas he provided to help you avoid detours include: be sure to do some informal research from online stores, go to bookstores to see how your book can stand out, join a publishing association and network with others who have published before, subscribed to e-zines, visit Web sites and blogs, join discussion groups, and attend trade shows.

In Step 2: Strategy, Jud discussed planning periods for marketing your book(s). He suggested making a sheet with each year on it with ideas of what you want to do during those times. He has some excellent worksheets available on the CD-ROM of his book *Beyond the Bookstore*, which he shared with us. These worksheets will help you create a strategy and plan for your books.

During this step, Jud did provide some strategies to avoid unsuccessful marketing: make sure your strategies are relevant, realistic, reliable, and repeatable.

Nearing the end of the session, Jud went on to Step 3: Take Action. He charged us with trying different things to get our books sold. Some of these ideas included:

- Try charging differently
- Try taking CREATIVE actions (CREATIVE: Combine, Reduce, Expand, Advertise, Test, Eliminate)
- Try some of these:
 - Blogging
 - Podcasting with segments from the book read
 - MP3 of the book or snippets
 - Put podcasts on your blog

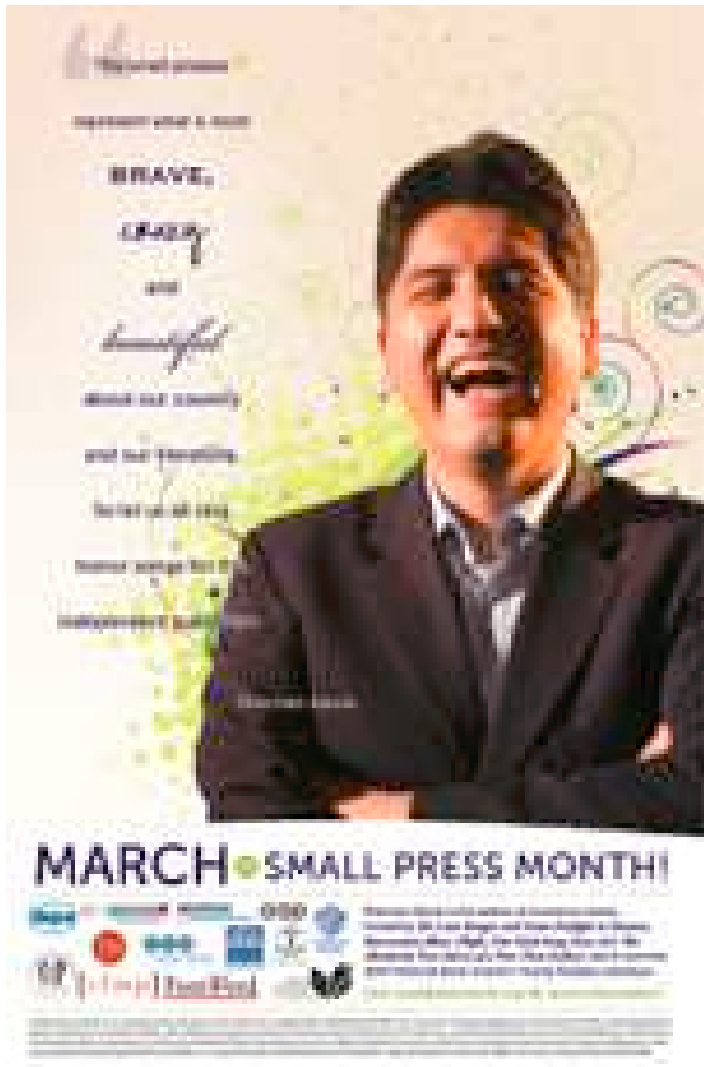
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“The Buck Stops Here” continued from page 1

Jud also gave some final tips on keeping cash flow available, including: reducing/eliminating inventory, generating cash before you incur the cost, speeding up your ordering cycle, buying in large quantities, outsourcing activities, trying co-op mailings, and cross merchandising.

With time running short, Jud slightly touched on creating timelines for your books and organizing each title. He suggested the use of a timeline wizard which he has on the CD-ROM that comes with *Beyond the Bookstore*.

Overall, Brian Jud did an amazing job with his sessions. I learned so much that I have brought back home with me and hope to put to use with some of our own titles. Jud really packed the day full of information and also provided so many excellent worksheets that I’m sure I will be using!



March is Small Press Month!

(from www.SmallPressMonth.org) Small Press Month is a nationwide celebration highlighting the valuable work produced by independent publishers. Held annually in March, Small Press Month raises awareness about the need for broader venues of literary expression. From March 1st-31st, independent, literary events will take place from coast-to-coast, showcasing some of the most diverse, exciting, and significant voices being published today.

As best-selling author Sherman Alexie—the face of this year’s Small Press Month Poster—states: “The small presses represent what is most brave, crazy and beautiful about our country and our literature. So let us all sing honor songs for the independent publishers.”

Free posters are available. Contact: april@ibpa-online.org

Small Press Month, now in its 13th year, is a grass-roots effort co-sponsored by:

- The New York Center for Independent Publishing (NYCIP)
- The Council of Literary Magazines and Presses (CLMP)
- Independent Book Publishers Association (IBPA)

On the next pages is a list of ideas to give you ideas about how you can participate in Small Press Month.

