

FPA *Sell More Books!* Newsletter

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DOUBLE ISSUE
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FPA 2008 Publishing Ed-U-Conference and President's Book Awards Banquet

by Betsy Lampe,

2008 Ed-U-Conference and President's Book Awards Chairperson

The FPA 2008 Publishing Ed-U-Conference and Book Awards Banquet is set for Saturday, September 13, at the Helmsley Sandcastle Hotel on Lido Key Beach in Sarasota. **Brian Jud** – author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC – is the featured speaker at the Ed-U-Conference. He will present three dynamic segments:

"You're on the Air" – How to effectively work with the media, including: where to find the names of producers; how to answer any media question; the elements of a press release, press kit and media tour; what to do when your mind goes blank; how to sell more books on the air; how to avoid the mistakes most authors make; and, how to perform successfully on TV and radio.

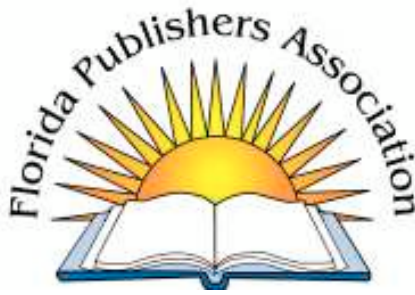
"The Buck Starts Here" – A segment about special sales, including brainstorming the types of potential buyers for your title; why dual-distribution strategies can sell more books; how to negotiate larger sales with corporations; and, tips for selling more books to discount stores, gift shops, airport stores, museums, book clubs, catalogs and other nontraditional markets.

"Mine Your Own Business" – The basics of marketing strategy and planning, including creating new products to expand profits; finding and working with distributors; and, generating "buzz" through publicity, advertising, sales promotion and selling.



Brian Jud at an FPA event.

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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

Mark your paper or electronic calendars right now! Reserve Friday, September 12th and Saturday, September 13th!

Your FPA board of directors has arranged a powerful Ed-U-Conference with a dynamite program of education, networking and socializing that will be one of the most rewarding events in your professional careers.

If you aren't at The Helmsley Sandcastle Hotel in Sarasota on September 12th and 13th, you will miss out on a wonderful opportunity to take your book business to the next level of success.

Plan to arrive in time on Friday for a fun evening of socializing with fellow members, first-time visitors (who we hope will become members), vendors, and invited media representatives. We'll gather to watch the sun set over the Gulf of Mexico and relax with good conversation and light refreshments.

Bright and early at 7:00 Saturday morning we'll serve up a full breakfast and plenty of time for networking.

From 8:00 to 9:00 we'll open the proceedings with a warm Florida welcome, followed by a brief general membership meeting to vote on proposed bylaw revisions and the election of the 2008-2010 board of directors.

Book marketing professional Brian Jud, author of *Beyond the Bookstore*, will share with us how to increase book sales through practical, achievable steps that produce real results, even in a difficult economy.

Our own FPA member Meg Bertini, DreamTime Publishing (South Pasadena, FL and Las Vegas, NV), will describe what she gained from being the recipient of the 2008 FPA/PMA Scholarship to attend PMA Publishing University in Los Angeles in June.

If you like winning high value door prizes, our conferences are known for their great prizes provided by vendors and other friends. We'll present these gifts throughout the day, and it is an FPA tradition that every company in attendance wins a prize.

Something new for this year is an evening presentation of the President's Book Awards, our annual FPA member-only contest. Winners from 17 categories will be recognized and presented with a handsome plaque, framed certificate, and gold labels for their books; finalists will be recognized and presented with certificates and silver labels for their books. Rather than our usual luncheon awards presentation, we decided to conduct the award ceremony during a top-rated dinner meal.

So, as I said at the beginning of this message, mark your calendars, reserve the dates, and get your conference and hotel reservations now. See you in Sarasota!



FRANK GROMLING

All the best. Frank Gromling, President

Ed-U-Conference and Book Awards, continued from page 1

Brian Jud is active in special-sales marketing. He is the author of the *Publishers Weekly* title, *Beyond the Bookstore* and *The Marketing Planning CD-ROM* that accompanies it. Brian is the editor of *Book Marketing Matters*, a newsletter on special sales topics. He developed and introduced the *Special-Sales Profit Center*, the web-based, targeted-marketing system that helps deliver incremental sales and profits. This system is being used by publishers around the country and by R.R. Bowker to sell books to non-bookstore markets.

Brian is also the producer and host of the television series *The Book Authority* and has aired 600 shows. In addition, he is the author, narrator and producer of the media-training video program *You're On The Air*. He also wrote and published its companion guides, *It's Show Time* and *Perpetual Promotion*. These books describe techniques for authors to get on and perform on television and radio shows. Brian is the co-host of "The Writer's Roundtable" radio show on World Talk Radio. He is a frequent media guest and has appeared on *Today*.

In addition to *Beyond the Bookstore*, Brian wrote and self-published five books on career transition that are distributed internationally and translated into Spanish. He wrote seven booklets on job-search strategies and is the author, narrator and producer of the video program, *The Art of Interviewing*. He is a prolific writer of articles about book publishing and marketing. He is a syndicated columnist and a regular contributor to the *PMA Newsletter*, *SPAN Newsletter* and *Book Marketing Update*. He is the author of the eight e-booklets with *Proven Tips for Publishing Success* and is the author of the printed booklets with the same eight titles, published by R.R. Bowker.

Brian is a regular speaker on marketing topics at PMA-University, the annual SPAN Conference, and for publishing groups around the country. He has conducted numerous seminars, and is the co-host of the Book Marketing 201™ series of seminars held nationally. Brian is an adjunct lecturer of sales and marketing courses for graduate and undergraduate students at the University of Hartford and the University of Connecticut, and he is the founder and president of the Connecticut Authors and Publishers Association.

FPA Member **Meg Bertini**, the FPA/PMA-U Scholarship recipient this year, will provide her report on what she learned at the PMA Publishing University, which was held in conjunction with BookExpo America in Los Angeles this past May. Meg is the founder and publisher of DreamTime

Publishing, an independent press focusing on practical mind/body/spirit books.

See Meg's report, "Ten Must-Know Media Tips" (one of three to appear in the newsletter), on page 22.

We recommend casual, comfortable dress for the Ed-U-Conference, and remember to bring a sweater if you're prone to be cold in air conditioning.

Book Awards Ceremony

The FPA 2008 President's Book Awards competition is only for FPA members, and it recognizes book publishing excellence and creativity in both content and production. This year, we received 52 titles from 30 publishers/authors. We will have 17 winners (which includes President's Pick and Best Overall Book) and 29 finalists (one category had only two entries).

All entries were narrowed down to the finalists in each of the following categories, including some new categories that were created by finalist judges. FPA reserved the right to reassign entries to categories for which they were best suited, as necessary, and to create new category as needed.

The finalist books in each category were sent to the category judges (three judges for each category). Finalists in the interior and cover design categories are being judged by three members of a nationally known, award winning book design firm. Judges of the editorial categories are librarians from Florida.

The following two categories could not be "entered": The Best Overall Book will be chosen by three members of the FPA Board from the winners in each of the above categories, and the President's Pick will be chosen from the entries and finalists by FPA President Frank Gromling.

Books that did not become finalists will be donated to a local library or women's shelter or children's center.

To be eligible for consideration in the President's Pick category, finalists will be required to send an additional book (only one) to FPA President Frank Gromling. Finalists will receive an email with directions for sending.

The category judges will complete an evaluation form for each book and will return the forms with their decisions. Forms will be available for review the week after the awards banquet.

Now, for a drum roll . . .

continued on the next page

continued from page 3

And the Finalists Are . . .

(listed in no particular order under each category)

Best Picture Book

Ocean Seasons by Ron Hirschi, illustrated by Kirsten Carlson (ISBN-13: 978-0-9777423-2-5, Sylvan Dell Publishing, 2007)

Little Skink's Tail by Janet Halfmann, illustrated by Laurie Allen Klein (ISBN-13: 978-0-9768823-8-1, Sylvan Dell Publishing, 2007)

A Day in the Salt Marsh by Kevin Kurtz, illustrated by Consie Powell (ISBN-13: 978-0-9768823-5-0, Sylvan Dell Publishing, 2007)

Best Florida Book, Children's

Florida Santa: Is He Real? How Do We Know It? by Ruth E. Clark, illustrated by Sarah Caterisano (ISBN-13: 978-0-9792963-0-7, Hibiscus Publishing, 2007)

The Badventures of Creepy Cat written and illustrated by Gordon Wright (ISBN-10: 1-58112-939-4, Universal Publishers, 2006)

The Adventures of Ali Alligator by Rita T. Geringswald, illustrations by Bill Kitchen (ISBN-13: 978-0-9797566-1-0, R&D Publishing, 2007)

Best Florida Book, Adult

The Florida Spiny Lobster: How to Catch It, Its Biology, a Crawfish Cookbook, and First Aid for Minor Diving Injuries by John Kappes (ISBN-10: 158112970-X, Universal Publishers, 2007)

Alligators, Sharks & Panthers: Deadly Encounters with Florida's Top Predator – Man by Charles Sobczak (ISBN-13: 978-0-96761990-3, Indigo Press, L.L.C., 2007)

