

FPA *Sell More Books!* Newsletter

Inside

July 2009

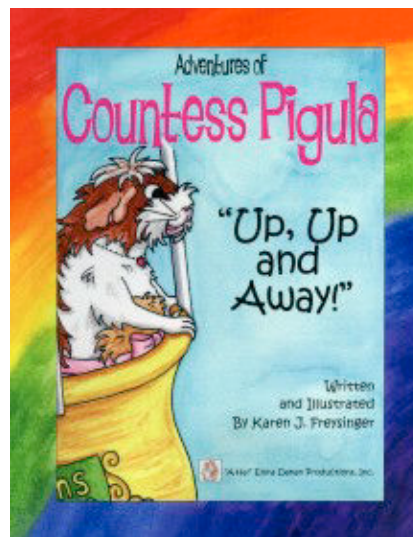
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FPAbooks is
FPA's username
on Twitter

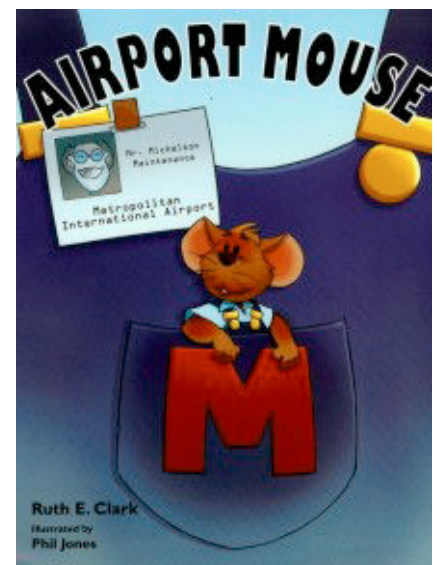
Entries for the FPA 2009 President's Book Awards

Our FPA 2009 Publishing Ed-U-Conference and President's Book Awards Banquet will be held Saturday, September 26, in the banquet hall at the Helmsley SandCastle Hotel on Sarasota Beach. This is the same location we used last year. The Book Awards Banquet begins at 7:30 p.m. Details on speakers and how to register will appear in the August newsletter and will be sent by email.

This year's entries for the President's Book Awards are *very handsome*, as you'll see below and on the following pages. Seventeen FPA-member publishers entered 34 separate titles across 16 categories. Two categories with no entries included Florida Nonfiction Book for Children and eBook. Books are listed in alphabetical order, and the books are not to scale with each other.

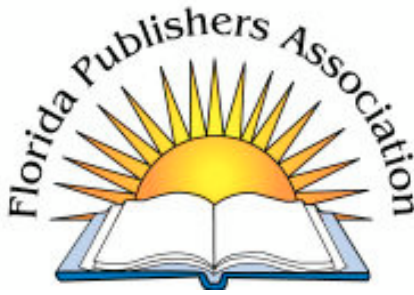


Adventures of Countess Pigula: "Up, Up and Away!" written and illustrated by Karen Freysinger (2008, ISBN 978-0-9786729-1-1, "A-Ha!" Elora Danan Productions, Inc.)



Airport Mouse by Ruth E. Clark, illustrated by Phil Jones (2007, ISBN 978-0-9792963-2-1, Hibiscus Publishing)

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FPA Sell More Books! Newsletter

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Submission Guidelines

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

1. Send email submissions by the 15th of the month prior to publication to FPAbooks@aol.com.
2. Trim the submission content and try to follow the newsletter's editorial style.
3. Using the following list, identify in which section of the newsletter your item might belong and include that in the subject line of your email submission:

Events Calendar • Member News
Online • Awards/Contests • Library
Regional Reports • News
Affiliates • Wanted
Production • S&H
Publications • Media • Other

President's Message



Chris Angermann

Quick. What do these four books have in common?

- *Chicken Soup for the Soul*
- *What to Expect When You're Expecting*
- *Fiske Guide to Getting into the Right College*
- *Rich Dad, Poor Dad*

Yes, they were all best sellers—the kind of mega hits we'd all like to produce.

More importantly, they were either self-published or brought out by independent publishers.

The big conglomerates had nothing to do with them. In the case of *Chicken Soup*, more than 30 publishers passed before a small independent publisher on Florida's east coast finally said yes.

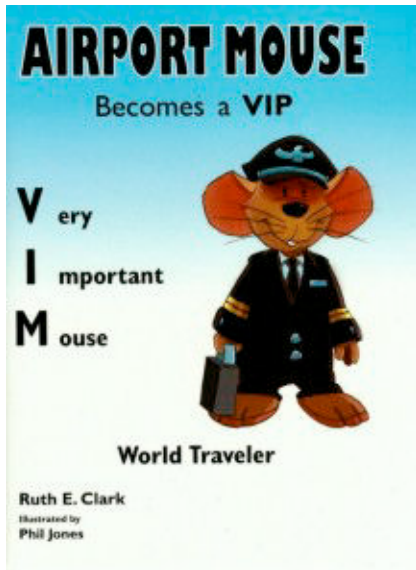
Yet these and other books have had a profound impact on our culture and the way we think and feel about having children, deal with money, approach higher education, and more.

In times of financial difficulties, large corporations tend to become more conservative and trod on familiar paths, rather than take a chance on some off-the-beaten track that may lead to something wonderful and visionary. We Indies, on the other hand, can be more flexible, more resilient and more adventurous, and our excursions are more likely generate the next wave of new ideas.

Thus, it behooves us to produce books that are as good-looking, well-written and well-edited—if not better—than what the large conglomerates put out. We need to be on the cutting edge of new developments, from e-books to non-traditional distribution methods. It would be a tragedy if an important new book fell by the wayside just because its presentation is less than professional.

That is why FPA is so important. Together, in association, we have the expertise and know-how to compete on any playing field. And by helping each other grow, we will point the way toward the future.