Thirty-One Things to do for Small Press Month for Small Presses & Independent Publishers

(Taken from a posting at the IBPA website, by permission. Sponsored by The New York Center for Independent Publishing (NYCIP) and IBPA, the Independent Book Publishers Association.)

1. Contact your local bookstore or library and suggest they put together a special display for National Small Press Month. You can obtain posters from: Small Press Month Coordinator at

- IBPA, the Independent Book Publishers Association, 627 Aviation Way, Manhattan Beach, CA 90266, Phone 310/372-2732. Or email April@ibpa-online.org. Please order in sets of two.
2. Suggest that your local bookstore offer a discount off Small Press titles this month. Offer a special discount on all of your titles.
 3. Hold a seminar on “How to Get Published” or on a subject related to your books. You might wish to cooperate with other small presses in your area to get this event off to a roaring start. You might wish to charge a nominal fee for the seminar.
 4. Contact the book review editor at your daily newspaper about any events that you plan. Also speak to the features editor. The business editor is always interested in a successful publishing story.
 5. Send IBPA your list of participating bookstores and libraries so that they may receive Small Press Month Materials.
 6. Be sure to inform IBPA and The New York Center for Independent Publishing (NYCIP) about any activities you have planned for Small Press Month. IBPA would like to include your information when contacting the media. Please send your plans to Lisa@ibpa-online.org.
 7. Get in touch with weekly papers in your area about events and submit the information to the listings editor.
 8. Approach an interviewer at a local radio station about airing a segment regarding the problems and rewards of running a small press, or set one up for an author.
 9. Make arrangements with any local non-bookstore outlet that is appropriate for any of your books. For example, if you publish cookbooks a grocery store might display them up near the check-out for Small Press Month, particularly with a special discount as an incentive.
 10. Try for an interview at your local daily paper or the weekly paper, remember that the media is always pleased to find that there are successful publishers and writers in the neighborhood. So pitch not only yourself, but also your colleagues.
 11. If you have a personable, articulate author who is available to speak in his or her area, try setting up interviews with local television or radio stations.
 12. Schedule an interview for yourself at your local television station for National Small Press Month. Be sure to offer visuals if available. Footage of an author doing exciting research in a jungle, a sports book author on the ski slopes, for instance, would be helpful to getting TV time. Focus on the unique angles of your books and authors.
 13. Band together with other small presses and compile a display of titles in a subject area. Offer your library the ready-made exhibit of locally published books in the areas you choose.
 14. Find a college or university that would be receptive to a roundtable discussion on a topic like “What is a Free Press” or “The First Amendment and the Mass Media.”
 15. Schedule a talk to elementary, junior high, or high school students about how to become an author which could be a highlight of school programs during the month.
 16. Use excerpts from a current or upcoming book on your website. Remembering that an entire excerpt, a whole recipe, for example, is more productive than a tantalizing tidbit.

continued from the previous page

17. Arrange readings and signings from your list to be held during National Small Press Month at your local bookstore and library.
18. Plan a group reading or event with other local independent presses and make a night out of it.
19. Take National Small Press Month posters to your local bookstore or library and be sure that they are displayed and distributed.
20. Join with other small presses and take out a co-op ad in your local newspaper.
21. Be sure that clubs or local organizations to which you belong display a poster about National Small Press Month and has your catalogue available as a handout for Small Press Month.
22. Keep your alumni magazine up to date about you and your small press.
23. Host a wine-a-cheese party in your office for the press, booksellers and other friends of your publishing house. Celebrate National Small Press Month!
24. Gather together all your press cuttings and document the successes of National Small Press Month and please send to Karin Taylor for use next year. Send to The New York Center for Independent Publishing (NYCIP), 20 West 44th Street, New York, NY 10036.
25. Link to the Small Press Month websites from your own: www.smallpressmonth.org or www.ibpa-online.org.
26. Send out e-mails to your customer mailing list announcing the approach of National Small Press Month, and the events you have planned. A weekly digest of news would be an effective way to keep the momentum going throughout March.
27. Contact other small and independent arts organizations in your area - record labels, theaters, and art galleries, for example - and link to each other's websites, promote each other's events, and support the independent arts community!
28. Run a contest through your e-mail newsletter, asking for ten titles of famous independently published books.
29. Contact other independent publishers and set up a small book fair during the month at a local college or community center.
30. Evaluate author's pitches. Offer to set up a program at a bookstore or library where authors, with the understanding that you are there to give general advice, can make a five minute pitch to you about their manuscript.
31. Look over the previous 30 suggested ideas and let us know which ones provided the most response.

Editor's Update: Distribution

In the last issue I listed a distributor in Florida, Great Outdoors Publishing, which specializes in regional books on Florida's wildlife, nature and history. On February 17, I learned in a *Publishers Weekly* article by Claire Kirch that Minnesota publisher Finney Company has acquired Great Outdoors Publishing and will relocate it from St. Petersburg to Lakeville, MN. I will be in touch with Al Krysan, Finney Company president, to learn if they will continue distributing Florida titles, and I will report to you in the March newsletter. The *PW* article describes Finney Company as a 63-year-old publisher that has acquired 11 other companies, including Great Outdoors, in the past six years.

An Opportunity to Get an “Almost Free” Publishing Education: The IBPA Publishing University Scholarship Program

History and Purpose

The IBPA Scholarship Program was implemented in 1997 to afford opportunity for individuals from the Affiliates to participate in IBPA’s primary learning session, the Publishing University, and to share what they have learned with other members of their group. FPA is an affiliate of IBPA; therefore, its current members may apply for the IBPA Scholarship.