The Florida Handbook 2007–2008 compiled by Allen Morris and Joan Perry Morris (ISBN-13: 978-9765846-2-9, The Peninsular Publishing Company/Rose Printing, 2007)

Best Coffee Table Book

Markawasi: Peru's Inexplicable Stone Forest by Kathy Doore (ISBN-13: 978-0-9791713-5-2, Kathleen Doore, Inc., 2006)

Excursions in Geography by James W. Lett, Ph.D. (ISBN-13: 978-0-9745098-6-0, Pioneer River Press, 2007)

Best Little Town in Florida: Palm Beach Shores, Florida by Tom Mills (ISBN-10: 1-884886-83-3, StarGroup Intl., Inc., 2006)

Best Interior Design

Markawasi: Peru's Inexplicable Stone Forest by Kathy Doore (ISBN-13: 978-0-9791713-5-2, Kathleen Doore, Inc., 2006)

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, Caros Books, 2007)

The Restaurant Manager's Handbook: How to Set Up, Operate, and Manage a Financially Successful Food Service Operation (Fourth Ed. with companion CD-ROM) by Douglas Robert Brown (ISBN-13: 978-0-910627-97-9, Atlantic Publishing, 2007)

Best Cover Design

The Professional Bartender's Handbook: A Recipe for Every Drink Known—Including Tricks and Games to Impress Your Guests by Valerie Mellema (ISBN-13: 978-0-910627-95-5, Atlantic Publishing Group)

How to Plan Your Own Wedding: Save Thousands Without Going Crazy by Tracy Leigh (ISBN-13: 978-1-60138-007-4, Atlantic Publishing Group, 2007)

How to Open a Financially Successful Pizza & Sub Restaurant by Shri L. Henkel & Douglas R. Brown (ISBN-10: 0-910627-80-0, Atlantic Publishing Group, 2007, aadams@atlantic-pub.com)

Best Children's Fiction

Cry of the Cheetah by Bob Wallace (ISBN-13: 978-6024722-5-9, Tate Out Loud, 2007)

Emmy's Question by Jeannine Auth (ISBN-13: 978-0-9790395-2-2, Morningtide Press, 2007)

No Sisters Sisters Club: A Bailey Fish Adventure by Linda Salisbury (ISBN-13: 978-1-881539-40-7, TabbyHouse, 2006)

Best Young Adult Fiction

Eyes of the Calusa by Holly Moulder (ISBN-13: 978-0-9790405-0-4, White Pelican Press, 2007)

Emmy's Question by Jeannine Auth (ISBN-13: 978-0-9790395-2-2, Morningtide Press, 2007)

Best Young Adult Nonfiction

Excursions in Geography by James W. Lett, Ph.D. (ISBN-13: 978-0-9745098-6-0, Pioneer River Press, 2007)

Alligators, Sharks & Panthers: Deadly Encounters with Florida's Top Predator – Man by Charles Sobczak (ISBN-13: 978-0-96761990-3, Indigo Press, L.L.C., 2007)

Chicken Soup for the Teen Soul: Real-Life Stories by Real Teens by Jack Canfield, Mark Victor Hansen, Sephanie H. Meyer, and John Meyer (ISBN-13: 978-0-7373-0682-2, Health Communications, Inc., 2007)

Best Adult Nonfiction

The Mollusks: A Guide to Their Study, Collection, and Preservation edited by C. F. Sturm, T. A. Pearce, and A. Valdés (ISBN-10: 158112930-0, Universal Publishers, 2006)

Cavorting with Strangers: Great Ideas and Their Champions by F. Patrick Butler (ISBN-13: 978-1-879384-71-2, Cypress House, 2007)

How to Plan Your Own Wedding: Save Thousands Without Going Crazy by Tracy Leigh (ISBN-13: 978-1-60138-007-4, Atlantic Publishing Group, 2007)

Best Book on Writing/Writers

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, Caros Books, 2007)

The Complete Guide to Writing Effective & Award-Winning Grants by Dianne Harris (ISBN-13: 978-1-60138-046-3, Atlantic Publishing Group, Inc., 2007)

Two Lives, One Love by Jay Dickinson (ISBN-10: 0-9745098-4-1, Pioneer River Press, 2006)

Best Biography/Autobiography

Mama: Root, Hog, or Die by Barbara Oehlbeck (ISBN-10: 0-912451-59-9, Crabtree Press/Florida Classics Library, 2007)

Between the Lines by Walter Beller (ISBN-10: 0-9778199-0-6, Bardolf & Co./New Chapter Publisher, 2006)

A Chance to Live: A Family's Journey to Freedom by Pieter Kohnstam (ISBN-10: 0-9778199-1-4, Bardolf & Co./New Chapter Publisher, 2006)

Best Business Book

How to Open & Operate a Financially Successful Child Care Service by Tina Musial (ISBN-13: 978-1-60138-115-6, Atlantic Publishing Group, 2007)

The eBay Success Chronicles: Secrets and Techniques eBay PowerSellers Use Every Day to Make Millions by Angela C. Adams (ISBN-10: 0-910627-64-9, Atlantic Publishing Group, 2007)

The Complete Guide to Currency Trading & Investing: How to Earn High Rates of Return Safely and Take Control of Your Investments by Jamaine Burrell (ISBN-13: 978-1-60138-119-4, Atlantic Publishing Group, 2007)

Best Adult Fiction

Sunset in Sarasota by Piero Rivolta (ISBN-13: 978-0-9792012-0-2, New Chapter Publisher, 2007)

Two Lives, One Love by Jay Dickinson (ISBN-10: 0-9745098-4-1, Pioneer River Press, 2006)

Pirates in Paradise by Linn Random (ISBN-10: 0-9776955-1-4, Sanibel Press, 2006)

Best Children's Nonfiction

Chicken Soup for the Soul: Kids in the Kitchen: Tasty Recipes and Fun Activities for Budding Chefs by Jack Canfield, Mark Victor Hansen, and Chef Antonio Frontera (ISBN-13: 978-0-7573-0579-5, Health Communications, Inc., 2007)

Isabelle's Dream: A Story and Activity Book for a Child's Grief Journey by Betsy Bottino Arenella, illustrated by Dana Henderson (ISBN-13: 978-0-9675532-9-0, Quality of Life Publishing Co., 2007)

Groundhog Willie's Shadow by Barbara Birenbaum (ISBN-10: 0935343-74-1, Peartree Books + Music, 2006)

The Awards Banquet

The awards ceremony will be held immediately after a seafood buffet at 7:30 p.m. in the Ballroom of the Helmsley Sandcastle Hotel on Lido Key Beach in Sarasota. At the awards banquet, winners will be announced for each category, as well as for President's Pick and Best Overall Book.

Please note that the awards banquet buffet is not included in Ed-U-Conference registration fee and is, therefore, a separate charge on the Ed-U-Conference registration form. Guests are welcome at the banquet, and there is space on the registration form for you to pay for any guests who would like to join you. We recommend dressy to dressy casual for the awards banquet.

The buffet will feature red snapper seared in lemon pepper, snow crab legs with melted butter, steamed clams and mussels in a garlic herbed butter broth, peel 'n' eat shrimp with a Bloody Mary cocktail sauce, chef-carved prime rib *au jus*, grilled asparagus with a basil hollandaise, garlic and parsley potatoes, Caesar salad, tossed salad with assorted dressings, a seasonal fruit display, marinated mushrooms, black bean and mango salad, citrus-marinated hearts of palm, caramel flan, fudge brownie torte, and coffee, tea, decaf, iced tea.

After the meal, winners will be announced and will step

continued on the next page

Ed-U-Conference and Book Awards, continued from page 5



forward to receive from FPA President Frank Gromling:
 a handsome framed award that features their book's cover,
 award certificates, and
 1,000 gold award stickers.

Finalists will step forward and receive their award certificates and 500 silver finalist stickers.

Winning titles will be displayed (and their marketing materials disseminated) in the FPA booth at both the 2008 FAME (Florida Association for Media In Education – school librarians) and the 2009 FLA (Florida Library Association) shows.

An FPA-issued award-announcement press release will sent to the author or publisher for release to print and broadcast media. FPA may also promote winners' titles in other, yet-to-be-defined ways, such as submitting the winners list to wholesalers, distributors and Amazon.com.

The Helmsley Sandcastle Hotel

The Helmsley Sandcastle Hotel, located directly on Lido Beach with a panoramic view of the Gulf of Mexico, is the location of this year's Ed-U-Conference. It offers two heated pools, golf and tennis nearby, the Candlelight Restaurant, Coffee Shop, Sidewalk Café, Lounge, Pool Bar and room service. In addition, the Helmsley Sandcastle offers handicap facilities, shuffleboard, volleyball, exercise room, as well as fax service, gift shop and business center. It features casually comfortable accommodations in the colors of Florida. Plus, the Helmsley Sandcastle Hotel features free parking and is very close to St. Armands Circle, a popular Sarasota shopping area.

Each guest room is equipped with a coffee maker, a safe, a hair dryer, a mini-refrigerator, computer adaptable telephone, an iron and ironing board, and a complimentary morning newspaper.