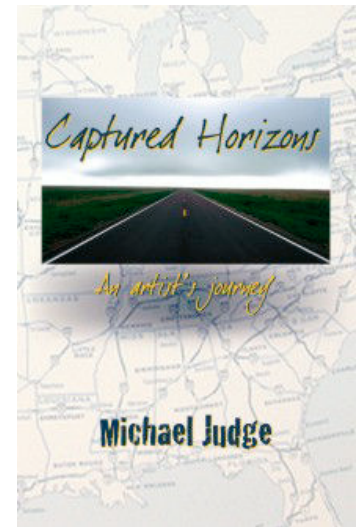
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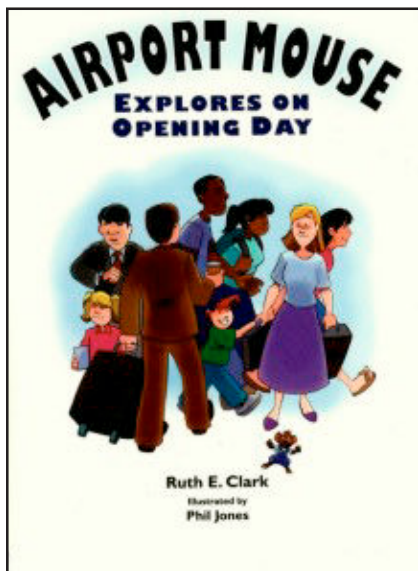
Airport Mouse Becomes a VIP/ WIM World Traveler by Ruth E. Clark, illustrated by Phil Jones (2008, ISBN 978-09792963-5-2, , Hibiscus Publishing)



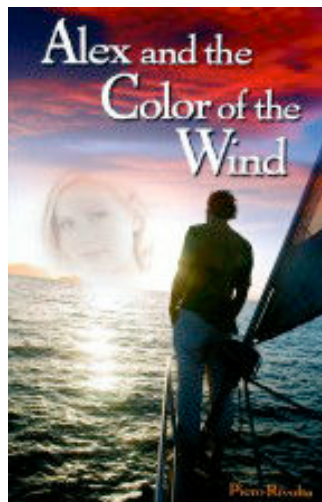
Airport Mouse Works the Night Shift by Ruth E. Clark, illustrated by Phil Jones (2008, ISBN 978-09792963-3-8, , Hibiscus Publishing)



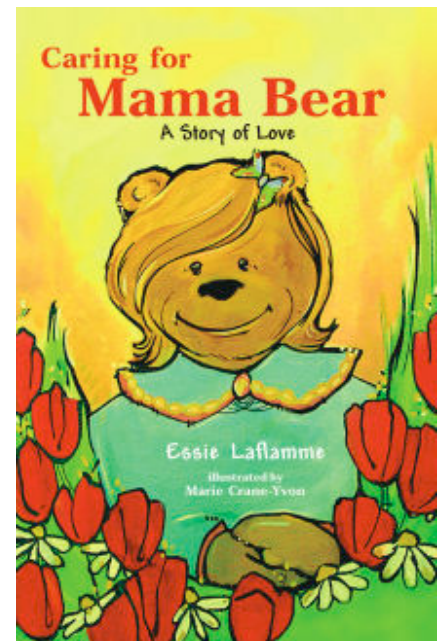
Captured Horizons: An Artist's Journey by Michael Judge (2008, ISBN 978-0-19792012-6-4, New Chapter Publisher)



Airport Mouse Explores on Opening Day by Ruth E. Clark, illustrated by Phil Jones (2008, ISBN 978-09792963-4-5, , Hibiscus Publishing)



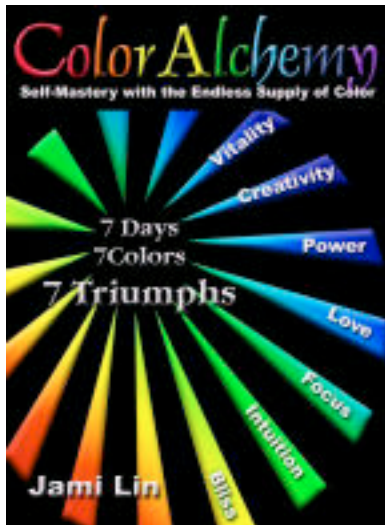
Alex and the Color of the Wind by Piero Rivolta (2008, ISBN 978-0-9792012-1-9, New Chapter Publisher)



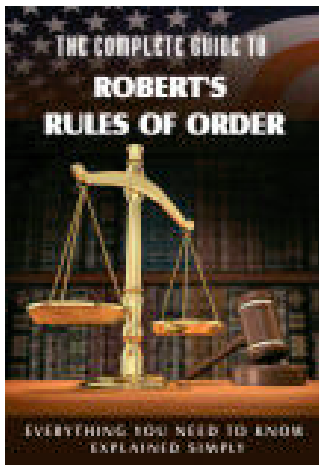
Caring for Mama Bear: A Story of Love by Essie Laflamme, illustrated by Marie Crane-Yvon (2008, ISBN 978-0-98916219-1-3, Quality of Life Publishing Co.)

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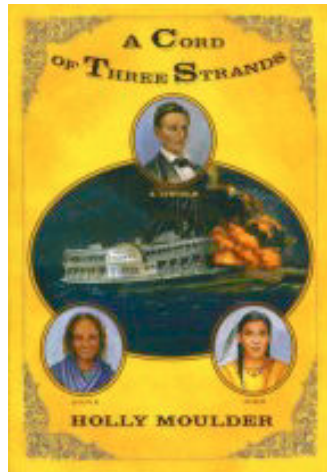
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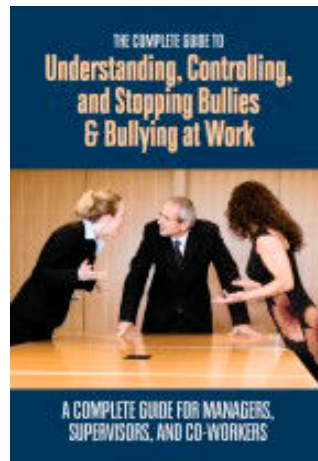
Color Alchemy: Self-Mastery with the Endless Supply of Color by Jami Lin (2008, ISBN 978-0-9643060-2-8, Earth Design, Inc.)



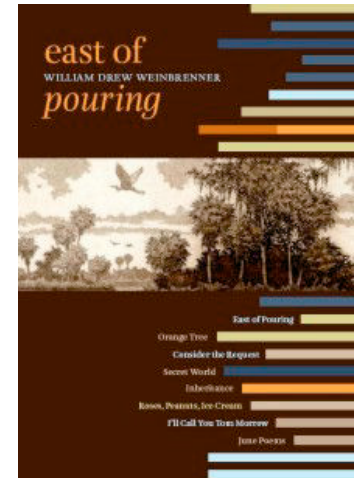
The Complete Guide to Robert's Rules of Order Made Easy: Everything You Need to Know Explained Simply by Rita Cook (2008, ISBN 978-1-60138-259-7, Atlantic Publishing Company)