The purpose of the IBPA scholarships is to provide opportunities for affiliate members who are interested in developing their publishing companies to attend IBPA’s annual Publishing University and to move into the arena of successful independent publishing. It is *not* the purpose of the scholarship to reward an individual for contributions to FPA.

Details

The Affiliate Scholarship is awarded to one representative from each IBPA affiliate allowing free access to IBPA’s Publishing University (a \$695 value). The scholarship will be awarded to a publisher who needs assistance in growing his or her company. The IBPA Publishing University is scheduled for May 26–28 in New York City, just before BookExpo America.

IBPA will also provide FPA’s Scholarship winner with a \$500 stipend to cover partially the cost of travel and/or accommodations for this event. FPA offers the winner an additional \$200 stipend. Both stipends are payable to the Scholarship recipient upon return from the Publishing University.

The Publishing University course schedule and list of speakers can be found at <http://thepublishinguniversity.com>.

Details about BookExpo America can be found at www.bookexpoamerica.com.

How to Apply

A completed application should be submitted to the Florida Publishers Association Board of Directors. The FPA Board then examines and ranks them. Our IBPA liaison will then forward all applications to the IBPA office, with the FPA Board’s recommendation of a recipient. IBPA will normally follow the recommendation of the affiliate, but it does reserve the right to make the final choice.

A blank application can be found on the facing page. Once completed, either mail, fax or email the application to the FPA office.

Your application will be acknowledged by email. If you do not receive an acknowledgment, we may not have received your application. Therefore, make a copy of the application, should you choose to mail it, and contact us if you do not receive acknowledgment of receipt in a reasonable amount of time.

We have received no applications from members of FPA as of February 19, 2009.

Eligibility

First, a Scholarship applicant must be a current member of *both* FPA and IBPA. Contact Betsy Lampe at FPAbooks@aol.com to learn your FPA membership status. Contact Terry Nathan at Terry@IBPA-online.org to learn your IBPA membership status.

Second, a Scholarship applicant must also be actively participating in the publishing process as the publisher or as a key employee of a publishing company. The applicant should, therefore, be in a position to benefit immediately from the scholarship.

Finally, no applicant will receive the scholarship more than once. If you have already enjoyed a past Pub-U Scholarship (from PMA), you are not eligible to apply.

The Recipient’s Responsibility to FPA

The recipient of the IBPA Publishing University Scholarship will take much of the information learned at the seminars and share that information with FPA members. They will be responsible for making an hour-long presentation at the FPA 2009 Publishing Ed-U-Conference, and they will be required to submit three articles, one each for the July, August and September issues of the *FPA Sell More Books! Newsletter*. Deadline for receipt of articles is the 25th of the month prior to the target issue.

By applying for the scholarship, the applicant agrees to fulfill these obligations to FPA if they are chosen to receive the Scholarship.

Deadline for receipt by FPA of all applications is February 28, 2009, and the choice of recipient will be made at the next board meeting of IBPA. Don’t wait, apply today!

IBPA Affiliate Scholarship Application 2009

Affiliate Group Name: Florida Publishers Association, Inc.

Name of applicant _____

Publishing Company _____

Position with Company _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

Email _____

Number of Years in Publishing _____

What you hope to gain from attending the 2009 IBPA Publishing University (limit to 150 words or less)

How you plan to share the information you gather at the University with others (limit to 150 words or less)

Please return to you regional association **no later than February 28, 2009**. For a complete listing of all regional groups and contact information, go to the following link on the IBPA website <http://www.ibpa-online.org/pubresources/affiliate.aspx>. Return your application to:

Florida Publishers Association, Inc.
PO Box 430
Highland City, FL 33846-0430
Fax (863) 647-5951, FPAbooks@aol.com

Publications

Book Marketing Matters. Current and past issues of Brian Jud's outstanding, bi-weekly, special-sales/marketing newsletter can be viewed at:

www.bookmarketingworks.com/mktgmatters.asp

Book Business, www.bookbusinessMag.com (February's print issue features a lengthy article, "The Industry's Future.")

Contests

The Indie Excellence Awards. Entry deadline: March 31, 2009. www.indieexcellence.com

Communication Arts call for illustration entries in categories such as advertising, books, editorial and more. Deadline is March 6. More at www.commart.com/competitions

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

S&H

Whittier Mailing Products offers butterfly tabs, wafer seals and tabs, specialty tabs and labels, and scratch-offs. More information: (888) 872-9824, www.traytag.com.

Production

The American Society for Indexing (ASI), formerly The American Society of Indexers, is the only professional organization in the United States devoted solely to the advancement of indexing, abstracting, and database building. ASI's Indexer Locator is an online database designed to help you find indexers for projects you have ready right now. In addition to contact information, data listed include subject specialties, language, type of material indexed, and embedded indexing software used. All information is self-reported by members of ASI. A printed directory of indexers may be downloaded from the website

as well. <https://www.resourcenter.net/Scripts/4Disapi7.dll/4DCGI/resctr/search.html>

In-House Design. Whitehall Printing Company (Naples, FL) offers interior and cover design services, as well as printing for books, catalogs, directories, manuals, journals and more. Celebrating 50 years in printing. www.whitehallprinting.com

Use ASI's free Jobs Hotline to announce indexing jobs and projects to indexers who are interested in finding new clients or employers. <https://www.asindexing.org/i4a/forms/form.cfm?id=41>. More information: www.asindexing.org

Art/Illustration/Design.