Spacious, well-appointed guest rooms are available to



Photo courtesy of the Helmsley Sandcastle Hotel.

attendees at the FPA Ed-U-Conference rate of \$89 per night (1-4 occupants), and are subject to Florida state and local taxes, currently at 11% (taxes are subject to change under Florida state tax laws). To receive this rate, you must mention that you are with the Florida Publishers Association, *and you must make your reservation before the cutoff date of August 31.*

Reservations are the responsibility of the attendee and must be guaranteed with a credit card or one night's room and tax deposit; and, upon arrival, attendees will be required to present a credit card to guarantee room, tax and incidental charges. Individual cancellations must be received by 5 p.m. (Eastern), 48 hours prior to arrival, to avoid a one night's room and tax penalty. Check in is 3 p.m. and check out is 11 a.m.

Attendee room reservations can be made by phone (800-225-2181 or 941-388-2181) Monday through Friday, from 9 a.m. until 5 p.m. (Eastern). Again, you must mention that you are with the Florida Publishers Association, and make your reservation before August 31, to receive the \$89 rate. Reservations made after August 31 will be made at the regularly published rate.



Photo of Lido Key courtesy of the Helmsley Sandcastle Hotel.

FPA 2008 Publishing Ed-U-Conference and Book Awards Banquet Schedule

Friday's Schedule of Events

- 7:38 p.m.** **Sunset on the Gulf.** Join us for a relaxing beach view of the setting sun.
- 8:00** **A Party with the Vendors at the Sidewalk Café.** Talk to the vendors, get to know the other attendees, discuss your titles and marketing efforts.

Saturday's Schedule of Events

- 7:00–8:00** **Registration/Breakfast** – Pick up your registration packet and name badge at the registration table outside the Ballroom, visit the vendor booths in the Candlelight Lounge and enjoy a hot breakfast in the Candlelight Restaurant (bacon, sausage, scrambled eggs, home fries, pastries, cold cereals, fruit juices, coffee, tea, decaf—all included in your conference fee).
- 8:00–9:00** **Welcome, FPA Business, Sponsor Acknowledgments, Speaker Introductions** – (Ballroom) Ballots for the board elections will be handed out to current FPA members for completion. Mark your ballots and remember to vote on the new FPA bylaws, which will have already been sent to you by mail or email. Results will be announced at the awards banquet.
- 9:00–10:30** **“You’re on the Air”** – (Ballroom) Brian Jud describes how to effectively work with the media, including: where to find the names of producers; how to answer any media question; the elements of a press release, press kit and media tour; what to do when your mind goes blank; how to sell more books on the air; how to avoid the mistakes most authors make; and, how to perform successfully on TV and radio.
- 10:30–11:00** **Break** – An opportunity to visit the vendor booths in the Candlelight Lounge, network with speakers and attendees, and pause for refreshments in the Candlelight Restaurant. Finish the breakfast breads and enjoy refreshed liquids.
- 11:00–12:00** **“What I Learned at PMA’s Publishing University”** – (Ballroom) Meg Bertini, recipient of the FPA 2008 PMA Publishing University scholarship, shares what she learned at the 3-day publishing extravaganza.
- Noon–1:30** **Lunch** – (Candlelight Restaurant) A hot luncheon buffet in the restaurant, with extra time to visit vendors in the lounge. Featured: baked lasagna, herb roasted chicken, green beans amandine, roasted potatoes, tossed salad with assorted dressings, cole slaw, cucumber mint salad, marinated mushrooms, rolls and butter, assorted desserts, and coffee, tea, decaf and iced tea.
- 1:30–3:30** **“The Buck Starts Here”** – Brian Jud teaches about special sales, including brainstorming the types of potential buyers for your title; why dual-distribution strategies can sell more books; how to negotiate larger sales with corporations; and, tips for selling more books to discount stores, gift shops, airport stores, museums, book clubs, catalogs and other nontraditional markets.
- 3:30–4:00** **Break** – Visit vendors in the Candlelight Lounge and enjoy cheese, fruit and vegetables with dip and crackers, plus coffee, tea, decaf, iced tea and assorted sodas.
- 4:00–5:00** **“Mine Your Own Business”** – (Ballroom) Brian Jud presents the basics of marketing strategy and planning, including creating new products to expand profits; finding and working with distributors; and, generating “buzz” through publicity, advertising, sales promotion and selling.
- 5:00–5:30** **Wrap up.** Door prizes galore! You must be present to win.
- 7:30** **Awards Banquet.** (Ballroom) Enjoy a fantastic seafood buffet featuring red snapper seared in lemon pepper, snow crab legs with melted butter, steamed clams and mussels in a garlic herbed butter broth, peel ‘n’ eat shrimp with a Bloody Mary cocktail sauce, chef-carved prime rib *au jus*, grilled asparagus with a basil hollandaise, garlic and parsley potatoes, Caesar salad, tossed salad with assorted dressings, a seasonal fruit display, marinated mushrooms, black bean and mango salad, citrus-marinated hearts of palm, caramel flan, fudge brownie torte, and coffee, tea, decaf, iced tea. Then we’ll announce the winners and finalists of the FPA 2008 President’s Book Awards and the results of the board of directors election.
- 9:00** **Board Meeting.** After the awards ceremony, members of the newly elected board of directors will meet to choose its Executive Committee. Location TBA.

FPA 2008 Publishing Ed-U-Conference and Book Awards Banquet Registration

Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____
 How did you learn about this event? _____

ATTENTION: Registration fees include *only* daytime food and events. You must add on the cost of the Awards Banquet (last item). Registration fees do not cover the cost of your hotel room; see the next page for accommodation details. Registration fees do not cover your guests' meals/rooms. Ed-U-Conference fee refunds are granted *only* for cancellations made by 5 p.m. on Thursday, Sept. 11.

Ed-U-Conference Registration for FPA Members in Good Standing: \$75/person

Attendee Name: _____
 Attendee Name: _____
 Attendee Name: _____

If you are *not* a current FPA Member. If you are *not* a current member, you may join FPA **now** (at a discounted rate) and take the above-listed member registration fee. If you do NOT wish to join or renew, register below:

Ed-U-Conference Registration for NON-FPA Members: \$150/person

Attendee Name: _____
 Attendee Name: _____
 Attendee Name: _____

To Join/Renew FPA: \$75 Publisher/Author or \$125 Vendor (discounted \$25)
Remember to choose member rates above.

Awards Banquet. Ed-U-Conference registration fees and FPA membership/renewal fees (above) do not cover the cost of the Awards Banquet. If you would like to attend the Awards Banquet, you must sign up for it below. Note: You may attend *only* the Awards Banquet and not the Ed-U-Conference, if you wish. Your guests are welcome to attend the Awards Banquet (please tell us their names, below). The Awards Banquet costs \$45 per person.

Awards Banquet (Saturday, 7:30 p.m.-9:00+ p.m.) \$45/person

The number of FPA Members/Guests _____ x (multiplied by) \$45/person = _____
 Guest Name: _____
 Guest Name: _____
 Guest Name: _____

Total Amount Due (add up all the applicable amounts from above) _____

Enclose your check or money order — made out to FPA — and send to:

**FPA Ed-U-Conference
 POB 430
 Highland City, FL 33846-0430**

OR fax/email this form to (863) 647-5951 or FPAbooks@aol.com and ask to be invoiced by email through PayPal (www.PayPal.com, accepts major credit cards and checks). Our PayPal pay-to email address is FPAbooks@aol.com.

**Display YOUR Product with the Florida Publishers Association, Inc.,
at the Florida Association for Media in Education 2008 Annual Conference
(Sep 24-26, 2008) *Intellectual fREADom* held at the
Gaylord Palms Resort, Orlando**

“This is an excellent display opportunity for publishers of child and young adult products,” says show manager and FPA’s Vice President, MyLinda Butterworth. “Over 1,100 FAME members are expected to attend. These folks are dedicated to the improvement of education through the effective use of books, media, technology and learning resources – elementary through post-secondary. These are the school librarians, kindergarten through college.

“The FAME annual exhibit provides a forum for media specialists and other educators to be introduced to new and existing products and services,” MyLinda adds. “The goal of FAME is to promote and publicize the library media specialist’s role in Florida. . . . FAME is an efficient, effective, and influential organization that cooperates and collaborates with related professional groups.”

This year’s FAME show theme is “Intellectual fREADom”. The FPA booth at FAME will feature a great selection of books (always face out) and other products (digital media, videos, audio tapes, and sidelines such as plush toys, apparel and other logo or character items), drawings for a door prize, and free giveaways, as recommended by FAME organizers. FPA also prepares a packet of flyers on displayed titles to hand out to show attendees.

To have your book or catalog shown in the FPA booth at FAME, simply follow the directions below and supply your materials in a timely manner. Don’t wait until the last minute, and don’t depend on delivery services to make your deadlines overnight – many have been disappointed in the past when their carrier missed the delivery.

More information on the Florida Association for Media in Education can be found at www.FloridaMedia.org for those who would like to reserve their own booth.