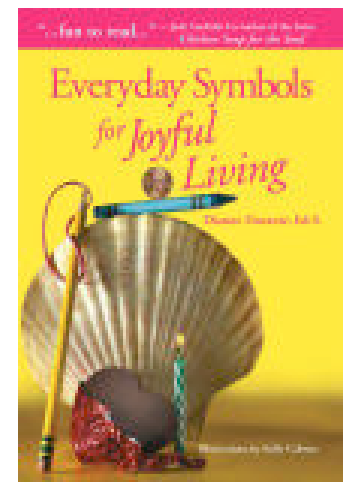
A Cord of Three Strands by Holly Moulder (2008, ISBN 978-0-9790405-1-1, White Pelican Press)



The Complete Guide to Understanding, Controlling and Stopping Bullies & Bullying at Work: A Complete Guide for Managers, Supervisors, and Co-Workers by Margaret R. Kohut, MSW (2008, ISBN 978-1-60138-236-8, Atlantic Publishing Company)



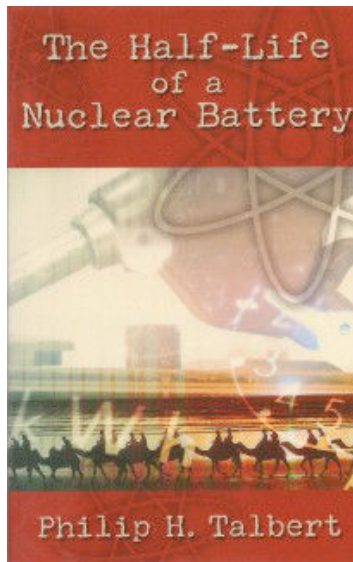
east of pouring by William Drew Weinbrenner (2008, ISBN 978-0-9817880-0-5, Ahewlu Productions, LLC)



Everyday Symbols for Joyful Living by Dianne Durante, Ed.S. (2008, ISBN 978-0-9675532-7-6, Quality of Life Publishing Co.)



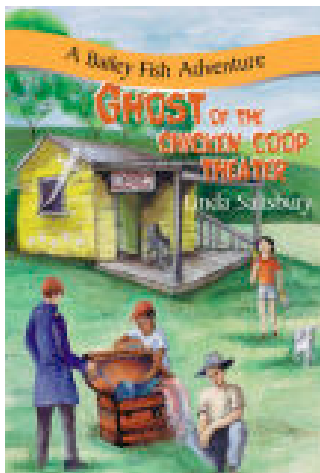
Florida Santa: Is He Real? How Do We Know It? by Ruth E. Clark, illustrated by Sarah Caterisano (2007, ISBN 978-09792963-0-7, Hibiscus Publishing)



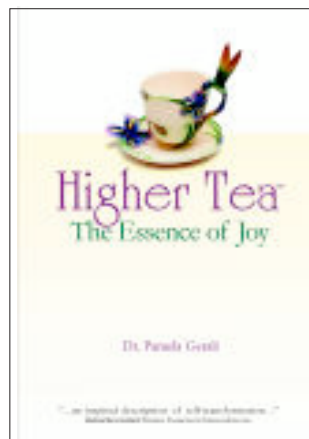
The Half-Life of a Nuclear Battery by Philip H. Talbert (2008, ISBN 978-0-615-23375-8, Astral Publishing)



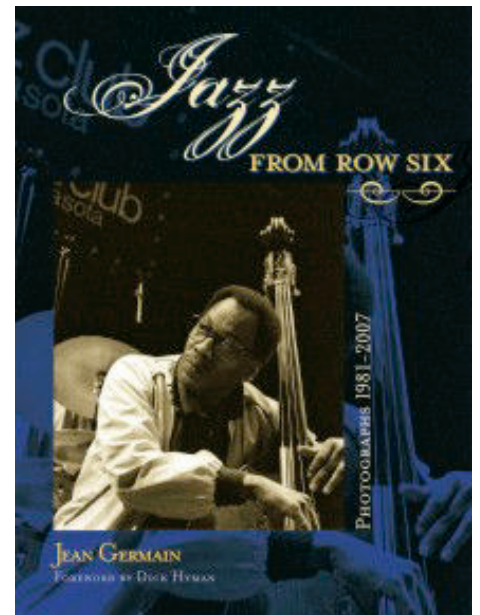
Isabelle's Dream: A Story and Activity Book for a Child's Grief Journey by Betsy Bottino Arenella (2007, ISBN 978-0-9675532-9-0, Quality of Life Publishing Co.)



Ghost of the Chicken Coop Theater: A Bailey Fish Adventure by Linda Salisbury (2008, ISBN 978-1-881539-44-5, TabbyHouse)

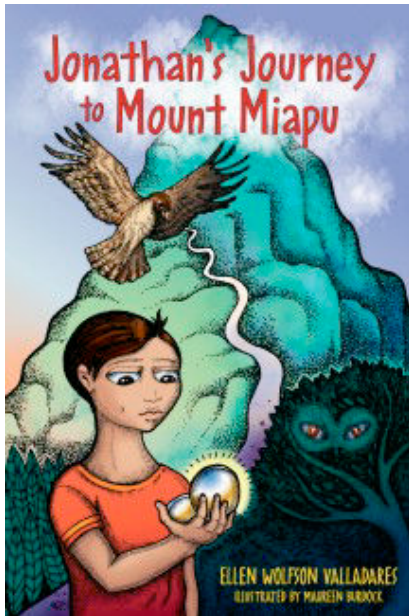


Higher Tea: The Essence of Joy by Dr. Pamela Gerali (2008, ISBN 978-0-9816219-0-6, Quality of Life Publishing Co.)



Jazz from Row Six: Photographs 1981-2007 by Jean Germain (2008, ISBN 978-0-9792012-7-1, New Chapter Publisher)

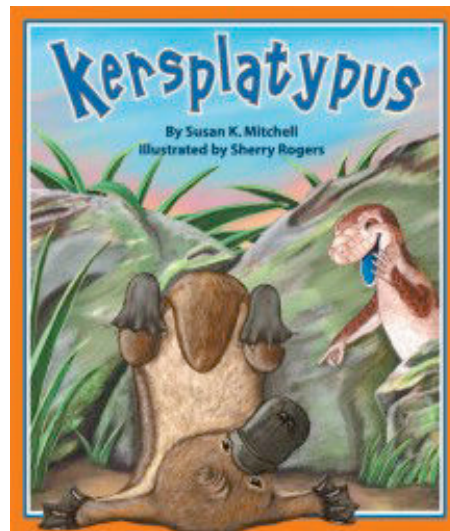
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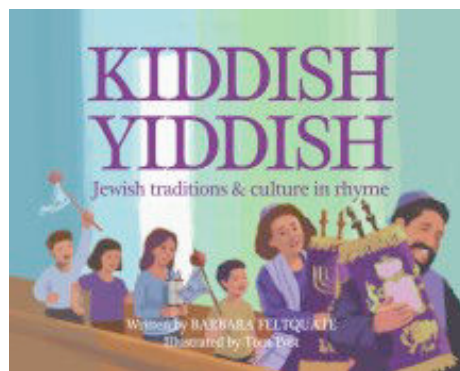
Jonathan's Journey to Mount Miapu by Ellen Wolfson Valladares, illustrated by Maureen Burdock (2008, ISBN 978-0-9798324-0-6, Argami Productions, LLC)