Modern, Young-Adult Illustration. Riley Rossmo does eye-catching (especially for young adults) work. www.wrinklegraphics.ca

Ringling Graduate. Farouk I Dudha (Largo, FL) is a Ringling College of Art and Design (in Sarasota) graduate who eagerly seeks illustration work. He is experienced with oil, watercolor, pen & ink, acrylic, Photoshop, CorelDraw, Adobe Illustrator and flip book animation. Phone (727) 524-4013, farouk_d@hotmail.com for samples.

Children's Illustration. Excellent work (from sample) by Carol Calabro Illustration, www.carolcalabro.com

Scientific and Educational Illustration. Erica Beade at MBC Graphics provides first-class graphics (from sample sent). www.mbcgraphics.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.

Distribution

Distribution. Anderson News Co. provides book inventory to Wal-Mart and other retailers. To be considered for distribution, submit a sample for review along with a letter

continued on the next page

continued from the previous page

stating your terms to Jessica Farina, Corporate Purchasing, Anderson News Co., 6016 Brookvale Lane, Ste. 151, Knoxville, TN 37919.

Distribution. School and gift sales at schools, business and hospitals. Imagine-Nation Books, Tim McCormick, Senior Buyer, PO Box 27672, Tempe, AZ 85285-7672, www.imaginationbooks.info

Media/PR

The Gebbie Press 2009 All-In-One Media Directory lists all U.S. daily and weekly newspapers, all U.S. broadcast TV and radio stations, and leading magazines in over 100 editorial categories. Available in either a print version or as importable text files on CD. www.gebbiepress.com (some no-cost information available at the website)

Libraries

An Introduction to Booklist Online. Wednesday, February 25, 4-5:00 p.m. Eastern. Space is limited. Free orientation, led by Senior Editor Keir Graff, demonstrates Booklist Online's value as a selection, collection development, and readers' advisory tool—for both library staff and library patrons. Reservations can be made at: <https://www2.gotomeeting.com/register/638377917>

Google Book Search Settlement Discussed at Meeting Hosted by ALA, ARL, ACRL. Members of the library community discussed the implications of the Google Book Search settlement in a meeting on February 9, 2009, in Washington DC. www.arl.org/news/pr/google-12feb09.shtml

“Giz Explains: Why There Isn't a Perfect Ebook Reader” <http://i.gizmodo.com/5152092/giz-explains-why-there-isnt-a-perfect-ebook-reader>

ALA Direct (the free, weekly, electronic publication of the American Library Association) “features news about libraries and librarians worldwide, ALA activities and products, library-related videos and podcasts, technology trends, books and publishing, intellectual freedom issues, legislation, continuing education opportunities, awards and grants, and special collections.” Subscription information can be found at www.ala.org/ala/online/alddirect/alddirect.cfm#often

Marketing

Crestline offers **custom promotional products** for trade shows, giveaways and more. www.crestline.com

Amsterdam Promotional Products specializes in **imprinted pens and more**. www.AmsterdamPrinting.com

International Titles offers **display** at the London International Book Fair and other shows. www.internationaltitles.com

The Jenkins Group offers **display** at the London International Book Fair and other shows. www.GlobalBookShows.com

(See Affiliate News, IBPA, in this newsletter regarding other **display opportunities for IBPA members**.)

Ingram Marketing Group is a new, full-service marketing and advertising agency uniquely dedicated to books and authors. A division of the book wholesaler, Ingram Book Co. www.ingrammarketing.com

Association Book Exhibit's combined book exhibits. For more information and a schedule of upcoming display opportunities, contact Mark Trocchi at Association Book Exhibit, 9423 Old Mt. Vernon Road, Alexandria, VA 22309, phone (703) 619-5030, fax (703) 619-5035, info@bookexhibit.com, www.bookexhibit.com.

Association for Childhood Education International (ACEI) 2009 Annual International Conference & Exhibition.

Scheduled on March 18–21, in Chicago, for 800 preschool, elementary, and middle school teachers, principals, university faculty, and child care providers from around the world. ACEI offers space rental, a DVD Fair, a Joint Publishers Book & Periodical and “Take-One” Exhibit, and the cost-effective Virtual Exhibit Hall. Conference Sponsorships are available, and publishers can advertise in the Conference Program booklet. More information: Lisa Wenger, Director of Conferences, (800) 423-3563, conference@acei.org, www.acei.org.

Leipzig Book Fair. James Seward, Public Affairs Officer at the U.S. Consulate General in Leipzig, Germany has requested that publishers donate books for free display at the U.S. booth at the Leipzig Book Fair, March 12–15. The U.S. Consulate stand is the only venue at the fair where American publishers' titles are on display,” sas Seward. “Last year's Leipzig Book Fair attracted some 130,000 visitors from all over Germany as well as eastern and central Europe.”