What to Send (a checklist for your convenience)

- ___ **One (1) sample of each product (book, etc.) to be shown** (bound galleys are acceptable if your finished book will not be ready by the show date, but please include cover mock-ups when possible). With no exceptions, samples will NOT be returned.
- ___ **A completed Product Information Sheet** (see page 10) for each product (book, etc.). This information is kept in a binder for use by the display workers.
- ___ **150 flat (NOT folded) flyers** done on a full page, 8.5-by-11-inch layout. MyLinda will collate all flyers into informative packets that the attendees will peruse at home and in their schools. Please review the sales flyer checklist found on page 10. Remember, you can and should use both sides of the flyer. If you provide flyers of any dimension other than 8.5 by 11, they will not be included in the packets but will be placed in the booth in the giveaway area.
- ___ **Any giveaways** you’d like to send (bookmarks, pins, stamps, stickers, posters, sideline items, etc.).
- ___ **A check, money order or online PayPal payment** (pay to FPAbooks@aol.com)

Cost – The cost to current FPA members is \$50 per title; the cost to nonmembers is \$60 per title (make your check or money order payable to FPA). PayPal can provide us with online payment directly from your checking account or from your major credit card. Our PayPal pay-to email address is FPAbooks@aol.com. See www.paypal.com.

Deadline for receipt of FAME display materials is **Thursday, September 18, 2008**.

Questions can be sent to MyLinda Butterworth at books@daytodayenterprises.com. Send all of the above in one package as follows (do not require signature, and indicate that this is a residential address):

FPA/FAME
c/o MyLinda Butterworth
Day to Day Enterprises
1721 Canoe Creak Road
Oviedo, FL 32766-8533

Product Information Sheet

(Please make copies of this sheet before you complete it, and please print legibly or type. This must accompany your product. Booth workers use this information to assist booth visitors in learning more about the product/author.)

– Product Information –

Title: _____

Subtitle: _____

Product Type (circle one): BOOK AUDIO VIDEO CD-ROM OTHER: _____

Description: _____

ISBN: _____ Price: _____ Page Count: _____ Binding: _____

– Distribution Information –

Bulk Purchase Discount Schedule: _____

Wholesalers/Distributors: _____

– Publisher Information –

Publisher: _____

Address: _____ City, State, Zip: _____

Contact Person: _____

Publisher's Phone/Fax/Email: _____

Publisher's Website: _____

– Author Information –

Author(s): _____

Author Phone: _____ Author Fax: _____ Author Email: _____

Author Website: _____

Sales Flyer Checklist

by Betsy Lampe

Below please find a list of the information that should be included on a flyer for a book. Remember that the flyer speaks for your book, especially when the person reading the flyer does not have the book in hand (which is the case when your book is displayed at a trade show). Look into using a good graphic design company to put your flyer together for you.

Checklist

- _____ Does the flyer provide a clear graphic of the book's cover? Please, no poorly done scans. If the interior of the book features something more than straight text, a sample page might be helpful, especially for kid's books. A boring sales flyer is like a book with a boring cover – it rarely gets read.
- _____ Is there a comprehensive book description that is professionally written and includes features and benefits? Does it point out how the book differs from its competition? For fiction, is a healthy synopsis included?
- _____ Do you list book/author awards and nominations?
- _____ Is the target audience described? Never say that the book is for "everyone." Be very specific. Don't make the reader (a buyer) guess. Use the BISAC Subject Headings (www.bisg.org/standards/bisac_subject/index.html) to help you classify your book. An example for a book on healthy food for kids would be:
JNF024010 – **JUVENILE NONFICTION** / Health / Diet & Nutrition
- _____ Is the book information listed? It should include the following:
 - ISBN (mandatory)
 - binding (perfect, sewn, wire-o, comb, etc.)
 - cover (softcover, hardcover) and is there a jacket for hardcovers?
 - dimensions (across the top in inches x down the length in inches)
 - page count
 - photos/illustrations (Color or B&W)
 - retail price (Canadian too, if applicable)
 - ___ back matter (appendixes, glossary, references, suggested reading, index, etc.)
 - ___ special features (CD-ROM sleeve, etc.)
 - ___ grade reading level intended
- _____ Are reviews and/or endorsements included? Do not list anonymous reviews or reviews from one named readers at Amazon.com or friends/relations. Listing these make you look unprofessional.
- _____ Is an abbreviated author bio included? Does it position you as an expert, or does it discuss your hobbies and children? Position yourself as an expert. Don't hide your light under a bushel basket!
- _____ If heavily illustrated, is artist information included? Don't forget that your artist is a powerful marketing tool. Is he/she an award winner (even if not for your book)? Graduate of a special art school? Brag!
- _____ Does your flyer include complete distribution information? POD authors can have a small quantity of books printed, at their expense, and place them with a distributor for returnable sales. (Please note that the standard press release for XLibris or iUniverse is not the same as a sales flyer.)
- _____ Does your flyer include complete publisher information? Author contact information?
- _____ Did you use both sides of the paper? Do!
- _____ Did you provide speaker presentation details?

A Call for Nominations to the FPA Board of Directors

by Betty Wright, Treasurer

Our September 13 Ed-U-Conference will be a great learning event for you, but it also serves another purpose: FPA elections. Current FPA By-Laws requires a general membership meeting in even-numbered years to, among other things, elect the FPA Board of Directors who will serve for the next two-year period.

A three-person Nominating Committee has been established to receive the names of any members in good standing who wish to be considered for a board of directors nominations. This year's Nominating Committee consists of:

1. member publisher Marie Haley (Puzzleworks), PO Box 15066, Tampa, FL 33684-5066, fax (813) 908-6375, mhaley@tampabay.rr.com
2. member Jane Pugh, PO Box 270313, Tampa, FL 33688, fax (813) 935-0549, Editor313@hotmail.com
3. member publisher Karla Wheeler (Quality of Life Publishing Co.), 6210 Shirley St., Ste. 112, Naples, FL 34109, fax (239) 513-0088, kwheeler@QoLpublishing.com

Anyone interested in being placed on the ballot for board elections should submit a completed *Board Application* (page 13) to any one of the above committee members by August 31, 2008. The committee members will gather all submitted names and make sure they are provided to Steve Sirlin, Secretary, and Betsy Wright-Lampe, Association Executive, for ballot preparation.

After review of the submissions for correct membership status, the information on the form of each nominee will be included on the ballot to help members make their selections. The ballot will be prepared for voting at the September 13 general membership meeting at 8:15 a.m. at the Helmsley Sandcastle Hotel, 1540 Ben Franklin Drive, Sarasota, Florida. This meeting will immediately precede the 2008 FPA Ed-U Conference, which will start promptly at 9:00 a.m. (The conference brochure was sent out this week. Please let Betsy know if you did NOT receive it.)

The executive committee (a President, Vice President, Secretary and Treasurer) will be chosen Saturday, September 13 (Helmsley Sandcastle Hotel, Sarasota), by the new board at a 9 p.m. meeting of the newly elected board of directors.

Board of directors members are expected to attend at least four board meetings each year (two of which are held in conjunction with the Mini-College and Ed-U-Conference and two can be phone conferences). They are expected to work these events and will get free admission for doing so. Board members are also expected to lead and work on committees, discuss and vote by email and telephone conference calls on emergent issues, and act as representatives of FPA to the public and the book publishing community.

Board members currently get a 50% discount on their FPA membership renewal, and executive committee members get a free, two-year membership (this may change to all board members getting a free, two-year membership if the proposed bylaws, on which the current board is working, are approved by the membership in September). Board members are not otherwise compensated for their service (except in the case of board-approved travel expenses).

Remember, deadline for receipt of board applications is August 31, 2008, and only those who are serious about actively serving the FPA membership should apply. The application form is on the next page.

Florida Publishers Association, Inc.
Board of Directors Application, 2008-2010 Term

I wish to be considered for a position on the Board of Directors of the Florida Publishers Association, Inc.

Your Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Type of Business: (circle one) publisher self-publisher author vendor other

How long in this business? _____ years

Are you willing to attend and help with both of our annual conferences? (Circle one): Yes No

Have you been a board member of FPA previously? (Circle one) Yes No If yes, when? _____

Have you prior experience as a board member with another professional, not-for-profit organizations? Yes No

Which? _____

Why do you want to become a member of the FPA Board of Directors? (This will appear on the ballot.)

On which of the following committees would you want to serve if elected to the board? (Mark as many as you wish):

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Education | <input type="checkbox"/> Marketing | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Media Liaison |
| <input type="checkbox"/> Bookstore Liaison | <input type="checkbox"/> Library Liaison | <input type="checkbox"/> Administration | <input type="checkbox"/> Membership |

If elected, will you agree to serve the full two years and attend board meetings? Yes No

(Note: Board meetings are generally held twice yearly via telephone conference call and twice yearly at educational events. Other, special board meetings may be called, as needed.)

Signature: _____

FPA Office Use:

Member in good standing? Yes No Membership Expiration Date: _____

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

POD Magazines. Publishing a magazine can help market your books. Now, even magazines can be printed POD. More information: <http://magcloud.com/Home>

*According to our own Betsy Wright-Lampé, **Children's Writer*** is one of the best newsletters she has read about children's writing and publishing. She uses it to identify children's magazines to which she can send review copies of her company's children's titles; however, she feels the writing tips and articles (not to mention price) make this on par with *The Writer*, which she considers the best writer's magazine. Publishers and authors who are marketing children's books should subscribe today. www.childrenswriter.com.