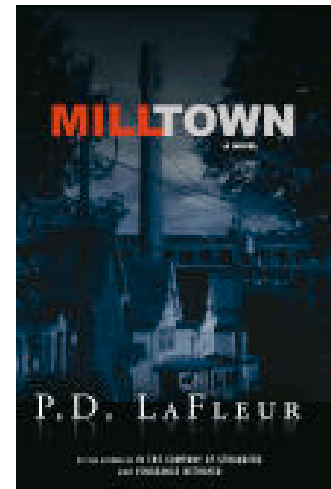
The Journey Less Traveled: Choose to Turn Your Tragedy Into Triumph by Loretta "Faith" Harris (2008, ISBN 978-0-9786681-5-0, Children's Heart Publishing Company)



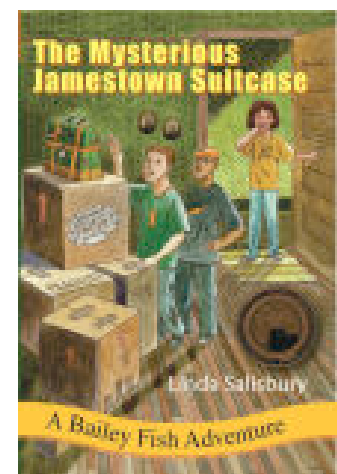
Kersplatypus by Susan Mitchell, illustrated by Sherry Rogers (2008, ISBN 978-1-934359-07-5, Sylvan Dell Publishing)



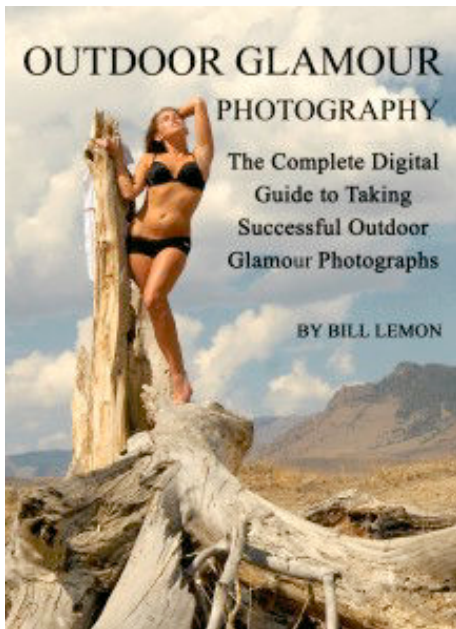
Kiddish Yiddish: Jewish Traditions & Culture in Rhyme by Barbara Feltquate, illustrated by Tom Post (2008, ISBN 978-0-9778199-3-5, Bardolf & Co.)



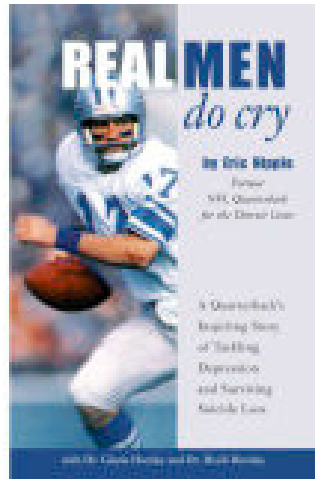
MillTown by P.D. LaFleur (2007, ISBN 978-0-9792597-1-5, RGI Press)



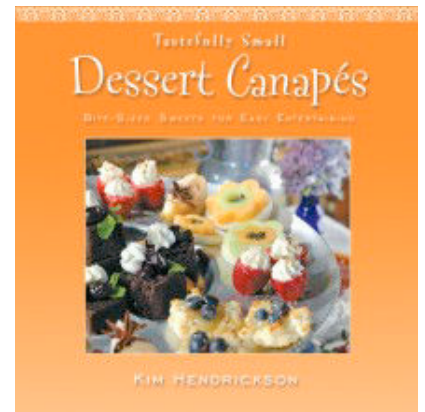
The Mysterious Jamestown Suitcase: A Bailey Fish Adventure by Linda Salisbury (2007, ISBN 978-1-881539-43-8, TabbyHouse)



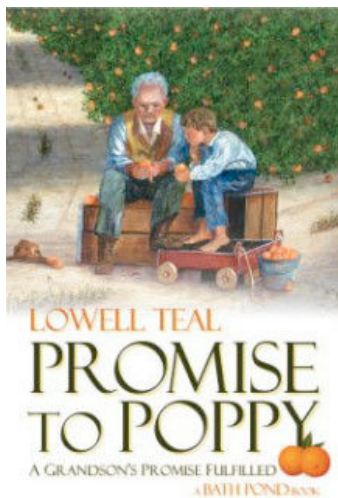
Outdoor Glamour Photography: The Complete Digital Guide to Taking Successful Outdoor Glamour Photographs by Bill Lemon (2008, ISBN 978-1-60138-268-9, Atlantic Publishing Company)



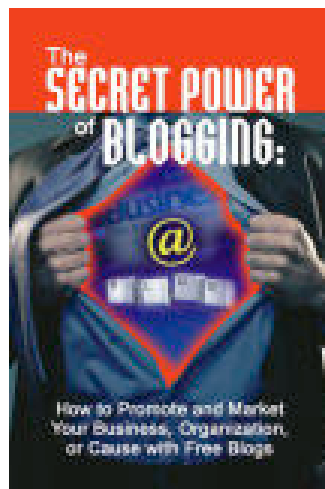
Real Men Do Cry: A Quarterback's Inspiring Story of Tackling Depression and Surviving Suicide Loss by Eric Hipple (2008, ISBN 978-0-9816219-2-0, Quality of Life Publishing Co.)