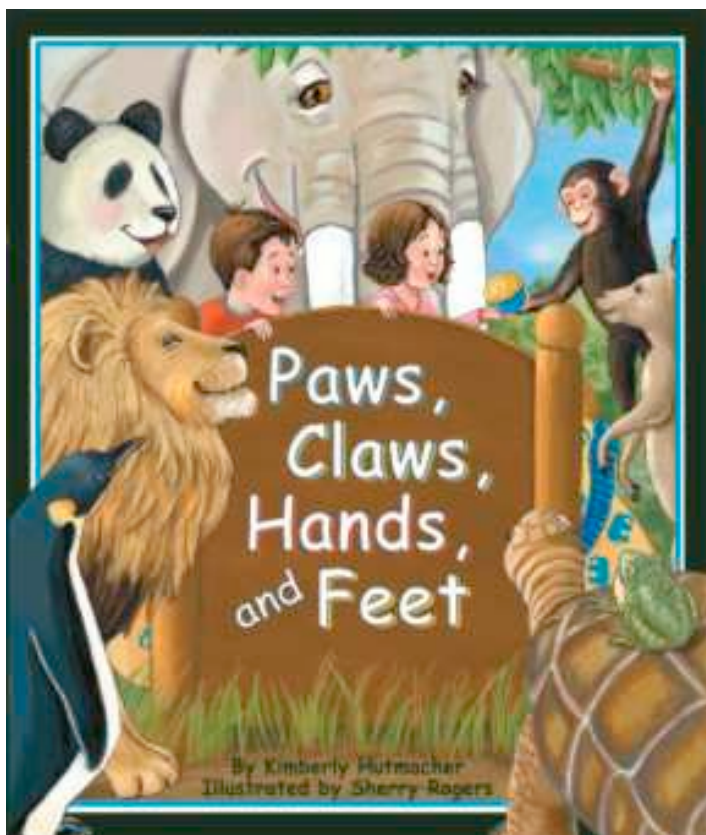
Books will be donated to deserving city and university libraries after the show and will be labeled as a donation from the American publisher. Books can be sent via USPS Media Mail (limit 70 lbs.) to:

U.S. Consulate Leipzig
Public Affairs Section
PSC-120 Box 1000
APO AE 09265

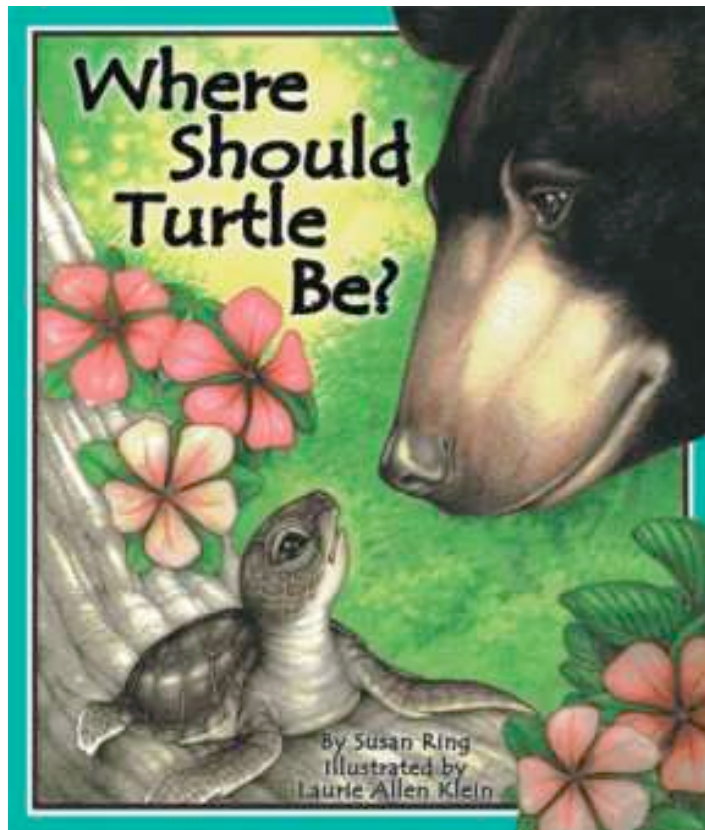
illustrations of Sherry Rogers. After all, even the wild things need some time to rest after a day of fast-footed play!

Member Offerings & News

Sylvan Dell Publishing (Lee German, Publisher, Sara Dobie, PR) will release five new picture books in February:



Paws, Claws, Hands, and Feet by Kimberly Hutmacher, illustrated by Sherry Rogers (Hardcover: 978-1-934359-88-4, \$16.95; Paperback: 978-1-934359-98-3, \$8.95; 32 pages, 8.5" x 10", ages 5–9, Lexile: 730) Get off on the right foot! Join the animals in their foot-frolicking fun: running, jumping, leaping, and hopping; and then resting, just like the critters and creatures featured in Kimberly Hutmacher's *Paws, Claws, Hands, and Feet*. Go along on the exciting dream journey from morning to night, using hands and feet just like squirrels, monkeys, rats, spiders, frogs, penguins, elephants, lions, kangaroos, pandas, and eagles. Travel to the lush jungle, the African savannah, Australian outback, and to the frozen Antarctic. Finally, as the sun sets, snuggle beneath the covers and snooze, with recollections of animals at play, inspired by the imaginative



Where Should Turtle Be? by Susan Ring, illustrated by Laurie Allen Klein (Hardcover ISBN: 978-1-934359-89-1, \$16.95; Paperback ISBN: 978-1-934359-99-0, \$8.95; 32 pages, 8.5" x 10", ages 4–8, Lexile: 680) Little turtle was lost! Free from his egg, he climbed out into a big, beautiful new world. Lost and alone, he wondered—where did he really belong? The bear told him to live in the woods; the frog said, “The swamp!” But turtle just didn’t feel at home. He needed help, but where could he turn? Emmy-winning author Susan Ring helps turtle in this whimsical story of self-exploration and nature, *Where Should Turtle Be?* Detailed illustrations by Laurie Allen Klein give these friendly animals personality, and in the end, an unexpected tickle and tumble help turtle find his place in his new world.