NY Times article. "Can e-Publishing Overcome Copyright Concerns?" www.nytimes.com/2008/05/22/technology/personaltech/22pogue-email.html?scp=1&sq=copyright&st=nyt

Publicity

Planned Television Arts offers a targeted campaign via numerous services that meet your goals and needs, based on a pay-for-performance scale – no expensive monthly retainers. PTA's proven services include:

- 20-city Morning Drive Radio Tour by phone, reaching millions
- 18-city Satellite TV/Radio Tour from one location, influencing millions
- National exposure with television, radio, newspapers, magazines
- Location road tour specialists – any city, any time
- Internet; Blogs, podcasts, links, amazon best-seller blast, virtual book tour

Recent clients include best-selling authors and first time, self-published unknowns, both in non-fiction and fiction. To take the next step, submit (for a free evaluation and PR assessment) your book/galley to Brian Feinblum, Chief Marketing Officer, VP, Planned Television Arts, 1110 Second Avenue, New York, New York 10022, phone (212) 583-2718, fax (866) 628-6116, feinblumb@plannedtvarts.com, www.plannedtvarts.com

Contests

The 2008 London Book Festival has issued a call for entries to its annual program celebrating books that deserve greater recognition from the international publishing community. The 2008 London Book Festival will consider published, self-published and independent publisher non-fiction, fiction, children's books, poetry, art/photography, teenage, how-to, audio/spoken word, comics/graphic novels, e-books, wild card (anything goes!), science fiction, romance and biography/autobiographical works. Deadline submissions in each category must be postmarked by the close of business on November 25, 2008. Entry forms, festival rules, and more information is available online at <http://londonbookfestival.com>.

The 2008 DIY Book Festival has issued a call for entries to its seventh annual competition honoring independent book authors and publishers. The 2008 DIY Book Festival will consider entries in cookbooks, science fiction, non-fiction, fiction, biography/autobiography, children's books, teenage, how-to, audio/spoken word, photography, art, comics, 'zines, fan fiction, poetry and e-books published on or after Jan. 1, 2004. All entries must be in English and have been self-published or issued by an independent publishing house that has published less than 50 works since the entry cut-off point. Entry forms are available online at www.diyconvention.com or can be faxed on request. Deadline submissions in each category must be postmarked by the close of business on Oct. 25, 2008.

The Florida Book Awards is an annual program established in 2006 that recognizes, honors, and celebrates the best Florida literature published in the previous year. It is coordinated by the Florida State University Program in American & Florida Studies, and co-sponsored by the Florida Center for the Book; State Library and Archives of Florida; Florida Historical Society; Florida Humanities Council; Florida Literary Arts Coalition; Florida Library Association; "Just Read, Florida!"; Governor's Family Literacy Initiative; Florida Association for Media in Education; Florida Center for the Literary Arts; Florida Chapter of the Mystery Writers of America; and the Friends of FSU Libraries. As in past years, submissions will be read by juries of three members each. Jurors are authorized to select up to five medalists (including one winner and one runner-up) in each of the categories, including: General Fiction, General Non-fiction, Spanish-Language Literature, Poetry, Young Adult Literature, Children's Literature,

Popular Fiction, and Book Design. All awardees are recognized at an Annual Banquet held in conjunction with the Florida Library Association conference in spring. Gold medal winners are recognized at the Historical and Cultural Awards Ceremony sponsored by the State of Florida's Division of Cultural Affairs at the R.A. Gray Building in Tallahassee, also in spring. Winning books and their authors are featured in the summer issue of *FORUM*, the state-wide magazine of the Florida Humanities Council. Authors and their books are also featured at book festivals and association conferences throughout the year and across the state. To learn more about the Florida Book Awards, visit www.fsu.edu/~ams/bookawards/index.html

The 2008 Book of the Year Awards is now accepting registrations. This year marks the eleventh year *ForeWord* Magazine has been recognizing the industry's best books. Winners will be named in an expanded number of categories including Writing and Multicultural Fiction. If your books introduce a voice society needs to hear, offer practical knowledge where none existed before, or simply entertain in an original way, you may consider submitting them for the 2008 Book of the Year Award program. Each year, more publishers realize the significance of awards programs. Winning offers a windfall publicity opportunity and a commensurate rise in sales. In fact, *ForeWord* received a record number of entries in 2007, and, for the first time, *ForeWord* honored a Publisher of the Year Award as well as Editor's Choice Prizes for fiction and nonfiction. The entry fee is \$75 per title, per category. The deadline for entries is January 15, 2009. Finalists will be announced in March 2009. Winners will be named at BookExpo America in May 2009.

www.forewordmagazine.com/awards

Booksellers

Southern Independent Booksellers Alliance (SIBA) is a trade association which represents booksellers in Florida, Alabama, Georgia, North Carolina, South Carolina, Virginia, Tennessee, Kentucky, Arkansas, Mississippi and Louisiana. Independent, privately held, brick and mortar bookstores in our region constitute the core members. Included in its membership are owners, managers and employees of independent bookstores, publishers' representatives, publishers, wholesalers and producers of "sideline" bookstore goods. Librarians, book reviewers, writers and other "friends of the trade" are also represented. To find a

SIBA bookstore, visit www.authorsroundthesouth.com/STARS/bookstore.php.

Business

Business Machines. Xerox offers color printers that are Pantone approved. More information, rebates and special promotional incentives can be found at www.xerox.com/office/design.

Product Data Certification Program (PDCP), a free program aimed at increasing the accuracy of the product data publishers make available for their titles. www.bisg.org/documents/certification_productdata.html

Online

Breakaway magazine (from Focus on the Family) for teen boys. www.breakawaymag.com.

MOMSense (for mothers of preschool children). www.momsense.com

Google Alerts is a free service that allows anyone to monitor online mentions of any topic you select, such as a book title, your company, authors, or whatever subject you wish. Google Alerts sends you an email alert every time your selected topic is mentioned online. It is an effective and free way of learning who anyone who gives you attention online. <http://www.google.com/alerts?hl=en>.

Association of Christian Schools International. www.acsi.org/acsi

Libraries

WorldCat. Find out which libraries carry your books. Search your titles using www.worldcat.org.

Alabama Library Association. <http://allanet.org>

Arkansas Library Association. www.arlib.org/index.php

Florida Library Association. www.flalib.org

Georgia Library Association. <http://gla.georgialibraries.org>

Kentucky Library Association. www.kylibasn.org

Louisiana Library Association. www.llaonline.org

Mississippi Library Association. www.misslib.org

Libraries, continued from page 15

North Carolina Library Association. www.nclaonline.org

South Carolina Library Association. <http://scla.org>

Tennessee Library Association. www.tnla.org

Virginia Library Association. www.vla.org

West Virginia Library Association. www.wvla.org/

Education

Seminars, Webinars, and more. Check out FPA's Events Calendar (page 27) for upcoming educational opportunities.

S&H

Uline offers a huge variety of shipping supplies (over 900 box sizes, for instance). www.uline.com.

Member Offerings & News

Indigo Press is pleased to announce that Sanibel author, Charles Sobczak, has won a bronze award for his debut non-fiction title, *Alligators, Sharks & Panthers: Deadly Encounters with Florida's Top Predator—Man*. The announcement was made Thursday, May 22, 2008, by The Independent Publisher Book Awards of Traverse City, Michigan.

The bronze award was given for the best non-fiction work in the Southeast United States. This is the third consecutive award for Sobczak. His prior awards include The Patrick Smith Award for Florida Fiction, 2001, for the black comedy, *Way Under Contract, a Florida Story*, and a bronze award presented by *Foreword Magazine* for his third novel, *A Choice of Angels*.

Indigo Press, Sanibel Island, FL: *Alligators, Sharks & Panthers* features 26 detailed creative non-fiction accounts of fatal alligator and shark attacks that have occurred in Florida over the past 60 years. The premise of the book is to reverse the traditional predator/prey relationship and explain that mankind's impact on these highly evolved predators is far more deadly to them than they have ever been to us.

Sobczak is currently working on a fictional memoir, titled *Chain of Fools*, which is scheduled for release in the fall of 2008. For information about Sobczak and his books,

including excerpts, go to www.indigopress.net.

Morningtide Press. FPA member Jeannine Auth has been notified that her book, *Emmy's Question*, published by Morningtide Press, is a winner in the Children's/Juvenile Fiction category of the 2008 Next Generation Indie Book Awards. The new awards program was established by the Independent Book Publishing Professionals Group to recognize and honor excellence in publishing.

Emmy's Question, based in part on a young girl's diary, provides an intimate account of the child of an alcoholic's struggle to understand a world turned upside-down as her family breaks apart. Poignant and compelling, the story spotlights the conflicts that thousands of children face today. Emmy's inspiring journey of self-discovery teaches the importance of making responsible life choices and finding the best in oneself, in spite of unhappy circumstances.

Jerry Moe, Children's Program Director for the Betty Ford Center, describes it as "a must-read for children of all ages."

Emmy's Question (ISBN# 978-0-9790395-2-2) is distributed through Midpoint Trade Books and is available at all on-line booksellers and bookstores nationwide.

Jeannine serves on the planning committee for the Florida Heritage Book Festival to be held in St. Augustine, September 12–13. She's currently working on a second novel.

For more information, call (904) 823-9978 or go to her website: www.morningtidepress.com.