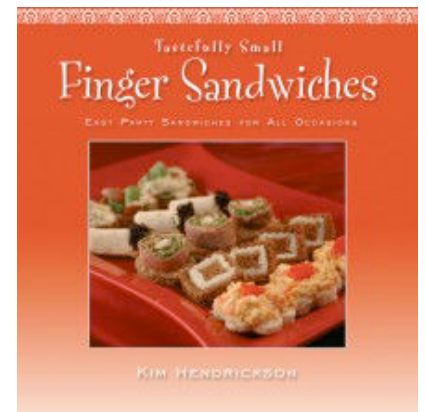
Tastefully Small Dessert Canapés: Bite-Sized Sweets for Easy Entertaining by Kim Hendrickson (2008, ISBN 978-1-60138-267-2, Atlantic Publishing Company)



Promise to Poppy: A Bath Pond Book by Lowell Teal (2008, ISBN 978-1-886939-81-3, Oakhill Press)

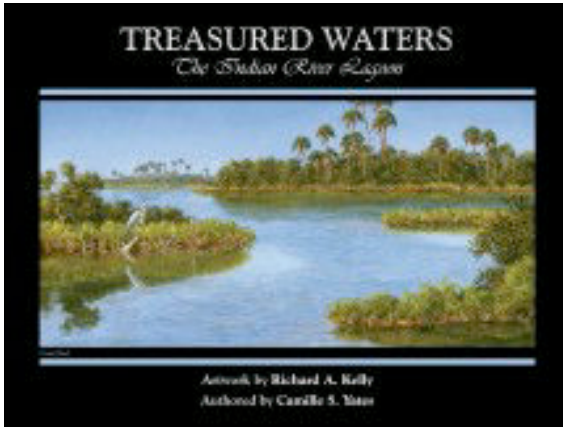


The Secret Power of Blogging by Bruce C. Brown (2007, ISBN 978-1-60138-009-8, Atlantic Publishing Company)

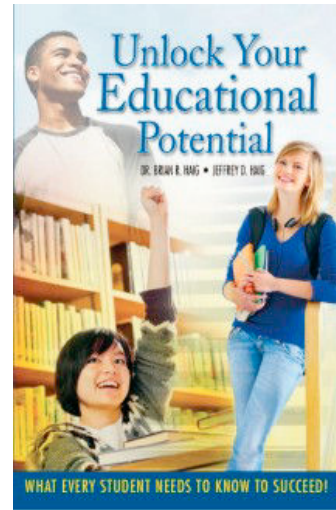


Tastefully Small Finger Sandwiches: Easy Party Sandwiches for All Occasions by Kim Hendrickson (2008, ISBN 978-1-60138-266-5, Atlantic Publishing Company)

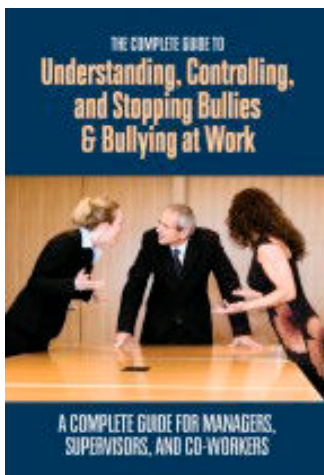
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Treasured Waters: The Indian River Lagoon by Richard A. Kelly and Camille S. Yates (2008, ISBN 978-0-9745098-7-7, Pioneer River Press)



Unlock Your Educational Potential by Dr. Brian R. Haig and Jeffrey D. Haig (2008, ISBN 978-0-9815659-2-7, Maximize Your Education)



The Complete Guide to Understanding, Controlling and Stopping Bullies & Bullying at Work: A Complete Guide for Managers, Supervisors, and Co-Workers by Margaret R. Kohut, MSW (2008, ISBN 978-1-60138-236-8, Atlantic Publishing Company)

Hurricane Links: Be Prepared

Are You Ready? An In-depth Guide to Citizen Preparedness (IS-22) is FEMA's most comprehensive source on individual, family, and community preparedness. www.fema.gov/areyouready

Florida Division of Emergency Management website (for home, business, personal preparedness): www.FloridaDisaster.org

Check your local TV stations' websites, because they often offer PDF maps you can use to track storms, as well as offering preparation checklists.

An example is myfoxxhurricane.com, a website developed by the Tampa Bay Fox affiliate on Channel 13.

Find out of the emergency operations center and FEMA in your area plan to hand out ice in the event of a widespread, longstanding power outage. If not, begin filling your freezer with cubes. It's what you'll want most!

Back up your computer files now.

The State Library and Archives of Florida offers, from its Photographic Collection, "Historic Hurricane Photos," selected images of hurricanes from 1896–2005. Photographic Collection. <http://tinyurl.com/ryyrkw>

Publications

Book Business. A hardcopy magazine that covers book industry news and more. Recent articles: “50 Top Women in Book Publishing”; “Publishing INnovator of the Year: Harlequin”; “Celebrating ‘Green’ Publishing”; “Digital Directions: Understanding Your Digital Opportunities”; and more. www.bookbusinessmag.com

Articles by Judy Cullins. “Article Marketing Success – Three Lessons Learned by Judy Cullins.” One thing Judy knows is that the power of article marketing is endless. You can use it for business marketing, for search engine optimization, for articles submitted to high traffic blogs to increase your website traffic and become known as the expert after you submit a certain amount of articles. Like Judy, you’ll hear from the high traffic article directories when they tap your shoulder for knighthood. Read more at <http://hubpages.com/hub/Top-Three-Lessons-Judy-Cullins-Learned-in-Article-Marketing>

“Global Marketing Articles – Mistake Proofing Tips.” You already know in Judy’s mistakes article that an article submitter is not for you. You can hand submit your own articles to high traffic blogs and websites and bring more traffic visitors to your website. You already know you want to increase the numbers of articles you submit to be called an “expert.” Now let’s turn to four more ways to mistake proof your Web 2.0 article marketing. Read more at <http://hubpages.com/hub/Mistake-Proofing-your-Article-Marketing-Strategy>

Book and Internet Marketing Coach Judy Cullins helps businesses get all the clients and sell all the books they want. Author of 11 business books including *How to Write your Book Fast* and *Advanced Article Marketing 3-Book Special*. Judy offers free articles and eBook *Book Writing and Marketing Tips* with monthly ezine subscription at <http://www.bookcoaching.com>

Contests

The Florida Book Awards. 2009 is the fourth year of the Annual Florida Book Awards Competition, coordinated by the Florida State University Library – and co-sponsored by the Florida Center for the Book, the State Library and Archives of Florida, the Florida Historical Society, the Florida Humanities Council, the Florida Literary Arts Coalition, the Florida Library Association, “Just Read, Florida!,” the Governor’s Family Literacy Initiative, the