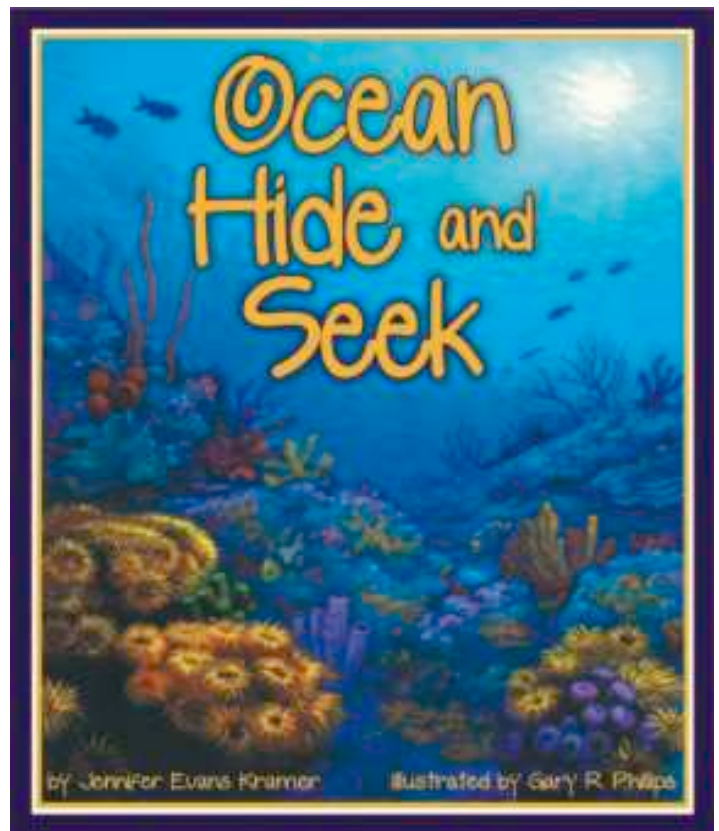
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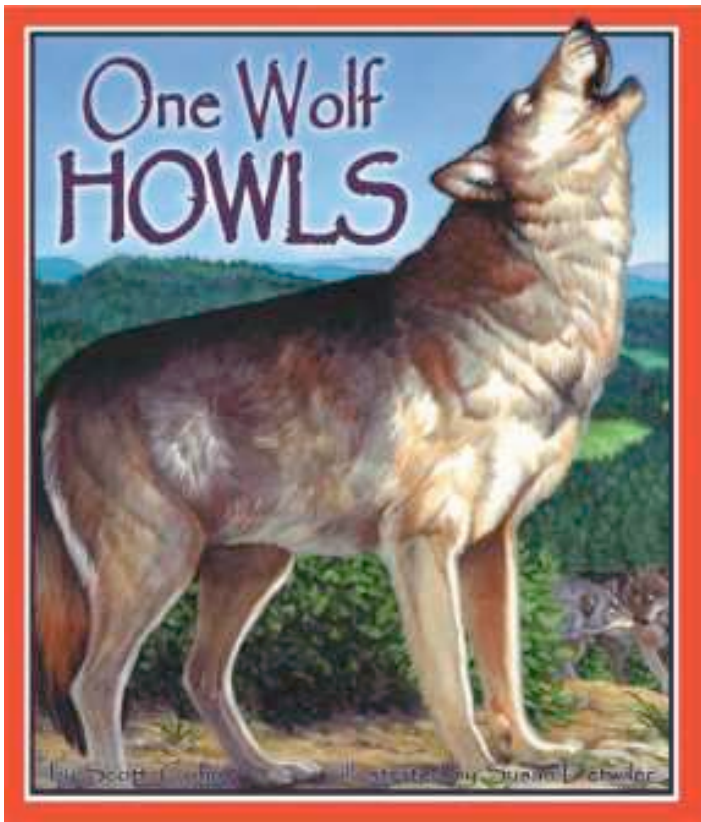
Henry the Impatient Heron by Donna Love, illustrated by Christina Wald (Hardcover ISBN: 978-1-934359-90-7, \$16.95; Paperback ISBN: 978-1-607180-35-7, \$8.95; 32 pages, 8.5" x 10", ages 4-8, Lexile: 760) Henry the Heron couldn't stand still! He was always moving, and it drove everyone crazy! His brother and sister yelled at him for stepping on their heads, and Mom and Dad could barely get food into his little baby mouth. But herons have to stand still to catch their food, so how would Henry ever be able to eat on his own? In *Henry, the Impatient Heron*, award-winning author Donna Love takes readers along with Henry as he learns a valuable lesson from the King of Camouflage! Hilarious and lighthearted illustrations by Christina Wald complement the important lesson in the text. It is a meaningful lesson for both herons and kids alike, which teaches the importance of just being still!