Ocean Publishing, Flagler Beach, FL: The third installment in the award-winning Windrusher Trilogy was released at BookExpo America in Los Angeles on May 29th. *Windrusher and the Trail of Fire* (ISBN 978097729198, \$15.95), by Ponte Vedra Beach author Victor DiGenti, and was featured at BEA via three author autographing events and at the very busy Independent Book Publishers Association's display. Frank Gromling, publisher, arranged for 1000 unique promotional matchbook-like handouts with the cover's image and the phrase "The cat is back, and he's hot!" which were distributed throughout the Los Angeles Convention Center during BEA's three-day run. Inside the 3 by 3.5-inch "matchbook" was a single lit match and an invitation to DiGenti's signings with their times and locations.

Ocean Publishing announces the July 1st release of its newest product, *Survival Guide to Gardening in Flagler County and Elsewhere in Zone 9* (ISBN 9780976729181, \$19.95), a handbook filled with factual information, color photographs, planting calendars, and much more for

gardeners, homeowners, landscapers, and nurseries. While focused on Flagler County (FL), the *Survival Guide* is perfect for anyone living in agricultural zone 9, which includes much of Florida, and parts of Louisiana, Texas and California. Written by members of Flagler County Master Gardeners, with content from the University of Florida and photographs by expert gardeners, the book's design of glossy pages, spiral binding, and colored sections, allows for its easy use outdoors. Detailed references and index make it the complete gardener's source.

Rainbow Books, Inc. Being indexed is *Watch It! What Parents Need to Know to Raise Media-Smart Kids* by Sycamore, IL, professor Mary Strom Larson, Ed.D. (ISBN 1-56825-109-2).

The cover is now being designed for *It's Not a DIET, It's a SAVE-It: Serious Weight Loss and Self-Esteem Gain for Overweight Children* by Martial Arts Master Ron Tramontano of Boca Raton, FL (ISBN 1-56825-112-2).

The author is making final corrections on galleys for the second edition of *A Language of the Heart: Therapy Stories that Heal* by Lakeland, FL, psychologist D. Franklin Schultz, Ph.D., M.T. (ISBN 1-56825-121-1).

At the printer (United Graphics) is *Protecting Your Family's Assets in Florida: How to Legally Use Medicaid to Pay for Nursing Home and Assisted Living Care* by Largo, FL, ElderCare Attorney John R. Frazier, J.D., LL.M. (ISBN 1-56825-119-X).

In its first round of galleys is *The Successful Retirement Guide: Hundreds of Suggestions on How to Stay Intellectually, Socially and Physically Engaged for the Best Years of Your Life* by Connecticut author R. Kevin Price (ISBN 1-56825-115-7).

Rainbow Books, Inc., is a 30-year-old, independent, family-owned publisher of how-to/self-help nonfiction and mystery/women's fiction. Contact Betty Wright (BLFallot@aol.com) or Betsy Lampe (RBIbooks@aol.com). www.rainbowbooksinc.com

Production

Illustration/Design. Harry Borgman (Michigan) creates all types of traditional and digital illustration and offers graphic design and logo design services. harryborgman@comcast.net.

Illustration. Chad J. Thompson (Kissimmee) creates cartoon illustrations. www.chadthompsonillustration.com.

Fine Art/Graphic Design. Jean Sanders (Sewall's Point, FL), offers custom paintings and illustration. www.fineartdailytoday.com.

Design/Illustration. Tad M. Branham (Ocoee, FL) produces soft, colorful illustration. www.tadbranham.com.

Fine Art/Graphic Design. Jean Sanders (Sewall's Point, FL), offers custom paintings and illustration. More information: www.fineartdailytoday.com.

Design/Illustration. Tad M. Branham (Ocoee, FL) produces soft, colorful illustration. More information: www.tadbranham.com.

CreateSpace, a new publishing solution, offers self-service publishing tools that allow one to upload ready-to-print PDF book files and make trade paperback book(s) available for sale on Amazon.com and one's own E-Store with no setup fees. When customers place orders, the product is manufactured and shipped directly to them, so there is no need for a large-upfront investment in inventory to start selling. wwwcreatespace.com. An Amazon.com company.

BookSurge provides an array of fee-based professional services including book design, editing, and marketing support to help authors bring their works to market. www.booksurge.com. An Amazon.com company.

Inspirational Illustration and Design. Gabriel Molano www.gabrielmolanodesign.com

Marketing

PosterGarden offers portable displays. www.PosterGarden.com.

Oriental Trading offers custom imprinted products. www.orientaltrading.com/imprints.

Postcards/Direct Mail. Mitchell Graphics, Inc., (800) 583-9401, www.mitchellgraphics.com.

Tradeshow Display Products. Siegel Display Products offers almost everything for trade show booth displays. www.siegeldisplay.com.

Preprinted Stickers. Midwest Booksellers Association offers useful and reasonably priced removable stickers for book covers. SIGNED COPY, LOCAL AUTHOR, STAFF CHOICE. WE LOVE THIS BOOK!
www.midwestbooksellers.org/about/order.html

continued from page 17

Wanted

Speakers and authors. For the September 20 Central Florida Women's Expo in Auburndale, FL. From 1,000-2,000 women are expected to attend. Exhibit space available. Contact: Cindy Hummel, Auburndale Parks & Recreation, (863) 965-5545, chummel@auburndaleFL.com.

Authors for Osceola Library System event. The Osceola Library System has announced the dates for its first Reading Festival: September 26-28, 2008. Festival goals include promoting literacy, fostering the enjoyment of the written word for all ages, and bringing together all those interested in reading, writing, and publishing. Festival events will take place at the Hart Memorial Central Library at 211 East Dakin Avenue in downtown Kissimmee. For a detailed schedule of events, please click

OsceolaLibrary.org. Signature events include appearances and book signings by major authors, such as Mary Jane Clark, Chris Crutcher, Lisa Campbell Ernst, and Paula Stark. To provide the community with the opportunity to interact directly with published authors and to purchase autographed copies of their books, a meet & greet with continental breakfast fare is scheduled for Saturday, September 27, 2008 from 9:30 to 11 a.m. Any published author interested in participating in the *Meet the Authors* event may contact Lisa Taylor by phone (407-742-8834) or email (ltay@osceola.org). Authors – at no charge – will be provided with a skirted, 6 foot by 18 inch table to showcase/sell their published books. The Osceola Library System was Library of the Year 2007, for Innovation in Service, and Public Library Website of the Year 2008. The Osceola Library System consists of 6 full-service locations and 1 annex offering day, evening and weekend hours.

Our Affiliate Groups

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

Publishing University Online
Upcoming Online University Seminars

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

with Penny C. Sansevieri

August 20, 2008 – 11:00 a.m. PST/ 2:00 p.m. EST

You've heard the term “Web 2.0”, but can it really help you

sell more books? You bet it can, and this class will show you how. Packed with tons of information and super simple things anyone can do to get themselves into the Web 2.0 marketing world, you'll walk away with fun ideas, simple tricks, and tons of helpful advice.

Here's what Penny C. Sansevieri will cover:

- Creating “feeder” sites that feed traffic into your web site!
- Using book videos to sell more books
- Using Wikipedia to market yourself
- Why linking to other web sites is a bad idea
- How to get more web site traffic right away!
- Got blog? The one thing you should NEVER do with your blog!

About the Speaker. Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. Her company researched, developed and implemented the first comprehensive Internet publicity campaign called The Virtual Author Tour™.

Penny recently signed a three-book deal with a mainstream publisher: Morgan James Publishing, to re-release *From Book to Bestseller* (January 2006) and *Get Published Today* (January 2006) as well as publish her latest book, *Red Hot Internet Publicity* (June 2007).

Penny's innovative marketing strategies have been featured in Marketing Sherpa, *Writer's Digest* Magazine, *Book Marketing Update*, The Publicity Hound, *The San Diego Union Tribune*, *Working Writer Magazine*, *Vision Magazine*, *Writer's Web*, *New Book Reviews*, *Romance Writers of America*, *RW of Europe* and many more. She is also Editor for the e-newsletter “The Book Marketing Expert,” which has a subscriber base in excess of 7,000. You can visit her web site at www.amarketingexpert.com

IBPA-Member Cost: \$49.00 (USD)

Non-Member Cost: \$69.00 (USD)

Learn more and register at www.pma-online.org/custom/publishingUniversityOnline/university_online.aspx

Upcoming Online University Courses:

September 17, 2008-11:00 a.m. PST/ 2:00 p.m. EST

“Repurposing, Recycling, and Retargeting Your Material” –

with Paulette Ensign

November 19, 2008–11:00 a.m. PST/ 2:00 p.m. EST
 “Profitable Books: How to Choose Winners” – with Marion Gropen (www.GropenAssoc.com)

That's Publishing!

How IBPA, the Independent Book Publishers Association Thrives Through Its Members

Manhattan Beach, CA, June 26, 2008—With the news of HarperCollins Publishers forming a new publishing group, similar in operations to that of the independent publisher, that will substitute profit-sharing with authors for cash advances and will try to eliminate the costly practice of allowing booksellers to return unsold books, more and more dialogue is expected from the big houses about looking at the way the Independents are working and how it might actually work for them, it's not unlikely that you will hear more about the independent publisher in the news and on the bestseller list. IBPA is the premier organization for the independent publisher, and here are just a few things going on to highlight IBPA members.