Florida Association for Media in Education, the Florida Reading Association, the Florida Center for the Literary Arts, Friends of the Florida State University Libraries, and the Florida Chapter of the Mystery Writers of America. The FBA is an annual awards program that recognizes, honors, and celebrates the best Florida literature published in the previous year. In early March, medals will be announced in each of the seven categories. Gold Medal Award winners will be acknowledged at the Historic and Cultural Awards Ceremony sponsored by the State of Florida’s Division of Cultural Affairs at the R.A. Gray Building in Tallahassee. All FBA medalists will be acknowledged at a banquet hosted by the Florida Library Association at its annual conference in April. Winning books and their authors are featured in the Summer issue of *FORUM*, the statewide magazine of the Florida Humanities Council. Learn more at <http://floridabookawards.lib.fsu.edu/apply.php>

Education

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

Teleseminar. “How to Create Twitter Updates that Sell You to Your Audience,” Thursday, July 30, 2 p.m. Pacific, 3 p.m. Mountain, 4 p.m. Central, 5 p.m. Eastern (“We do record the call, so register even if the date doesn’t work for you. It will be one hour long plus Q and A time at the end.”) Cost, \$6.95. To sign up now and receive your work book-study guide and conference call numbers for the call visit www.bookcoaching.com/twitter-learning.php

Recorded Audio. “Three Big Mistakes To Avoid If You Want More Paid Speaking Engagements” with Steve Harrison of *Radio TV Interview Report*. www.SpeakingForMoney.com/jamesaudio.html

Online

Sarasota Herald Tribune. www.heraldtribune.com

The Dog Channel. www.dogchannel.com

Internet Communities for Parents (Disney). www.iparenting.com

Dallas Morning News. www.dallasnews.com

www.FamilyTravel.com

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www.readwriteweb.com (read “Internet Marketing for Novel Writers,” <http://tinyurl.com/27woa6>)

Book Industry Study Group launched a new version of its website (www.bisg.org) on July 20. The new site will feature a dramatic redesign and key enhancements including:

- User-focused navigation and design
- Dynamic search functionality
- Convenient RSS feeds
- Interactive Calendar of Events
- Redesigned Members’ Area
- Improved publication order processing

S&H

Shipping Supplies. Uline offers a catalog of shipping supplies. A catalog can be requested by calling (800) 295-5510 or by visiting www.uline.com

Production

Artists

illustration, portraiture: www.shelleylaband.com

book illustrations, comics, graphic novels, portraits, product logos: www.stephenbryantart.net

art, illustration and ride design:
www.bubblefant.com

illustration: www.kirstenharper.com

illustrations, comics, graphic novels, portraits, product logos: Stephen Bryant,
www.stephenbryantart.net

Illustration, fine art: www.kristinabenetyte.com

Book Design

Ghislain Viau, Creative Publishing Book Design (CA), www.creativepublishingdesign.com

ebook Converters

SmartSite: www.smartsite.com

Editorial

SCRIBE provides editorial/production services..
www.scribenet.com

Indexing

Hurwitz Indexing: www.hurwitz-indexing.com
<http://hurwitz-indexing.blogspot.com>

ISBN Converters Online (to convert 10-digit ISBNs to 13-digit ISBNs)

U.S. ISBN Agency online converter, www.isbn.org/converterpub.asp

International ISBN Agency online converter,
www.isbn-international.org/converter/converter.html

Library of Congress online converter, <http://pcn.loc.gov/isbncnvt.html>

Printing/Binding

Taylor Specialty Books, a yearbook publisher, offers color printing in the U.S. to book publishers. Discounts during the “off” season, which is now through the end of September. More information: www.taylorspecialtybooks.com

360 Digital Books offers short run digital printing. More information: Kim Warner, (866) 379-8767, kwarner@360inc.com, www.360digitalbooks.com

Discom Technologies offers packaging options for binding in media technology (CDs, DVDs, etc.) Discom provides media packaging, printing and delivery. www.discomtech.com.

Stock Photography

Veer. www.veer.com/deal

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.

Media/PR

The Gebbie Press 2009 All-In-One Media Directory. All US daily and weekly newspapers, all U.S. broadcast TV and radio stations, leading magazines in over 100 editorial categories. Available in print or as text files on CD. www.gebbiepress.com

Magazines for Children. Children's (and other) magazines often offer excerpts, reviews, opportunities to write articles and other ways children's authors can create demand for their books. When writing articles, you can often exchange any pay you might receive for ad space. And always remember that you are "the author of . . ." for your bio.

Susie (www.susiemag.com), a Christian publication for girls ages 13 to 19.

Key Club Magazine (<http://slp.kiwanis.org/keyclub/fad/magazine.aspx>), a leadership/service publication for high school students. The parent organization is Kiwanis.

Junior Shooters (www.juniorshooters.net), a publication for shooting sports (firearms, not video games) enthusiasts ages 4 to 21.

Magazines in Florida

Diana Kay Publishing Magazine (www.dianakaypublishing.com), focuses on Florida and Georgia. Also offers eBooks (non-subsidy) through its www.seacrestebooks.com site.

GAFF Magazine (www.gaffmag.net), covers saltwater fishing for Florida anglers.

Gazette (www.gazettetampabay.com), gay and lesbian news.

Ghost Magazine (www.ghostmag.com), ghost hunting enthusiasts.

Libraries

New Library. With a crowd of nearly 300 attending, the new Union County Public Library proudly opened its doors to a new library building. Mary C. Brown, Library Director, Union County Public Library, Lake Butler, FL, (386) 496-3432, fax (386) 496-1285, marycb@neflin.org

Teen Read Week 2009 will be celebrated Oct. 18–24. This year's theme is Read Beyond Reality @ your library, which encourages teens to read something out of this world, just for the fun of it. If you publish Young Adult materials, you might want to look into participating at your local library. The time to contact local libraries for Teen Read Week participation is now. Learn more about the national event from Young Adult Library Services Association (YALSA) at <http://tinyurl.com/c84gpu>

The Florida Electronic Library (www.flelibrary.org) will unveil its new look on August 1.

Marketing

Costco Wholesale. To submit a book to Costco for resale consideration, send to Pennie Clark Ianniciello, Book Buyer, Costco Wholesale, 999 Lake Dr., Issaquah, WA 98027.

"Marketing Novels" by Judith Appelbaum and Florence Janovic. <http://tinyurl.com/mvhohz>

"Marketing The Genre Novel" by Jeffrey Marks. <http://tinyurl.com/le6dzp>

Crime novel author on marketing and selling your writing. <http://tinyurl.com/kmrl7w>

Trade Show Supplies. 4imprint offers a Display Collection catalog that offers displays, apparel and giveaways. A catalog can be requested by calling (877) 446-7746, or visiting 4imprint.com.