Ocean Hide and Seek by Jennifer Evans Kramer, illustrated by Gary R. Phillips (Hardcover ISBN: 978-1-934359-91-4, \$16.95; Paperback ISBN: 978-1-607180-36-4, \$8.95; 32 pages, 8.5" x 10", ages 4-8, Lexile: 670) The sea is a place of mystery, where animals big and small play hide



and seek! Can you imagine a shark hiding in the light? What about a clownfish in plain sight? Don't believe it? Then, sink into the deep blue sea with Jennifer Evans Kramer and *Ocean Hide and Seek!* Surround yourself with the vibrant ocean illustrations of award-winning artist Gary R. Phillips. The ocean is an old, old place, and the exotic animals in the depths have learned to adapt to their surroundings to survive. Can you find the creatures hidden on every page? Or will you, too, be fooled by an ancient, underwater disguise?

One Wolf Howls by Scotti Cohn, illustrated by Susan Detwiler (Hardcover ISBN: 978-1-934359-92-1, \$16.95; Paperback ISBN: 978-1-607180-37-1, \$8.95; 32 pages, 8.5" x 10", ages 4-8, Lexile: 790) Have you ever wondered what it would be like to be a wolf? What would you do in the cold winter months? Where would you sleep? What would you eat? Spend a year in the world of wolves in *One Wolf Howls*, by Scotti Cohn. This adventurous children's book uses the months of the year and the numbers 1 through 12 to introduce children to the behavior of wolves in natural settings. The lively, realistic illustrations of Susan Detwiler complement the rhyming text and bring each month to life. From January to December, howl, frolic, and dance, while learning important lessons page-by-page!



Sylvan Dell Publishing , 976 Houston Northcutt Blvd., Suite 3, Mount Pleasant, SC 29464, (843) 971-6722 (office), (877) 958-2600 (toll free), (843) 216-3804(fax), www.SylvanDellPublishing.com.

Telling Your Story, Inc. FPA Board Member Marjory Lyons will present a workshop on “Tips on Writing Your Life Story” as a part of the Annual Coral Springs Festival of the Arts at Barnes & Noble on the Walk on Saturday, March 21, 2009. For information contact Marj at marjory@telling-your-story.com.

Bob Wallace. FPA member Bob Wallace was featured on the front page of this month’s *The Falcon Times*, the student newspaper of Miami Dade College North Campus. Wallace, a former law enforcement officer, is a defensive tactics instructor at the college. The article is titled, “A Man of Many Worlds: There is a lot more than meets the eye to North Campus Professor Bob Wallace.” You’ll find the story on Bob very, very interesting. Read the current issue (February) at www.mdc.edu/north/falcontimes. Bob Wallace lives in Hollywood, FL, and he can be reached at phone/fax (954) 483-9142, wildimagespuma@yahoo.com, www.yessy.com/wildimages.

Our Affiliate Groups

IBPA – The Independent Book Publishers Association
(formerly Publishers Marketing Association)
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.

Register by April 1, 2009, Full Seminar is \$595

After April 1, 2009, Full Price 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, 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/>

Publishing University ONLINE Upcoming ONLINE University Seminars

www.ibpa-online.org
(then click on “Publishing University Online”)

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February 25, 2009 – 2:00 p.m. EST/11:00 a.m. PST

“How to Get on Oprah: The Best Ways to Get Exposure for Your Book on Television”

with Karen Melamed and Barbara Wellner of MediaWise

You've written your book, and now you're ready to tell Oprah all about it. So, why haven't you been booked? Why are the producers not returning your phone calls? Because they know something you don't...yet. In this Webinar, two producers who've booked for Oprah and other major TV talk shows will tell you how to break the booking code and get yourself on TV to talk about your book.

Karen Melamed and Barbara Wellner will show you how to:

- develop a compelling broadcast hook
- zero in on the right person to hear your pitch
- learn which day of the week and time of the year to make the call
- hear how to pitch yourself to the producer
- find out what to say in those first 2 minutes
- tips on how to make the most of your on air appearance

Karen Melamed was a senior producer on *The Oprah Winfrey Show* as well as other national and syndicated talk shows. Barbara Wellner launched F/X and was an executive overseeing several national daytime shows. Together, they started MediaWise, a consulting firm that builds media platforms for people seeking exposure on television and the web.

IBPA members: \$49.00

NOT members of IBPA: \$69.00

Register at www.ibpa-online.org/custom/publishingUniversityOnline/University_onlinenow02-25.aspx

IBPA-member Display Opportunities

www.ibpa-online.org/pubresources/exhibits_pma.aspx#24

London Book Fair
4/20/2009 – 4/22/2009
Earls Court, London, England

The London Book Fair is the global marketplace for rights

negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. IBPA has been attending this show for almost 15 years and has watched it grow into a major event. Primarily this is a licensing of international rights show for IBPA. Fee per title for this show is \$95, which includes a face-out display in specific genre, as well as inclusion in an onsite catalog and in the Virtual Foreign Rights Bookfair on the IBPA website for one year. Be sure to reserve early to ensure your place with us in London in April. Deadline is March 1, 2009. IBPA members only.

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

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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

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

AAP's General Annual Meeting is scheduled for Wednesday, March 11, 2009 at the Yale Club, 50 Vanderbilt Avenue, New York City. More details – along with registration forms and program updates – are available at www.publishers.org/main/Conferences/documents/2009AnnualMeetingProgramDRAFT.pdf

Google Settlement

(from the AAP website, by permission) On October 28, 2008, AAP announced a groundbreaking settlement agreement in the Google litigation that will expand access to out-of-print books online for millions of American readers, allow rightsholders, if they wish, to include in-print books, and will create a mechanism for payments to authors and publishers by establishing a Books Rights Registry.