Barack Obama For Beginners, an Essential Guide, published by For Beginners, LLC. The most current and practical guide to presidential candidate Barack Obama is short enough to read in an afternoon. It condenses the personal and political history of the first African-American nominee for our nation's highest office to provide a complete introduction to the Senator from Illinois. Author Bob Neer studied Southeast Asian politics as a Fulbright Scholar at the National University of Singapore and is a *magna cum laude* graduate of Harvard College. He is a Co-Founder and Editor of BlueMassGroup.com, the best-read political blog in New England.

www.BarackObamaForBeginners.com

After sales of over 700,000 books, author and publisher Brenda Ponichtera has sold book rights to the American Diabetes Association. They will publish both of her award-winning titles, *Quick & Healthy Recipes and Ideas* AND *Quick and Healthy Volume II*, under their imprint Small Steps Press, which specializes in health conscious books for the general population.

Richard Bangs, author of *Richard Bangs' Adventures with*

Purpose and Quest for Kaitiakitanga: The Ancient Maori Secret from New Zealand That Could Save the Earth, published by Menasha Ridge Press, was interviewed by Pierre Wolfe on “America's Dining and Travel Guide” on the Business Talk Radio Network at 3pm EDT on Sunday, June 29th.

Indies is in . . . Indie films, Indie books. Bartelby Press will release a new hardcover anniversary edition of *Ernie Davis: The Elmira Express* in the fall of 2008. Gallagher's original enduring story of Ernie Davis will also be found in *The Express*, to be published in paperback by Ballantine Books in September. The story of Ernie Davis finally comes to the big screen forty years after his tragic death and twenty-five years after the original publication of his biography. Universal Pictures will release the inspirational story of Ernie Davis, *The Express*, on October 3, 2008.

Merl Reagle, published by The Puzzleworks, an IBPA member [and an FPA member], was the guest speaker at the Clinton Library in Little Rock Arkansas on Saturday, June 28, 2008. Merl is the best-known crossword puzzle maker in the U.S. His work appears weekly in 60 newspapers. Many of those papers are the dailies in major markets (i.e. Los Angeles, San Francisco, New York, Philadelphia). He will also be featured in the Simpson's as a character on November 16, 2008. He appeared on *Oprah* on February 1, 2007, and the showed re-aired 2 times for a total of 3 airings.

Carl R. Sams II and Jean Stoick's newest children's book, published by Carl R. Sams II Photography, *First Snow in the Woods*, has won its 10th award, winning the IP (Independent Publisher) Gold Award for the best children's book. *First Snow in the Woods* also won Disney's IParenting Media Best Products of 2008 Awards, and the Mom's Choice Awards, honoring authors for excellence in creating quality family-friendly products. Their three best-selling children's books, *Stranger in the Woods*, won IBPA's Benjamin Franklin Award, *Lost in the Woods*, and *First Snow in the Woods*, and two movies, *Stranger in the Woods: The Movie*, and *Lost in the Woods: The Movie*, have received over 60 awards. The three books could be the most award-winning children's photographic books ever published.

Publishers Weekly's June 2, 2008 article, by Judith Rosen, on how one small press is making a name for itself by telling true tales about pets and zoos, shows how creative the independent publisher can be when they have an idea that has been turned down, told that it's unmarketable.

continued on the next page

“That’s Publishing!”, continued from page 19

IBPA member Publisher, No Voice Unheard, published *One at a Time: A Week in an American Animal Shelter*, founded a nonprofit organization that publishes books to generate awareness of animals that are ignored, unnoticed, and over-looked by society. The book has sold close to 20,000 copies and is going into its fifth printing later this year. “One of the nice things about being a nonprofit is that as the proceeds from sales come in, we’re able to do more outreach and more education,” said Diane Leigh, Publisher and activist. Marianne Bohr, senior v-p, NBN, National Book Network, added No Voice Unheard to its client list saying, “We are happy to take on publishers if they have good books, are planning to have an ongoing program, are serious about what they’re doing and don’t have outrageous expectations. In this case, No Voice Unheard has a real following in a specific niche. They have a good track record. And they have a really, really low returns rate, 3%.” This is a very desirable place to be for any publisher.

Current FPA members qualify for a \$26 discount off their PMA membership or renewal. Indicate on your PMA renewal that you are a “Publisher Affiliate Member” and the discount will be applied. Information on joining or renewing can be found at <http://www.pma-online.org>.

SPAN – Small Publishers Association of North America. Offers FPA members a \$35 discount on membership as part of its Partner Program. To learn more, contact: Small Publishers Association of North America (SPAN), 1618 W. Colorado Ave., Colorado Springs, CO 80904, phone: (719) 475-1726, fax: (719) 471-2182, www.SPANnet.org

AAP – The Association of American Publishers.

Domestic book sales see slight decline in May

E-book sales increase for month, year

July 11, 2008, New York, NY: Book sales tracked by the Association of American Publishers (AAP) for the month of May decreased by 1.8 percent at \$670 million and were down by 0.7 percent for the year.

The Adult Hardcover category was up by 4.4 percent in May with sales of \$166 million; year-to-date sales decreased by 9.7 percent. Adult Paperback sales declined 7.3 percent for the month, posting \$100.7 million in sales; however, sales were up by 12.7 percent for the year. The Adult Mass Market category was also down by 9.6 percent for May with sales totaling \$77.2 million; sales decreased by 1.2 percent year-to-date. The Children’s/YA Hardcover category saw a decrease of 4.9 percent for the month with sales of \$40.4 million; additionally, sales for year-to-date dropped by 10.6 percent. The Children’s/YA Paperback category saw a slight increase of 0.4 percent with sales totaling \$42.5 million; annual sales were also up by 3.9 percent.

Audio Book sales dropped 38.0 percent in May after April’s 1.7 percent gain, with sales totaling \$12.6 million; sales for the whole year were down by 19.7 percent. E-books sales continued to rise in May, seeing a 24.3 percent increase for the month (\$3.3 million); the category posted an increase of 34.1 percent for the year. Religious Books saw an increase of 3.7 percent for the month with sales of \$38.8 million; sales were down by 11.4 percent for the year.

Sales of University Press Hardcover books dropped 18.4 percent in May with sales of \$4.0 million; sales were down by 2.4 percent for the year. University Press Paperback sales posted a decrease of 20.5 percent for the month with sales totaling \$2.8 million; sales were also down 6.8 percent for the year. Sales in the Professional and Scholarly category rose 1.3 percent in May (\$53.5 million), and sales were up by 1.7 percent for the year.

Higher Education publishing sales increased by 5.0 percent for the month (\$127.1 million), reflecting a 7.2 percent increase for the year. Finally, the net El-Hi (elementary/high school) basal and supplemental K-12 category posted a decrease of 2.6 percent in May with sales of \$328.6 million; the category was up by 1.5 percent for the year.

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.

How to Take Advantage of an Editor

©2007 by Chris Roerden,
www.MarketSavvyBookEditing.com

You have a manuscript into which you've poured your soul, your energy, and possibly every waking moment. You are now at the stage of having someone else tinker with it.

You want to know:

1. What's actually done to my work?
2. What about my needs and feelings?
3. How much will it cost?
4. How do I get started?
5. What else should I consider?

In working with any editor, you want to take advantage of the services she or he can provide that are best for your particular needs. Here is some information to help clarify the process, whomever you choose as your editor.

I. WHAT'S ACTUALLY DONE TO MY WORK?

The professional editor you hire works for you and helps you get your work ready for publication. Here is a quick overview of the primary options that different editors make available.

- a. **Critiquing** gives you a written summary of a work's overall strengths and weaknesses, with suggestions for improvement. You interpret how you want to apply those suggestions to your writing.
- b. **Developmental editing** guides you in making your work more marketable (i.e., publishable). **Nonfiction** development covers large-scale issues such as purpose, concept, audience expectations, scope, the need for more information or less, organization, structure, tone, focus, logic. It is sometimes called concept or structural editing. For a work of **fiction**, developmental editing deals with character and character development, plot, pace, theme, audience, mood, and more. The developmental editor provides insightful queries, observations, recommendations, and suggestions that give an author direction. When performed early, developmental editing can save major rewriting. **Content editing** is not the same as concept or developmental editing, but is similar to **peer review**, in which individuals who are uniquely qualified to comment on the topic, or certain parts of it, offer their expert feedback on the accuracy of *what* is said rather than on *how* it is said.