Direct Mail. Mitchell Graphics, Inc. offers variable data printing and mailing services. www.mitchelgraphics.com

SIBA. Southern Independent Booksellers Alliance (SIBA, formerly known as SEBA) Annual Fall Meeting and Trade Exhibit. SIBA dues: \$195. Exhibit table rental: \$495 (member, before Aug. 1), \$650 (nonmember, before Aug. 1). More information: Wanda Jewell, wanda@sibaweb.com, www.sibaweb.com

3rd Annual Children's Reading Day (Sarasota) is scheduled for Sunday, November 22, from 10 a.m. until 4 p.m. at The Children's Garden., 1670 - 10th Way in Sarasota. The flyer FPA received reads, "Last years attendance for this event was over 2000! This year we expect at least 5000 people!! Authors and illustrators will receive lots of advertising and media exposure for this event with many other local participants. . . . Various spaces now available. Prices are from \$75–\$200 plus tax. (10% discount for authors who celebrated last year with us) Space is limited so reserve early, deadline is October 15th. Proceeds will benefit Friends of the Selby Public Library for Youth Programming at the Library." More information: www.childrensreadingday.org, www.sarasotachildrengarden.com

Cooperative Book Displays with Association Book Exhibit, (703) 619-5030, fax: (703) 619-5035, info@bookexhibit.com. Upcoming exhibits:

Annual Meeting of the Academy of Management
American Psychological Association Convention

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Member Offerings & News



Denny Fried and Genevieve

Eiffel Press (news release)

“Renowned Canine Author and Activist Declares Fatwa against Michael Vick” – Sarasota, FL, 7/07/09 – Genevieve, founder and president of the canine activist group Dogs United against Discrimination and Unfairness (DUDU – “You’re either walking with DUDU or stepping in it”), today declared a fatwa against Michael Vick, the former NFL player convicted and jailed on animal cruelty

charges stemming from a dog-fighting syndicate. Vick is now under home confinement until July 20, at which point he could resume his football career.

In a barktated press release, Genevieve stated, “To any team considering signing Michael Vick, please be aware that DUDU has placed a fatwa on him. This fatwa obliges any dog worldwide to hunch over and poop immediately upon seeing Mr. Vick on television. I shouldn’t have to draw you a picture of the messy situation you will create by having Mr. Vick play on your team, and of the huge negative impact it would have on your sport’s sponsors.”

This is not the first time DUDU has involved itself in sports. It recently headed a campaign to eliminate demeaning sports-team nicknames like “Timberwolves,” “Bulldogs,” “Huskies,” “Terriers,” and many more.

More canine complaints against humans can be found in Genevieve’s newest book, *Small Dog, Big Life: Memoirs of a Furry Genius* (Simon Spotlight Entertainment; May, 2009), which was translated from Doggerel into English by her assistant, Dr. Dennis Fried.

For more information, please visit www.dogtellsall.com. Genevieve and Dr. Fried are available for interviews with all credible news organizations. Please contact them by phone (941-918-0411) or email (eiffelpress@comcast.net).

Rainbow Books, Inc. LibraryJournal.com just gave *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 (trade softcover, ISBN 978-1-56825-115-8) a starred review

that reads, “The beauty of retiree Price’s book is its simplicity—one can pick a chapter and find a latent interest that could be developed, from building a bird house to quitting smoking.”

In production right now are 1) *Hiking the Continental Divide Trail: One Woman’s Journey* by Jennifer Hanson (trade softcover, ISBN 978-1-56825-120-2) and 2) *Blinding Pain, Simple Truth: Changing Your Life Through Buddhist Meditation* by Richard S. Ellis (trade softcover, ISBN 978-1-56825-125-7).

Reprinting are 1) *How to Handle Bullies, Teasers and Other Meanies: A Book that Takes the Nuisance Out of Name Calling and Other Nonsense* by Kate Cohen-Posey, M.S., LMHC, LMFT (trade softcover, ISBN 978-1-56825-029-8) and 2) *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 (trade softcover, ISBN 978-1-56825-115-8). Rainbow Books, Inc., PO Box 430, Highland City, FL 33846-0430, rbibooks@aol.com, www.rainbowbooksinc.com

Our Affiliate Groups

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

www.IBPA-online.org

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

Selling Your Books

into the Christian Market

Speaker: Sharon Castlen of Integrated Book Marketing

“Building a Strong and Integrated Social Web Presence” with Deltina Hay of Dalton Publishing, Social Media Power, and Plumb Social

AAP – The Association of American Publishers (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 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)

Small Publishers Association

1618 W. Colorado Ave.

Colorado Springs, CO 80904

Phone: (719) 475-1726

Fax: (719) 471-2182

New Members

Jeffrey Haig

Maximize Your Education

Irvine, CA

(949) 306-7878

jhaig7@yahoo.com

www.MaximizeYourEducation.com

FPA 2009 Publishing Round Table Giveaways

30 ebook copies of ***Interview Tactics! How-to Survive the Media Without Getting Clobbered!*** by Gayl Murphy (www.interviewtactics.com)

IBPA Materials (www.ibpa-online.org)

Roger Adler Journals from Think Creative Inc. ad agency in Orlando (www.thinkcreativeinc.com)

Coupons for one free month of service at care4hire.com

FPA 2009 Publishing Round Table Door Prizes and Winners

The Writer Within You: A Step-by-Step Guide to Writing and Publishing In Your Retirement Years by Charles Jacobs (ISBN-13: 978-0-9793636-0-3, \$19.95, Caros Books) won by Tools for Transformation (Rita Milios).

The Writer Within You: A Step-by-Step Guide to Writing and Publishing In Your Retirement Years by Charles Jacobs (ISBN-13: 978-0-9793636-0-3, \$19.95, Caros Books) won by Engaging Publishing Co. (Vickie Lane).

Beyond the Bookstore: How to Sell More Books Profitably to Non-Bookstore Markets by Brian Jud (Strong Books, ISBN-13: 978-1-928782-20-9, \$24.95 value, www.bookmarketingworks.com) won by Twin Oaks Publishing (Susi Pittman).

I See Your Name Everywhere: Leverage the Power of the Media to Grow Your Fame, Wealth and Success by Pam Lontos and Andrea Brunais (ISBN 978-1600374807) won by JoHazel Publishing (Chris Coad Taylor).