AAP President and CEO Pat Schroeder stated "AAP is proud to have been a part of the process that has produced this historic, landmark agreement. We believe this settlement, the product of many years' hard work, is a great 21st Century solution."

Visit www.publishers.org/main/Copyright/CopyKey/copyKey_01_03.htm for more information, including clickable links to

the AAP press release,

the joint FAQ,

Settlement documents,

a statement from AAP Chairman Richard Sarnoff, the Settlement website (Google),

the Author's Guild website, and

a paper by Allan Adler, National Media Law Conference 2006.

You can also click to the original, full complaint from 2005.

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 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.

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

February 2, 2009

Hello Everyone,

News broke . . . that the Consumer Product Safety Commission (CPSC) voted to delay implementation until February, 2010 of the third-party testing and the certification of children's products as instructed by the Consumer Product Safety Improvement Act (CPSIA).

The CPSC January 30 news release stated the commission was issuing a, "a one year stay of enforcement for certain testing and certification requirements for manufacturers and importers of regulated products, including products intended for children 12 years old and younger."

Also included in the announcement was an additional piece of information about implementation of the CPSIA

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that shows the Orwellian/Catch 22 nature of the legislative and regulatory world.

The news release said that: “Manufacturers and importers – large and small – of children’s products will not need to test or certify to these new requirements, but will need to meet the lead and phthalates limits, mandatory toy standards and other requirements.”

What this seems to be saying is that manufacturers don’t have to test and certify, but the agency will enforce the the lead and phthalate levels outlined in the law after February 10, 2009.

Since all data on “ordinary books” coming from the printers and their associations show that books are already at safe levels, I would say publishers of paper books don’t have to worry about this “catch”.

If a book is accompanied by a toy or other non-paper item or if the book is printed on plastic, parts of the product might not meet the new standards and there may be cause for concern.

Read the CPSC news release here:

AAP – The Association of American Publishers
(www.publishers.org) www.cpsc.gov/cpsc/pub/prerel/prhtml09/09115.html

Find updates and background information at the SPAN Web site at: www.spannet.org/cpsia-info-2009.htm

I will keep my ear to the ground and continue reporting the CPSIA story in the *SPAN Connection* and the *Small Publishers Journal*.

Thanks,
Scott
Scott Flora,
Executive Director of SPAN

Check Your FPA Website Listing TODAY

@

www.FLbookpub.org

Report any inaccuracies
to

Betsy Lampe at
FPAbooks@aol.com

The Editor's Working Tips

Need to send a large file but don’t want to attach to an email because email attachments can be corrupted in transport? Try YouSendIt.com, which offers a free subscription option (as well as other for-pay options)) to send and receive files up to 2 GB each, on-demand. YouSendIt.com offers file delivery tracking and secure delivery, and you can send multiple files at once.

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

There is also a Book Events Calendar, divided by month at www.loc.gov/loc/cfbook/bkevents.html

February

February 25, “How to Get on Oprah: The Best Ways to Get Exposure for Your Book on Television,” with Karen Melamed and Barbara Wellner of MediaWise, 2:00 p.m. EST/11:00 a.m. PST. www.ibpa-online.org/custom/publishingUniversityOnline/University_onlinenow02-25.aspx

February 26–March 1, “Florida Christian Writers Conference,” Lake Yale Conference Center, Leesburg, FL. www.billiewilson@cfl.rr.com.

March

March is Small Press Month. www.SmallPressMonth.org

March 6, “Authorship 201: a one-day workshop in writing nonfiction for the Christian market, at the Spring Book Show in Atlanta, http://anvilpub.net/authorship_201.htm

March 6-8, “Spring Book Show,” Cobb Galleria Centre, Atlanta. www.springbookshow.com/

March 11, AAP's General Annual Meeting, Yale Club, 50 Vanderbilt Avenue, New York City. www.publishers.org.

March 14–16, “The Atlanta Spring Gift, Home Furnishings & Holiday Market,” AmericasMart Atlanta, GA. www.americasmart.com

March 20, “Mastering Adobe Dreamweaver,” Orlando. www.compumaster.net

March 23–25, Publishing Business Conference & Expo, NYC, presented by *Publishing Executive* and *Book Business* magazines. www.PublishingBusiness.com

March 30–31, “Advanced Microsoft Excel Techniques,” Sheraton Riverwalk Hotel, Tampa. www.compumaster.net

April

Multiple dates/locations in Florida, “Assertive Communication Skills for Women,” 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 26–28, “25th annual Publishing University,” IBPA, Roosevelt Hotel, NYC. <http://thepublishinguniversity.com>.

Multiple Dates/Locations

March–May at many FL locations. “Mistake-Free Grammar & Proofreading,” www.careertrack.com

April and May with various Dates and locations in FL, “Business Writing Basics for Professionals,” www.skillpath.com

April and May dates in many FL locations, “How to Design Eye-Catching Brochures, Newsletters, Ads, & Reports,” 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

www.floridasmart.com/subjects/ent_festivals.htm

www.festivalusa.com/states/flofest.htm

www.ffea.com

www.flcities.com/membership/festivals.asp

http://goflorida.about.com/od/eventsfestivals/Florida_Festivals_and_Events.htm

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

www.floridabooks.com/events.html