I See Your Name Everywhere: Leverage the Power of the Media to Grow Your Fame, Wealth and Success by Pam Lontos and Andrea Brunais (ISBN 978-1600374807) won by Port St. John Press (Ben Marney).

IBPA Membership/Renewal (\$119 value, www.ibpa-online.org) won by Dassana Press LLC (Rolfe Maxon).

IBPA Membership/Renewal (\$119 value, www.ibpa-online.org) won by Caros Books (Charles Jacobs).

SPAN Membership (\$80 value, www.SPANnet.org) Won by PEARTREE (Barbara & Mark Birenbaum).

1000 full-color bookmarks with free ground shipping by Tu-Vets (www.tu-vets.com) won by Carolyn Sparks.

John Kremer, 15 minute consult (\$125 value, www.bookmarket.com) won by Earth Design, Inc. (Jami Lin)

EMSI – writing one press release (Event Management Services Inc., www.emsincorporated.com) – won by 4theMind (Mutema K. Washe).

Dan Poynter's Self-Publishing Manual, Vol. 1: How to Write, Print and Sell Your Own Book (Para Publishing, 978-1-56860-134-2, \$19.95 value, www.parapub.com) won by 4theMind (Mutema K. Washe).

Dan Poynter's Self-Publishing Manual, Vol. 2: How to Write, Print and Sell Your Own Book (Para Publishing, 978-1-56860-146-5, \$14.95 value, www.parapub.com) won by Earth Design, Inc. (Jami Lin).

Dan Poynter's Self-Publishing Manual, Vol. 2: How to Write, Print and Sell Your Own Book (Para Publishing, 978-1-56860-146-5, \$14.95 value, www.parapub.com) won by Carolyn Sparks.

Writing Nonfiction: Turning Thoughts Into Books by Dan Poynter (Para Publishing, 978-1-56860-110-62, \$14.95 value, www.parapub.com) won by Tools for Transformation (Rita Milios).

Book Publishing Encyclopedia: Tips & Resources for Authors & Publishers by Dan Poynter (Para Publishing, 978-1-56860-127-4, \$19.95 value) won by Jane Pugh.

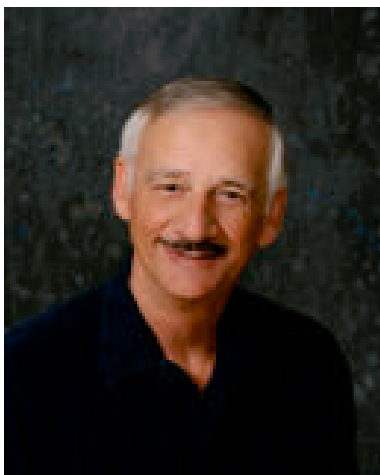
Display of Book at FPA-attended Florida Library Association Booth won by Dassana Press LLC (Rolfe Maxon).

FPA Membership/Renewal won by JoHazel Publishing (Chris Coad Taylor).

FPA 2009 Publishing Round Table Sponsorships

Malloy (www.malloy.com) a book manufacturer and FPA member vendor.

Gromling's "Cover to Cover" Off to a Great Start



Frank Gromling

Former FPA President Frank Gromling's radio show "Cover to Cover" (<http://www.wnzf.com/cover-to-cover.asp>) is fast becoming one of the best programs about books and book publishing on the Internet, according to audience members from across the country who have written or called in to the radio station to comment.

A few of the compliments give an indication of the widespread enjoyment of the show:

"It's so exciting!! I keep missing the live streaming shows, but I've definitely been following the archived shows."

"Very professional and informing! You have a great radio voice, and you're off to a great start."

"Congratulations on the launch of your radio program. It is an adventure for which you are well prepared."

"The time went by too quickly for your radio show! I wanted to hear more! Congratulations on a great job."

"Thanks for addressing right away the subject of the author's critical role in marketing. This is a subject that should be constantly revisited."

"I just listened to one of your shows. You are really good. You sound good, you have a clear and easy-to-listen-to style, and you do a good interview. I'm very impressed."

"Cover to Cover" broadcasts in northeast Florida on WNZF 1550AM and 106.3FM at 11:30 every Saturday morning, and worldwide on the Internet at www.wnzf.com. Frank's half-hour show has two main parts. "Inside the Book" looks at book clubs, best seller lists, resources for writers

and publishers, and general news and information about books. The "Book Publishing Rocks!" segment focuses on interviews with top personalities in book publishing. Guests on previous shows have been award-winning authors Steve Berry and Victor DiGenti, and book marketing guru Brian Jud. Past shows are available at <http://www.wnzf.com/radioarchives.html>.

Frank's next guests will be:

August 1 – Lloyd Jassin, Entertainment and Intellectual Property

August 8 – Tom Tolnay, Birch Brook Press

August 15 – Cynthia Brian, Starstyle Productions

August 22 – Carlene Sippola, IBPA Plans & Directions

Anyone interested in books and book publishing is invited to tune in to "Cover to Cover" each Saturday morning.

Frank asks anyone with a suggestion for show subjects or guests to write to him at publisher@ocean-publishing.com.

Florida Festivals and 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

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Ahewlu Productions, LLC
 Orlando, FL (407) 275-5404
 dweinbre@yahoo.com

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Holly Moulder
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 www.whitepelicanpress.com

Loretta Harris
Children's Heart Publishing Company
 Orlando, FL
 phone (407) 232-3992
 LHarris@chpublishing.org
 www.chpublishing.org

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

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 26, FPA 2009 Publishing Ed-U-Conference and President's Book Awards Banquet. Helmsley SandCastle Hotel, Sarasota. Registration begins August 7.

September 25–27, SIBA Trade Show 2009. Southern Independent Booksellers Alliance (SIBA), Greenville, SC. <http://tinyurl.com/rdrgn2>

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

October

October 22–25, Florida Writers Association Annual Conference, Marriott Resort, Lake Mary, FL. www.floridawriters.net

November

November 22, 3rd Annual Children's Reading Day, 10 a.m. until 4 p.m., The Children's Garden, Sarasota. www.childrensreadingday.org

Multiple Dates/Locations

Business Writing & Grammar Skills Made Easy & Fun! A SkillPath two-day workshop. Ft. Lauderdale, Aug. 3–4; Ft. Myers, Aug 5–6; Melbourne, July 29–30; Orlando, July 27–28; and Sarasota, October 8–9. www.skillpath.com

Microsoft Excel. Two one-day Fred Pryor seminars, “Excel Basics,” and “Beyond the Basics.” Many Florida locations in September and October. www.pryor.com