- c. **Line editing** examines your text line by line, dealing with many of the same issues as developmental editing but on a smaller scale, marking the manuscript with specific improvements that sharpen the writing, improve clarity and flow, ensure consistency, improve usage (parallelism, tense, transitions, etc.) and correct "mechanics" (punctuation, grammar, and spelling). Wherever the meaning is unclear, the editor queries you or suggests alternative wording. The experienced editor is also alert to possible infringement issues. In addition, for works of **fiction** the line editor makes specific recommendations about scene structure, plot, character, point of view, setting, the "hook," building conflict, tightening and sharpening dialogue, and much more.
- d. **Copy editing** is similar to line editing but deals less with techniques for sharpening the writing and more with correcting errors of style and raising questions. Most people who ask for copy editing actually have line editing in mind. True copy editing occurs later in the editorial production process after the text has been developed and line edited. Often, copy editing catches errors that occur as a result of revision. It also prepares the manuscript for typesetting, applying the art director's specifications for interior design by coding the text for the typesetter. Thus, the cost of copy editing is affected by the complexity of a book's design, format, degree of hierarchical levels (headings and the number and depth of subheadings), and the number and complexity of other elements, such as columns, extracts (blocks of quoted material), illustrations, footnotes, and cross-references.
- e. **Proofreading** occurs at key steps in the editorial process: before a manuscript is submitted to a publisher, before it is typeset, and before pages are composed. Proofreading that occurs only at the end of the editorial process just before printing usually results in higher production costs. That's because proofreading assumes editing has already taken place. It is not a substitute for editing, even though each leads to clean copy. Both can be done on the same "pass," but it's a mistake to expect two for the price of one, because after corrections are made, proofing is repeated until the editor knows that the quality level specified by the customer has been met.
- f. **Coaching, consulting**, and assistance in developing a proposal are additional services you can discuss with your editor.

continued on the next page

“Hot to Take Advantage of An Editor,” continued from page 21

2. WHAT ABOUT MY NEEDS AND FEELINGS?

Editing is much more than technical proficiency. It is a collaboration between editor and author to reach the author’s goals. The editor is a go-between or mediator between you and your reader, sensitive to your voice and personality in writing style as well as to nuances of tone, attitude, judgmentalism, bias, and opinion used as fact. The skilled editor improves the work while remaining true to the author’s voice.

Whatever level of editing you choose, keep in mind that it produces a series of suggestions and recommendations, which you are free to accept, ignore, or act upon in some other way. The goal is to encourage the best from the author.

An editor with market savvy should be honest about the possibilities for publication. Not everyone who is capable of fixing grammar and punctuation is also knowledgeable about the market for a particular book or capable of recognizing what a manuscript needs to boost its chances for commercial success. An author needs to realize that not every editor can know every market. You want to learn what kind of experience your editor has in your market.

3. HOW MUCH WILL IT COST?

Editors can charge by the project, the page, or the hour. Work is usually scheduled on a first-come basis. Rush work is often billed higher, as is consulting. For example, a highly skilled, experienced editor might charge an hourly rate of between \$90 and \$150 for consulting (by phone or email), and between \$3.00 and \$8.00 a page for the “big three”: developmental, line, and copy editing.

Out-of-pocket costs are extra, such as long-distance phone and fax, shipping of the edited manuscript, reformatting a manuscript for editing, and extra printouts.

Cost varies according to an editor’s experience, education, publishing credentials, and reputation. Professional editors have healthy workloads as a result of steady referrals, so it’s not a good idea to ask an editor to “just take a look at this in your spare time” or to offer an editor a share of hoped-for royalties in lieu of payment. An editor who accepts such offers might be lacking clients. You’ve heard the adage: “You get what you pay for.”

Rates are influenced not only by an editor’s experience and reputation, but also by four factors that are under your direct control:

- a. **Type of editing.** For an explanation of your most common options, see # 1 above. If you are not sure of the type of editing to request, you might submit a sample of your manuscript and ask the editor to recommend the type of editing the manuscript appears to need. Bear in mind, however, that it is not always possible to tell from a sample the extent of work that a manuscript needs.
- b. **Length.** The longer the manuscript, the more time it takes to edit and the more it costs. If you pay by the hour, the number of pages edited in one hour can range from 5 to 25, depending only partly on the skill of the editor, mostly on the quality of the writing. If you pay by the page or the project, you can calculate your costs in advance.
- c. **Content.** If the manuscript is excessively wordy, unclear, or disorganized, or if the subject is especially technical, abstract, or complex, editing takes longer and your costs are higher.
- d. **Format.** There are two advantages to your using standard manuscript format (see <http://marketsavvybookediting.com/smf.html>):

It makes your manuscript editor’s job easier (which is why I offer my best rate for manuscripts that follow SMF exactly)

It lets an agent or publisher estimate the length of the finished book.

4. HOW DO I GET STARTED?

- a. **Consultation:** If you have not yet written your nonfiction book, you might benefit from a consultation with an editor to help you plan your project for greater marketability.
- b. **Sample edit:** If you’ve finished the writing but aren’t sure about its need for editing, an editor may be willing to start with a chapter or two. A sample edit lets you:
 - experience the style of the editor
 - control how you want the rest of the editing to be handled (e.g., “Edit more heavily” / “less heavily” / “just as you’ve been doing” – or “Stop wherever you are, I changed my mind.”)

You pay for only the work that’s been done.

If you decide to continue, be prepared to do so right away to avoid the editor’s having to reread the sample to ensure continuity (and charge for the extra time).

5. WHAT ELSE SHOULD THE WRITER CONSIDER?

Now that I've told you some of what influences the cost of editing, let's consider the factors that set one editor apart from another. These include:

- **provable experience**
- **ability to devote quality time to your work** (seldom possible for a part-timer or moonlighter)
- **demonstrated continuing professional development**
- **ethics and attitude** toward writers and their work
- **a record of happily published authors.**

Professional editors are proud of their references and will give you the names and addresses of their clients. Just ask.

Chris Roerden is a book editor of fiction and nonfiction, with 44 years' experience in niche publishing. Her clients are published by St. Martin's Press, Berkley Prime Crime, Midnight Ink, Walker & Co., Viking, Rodale, and many others. For the next 12 months, Chris's editing is taking a back seat to her workshops on "The Writer's Voice" and to marketing her two recent books for writers: *Don't Sabotage Your Submission*, the all-genre edition of *Don't Murder Your Mystery*, winner of the 2007 Agatha Award for Best Nonfiction Book and finalist for one international and two other national awards.

“You can't expect publishing to behave like a business if you aren't prepared to treat it as one.”

—Sara Nelson, Editor-in-Chief
Publishers Weekly, 6/16/2008

Ten Must-Know Media Tips

by Meg Bertini (DreamTime Publishing),
FPA/PMA-U Scholarship Recipient for 2008

PMA-U offered a plethora of media training options; the information below is a compilation from different sessions at PMA-U, including presentations by Brian Jud (briandjud.com) and Judy Jernudd (www.startegic.com), Marika Flatt (prbythebook.com) and Erin Saxton (theideanetwork.net).

1. The media doesn't care about your or your authors' books. It cares about you/them as experts on a topic that is relevant to their audience. It's all about the media and what they want, and in turn it's all about their audience and what that audience wants. One PMA-U expert specifically recommended NOT to put the words "author" or "book" in the subject line of a press release.
2. Think of story ideas for the media outlet you're approaching, and package these story ideas together with other resources, such as experts, to make it easier for the reporter to do the story.
3. Always be prepared when you get an interview – don't wing it!
4. Immediately dive into the interview with energy . . . don't waste precious moments by warming up, being stiff/awkward, etc. When doing radio, stand up. You'll project better energy that way.
5. Don't get so caught up in your agenda/talking points that you ignore your interviewer's questions. Engage in a dialogue, respond to the questions, and THEN bring the discussion back to what you want to cover.
6. When the interviewer specifically asks for ONE point, one message, one illustration, give just ONE. They're probably doing that because time is almost up.
7. Aim for local media first. Once you establish a foundation there – footage, demos, etc. – then you'll be more effective in approaching the national media.
8. It's okay to pitch more than one producer at a show, but make it clear to them that you're doing that. Different shows work in different ways, and if you pitch to multiple producers when they make decisions as a group, it could backfire.

continued on the next page

“Ten Must-Know Media Tips,” continued from page 23

9. On the right person to approach: Producer, assistant producer, etc., everyone has an opinion, and they all seem different. Some folks think there’s no reason not to go straight to a decision maker. Others seemed to think assistant producers were easier to reach. The assistant producers of today are, hopefully, the producers of tomorrow, so in that sense it seems like it can’t hurt for the future to build a good relationship. Maybe toss a coin?
10. Think in terms of providing a visual list of tips that the producers can structure a whole show around. So, for example, a list of five new gift ideas for the holidays would create a good structure for a show. This is also a good way to craft a pitch that includes other experts.

Hurricane Links

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 DDivision of EmergencyManagement 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 preparation checklists.

Display at Frankfurt and Win the World

by Janet Smith Warfield (Word Sculptures Publishing)

The law of reciprocity was working. *ForeWord Magazine* had given my book *Shift: Change Your Words, Change Your World* an excellent review. I wanted to give in return. Maybe I could display *Shift* with *ForeWord* at The Frankfurt Book Fair.

Die Frankfurter BuchMesse is held annually in mid-October in Frankfurt, Germany. At Frankfurt, almost 7,000 publishers from around the world (50% more than attend BEA) gather to negotiate foreign translation and distribution rights.

ForeWord maintains a booth at the Fair representing independent publishers. Their booth, the Small Press Collective, is limited to about 100 small press titles. At least one of their Frankfurt representatives reads at least part of every book on display. Catalogs of all titles are available for distribution. *ForeWord* representatives meet with foreign rights agents and publishers for five days. They exchange cards with agents interested in a particular title and, after the show, provide participating authors and publishers with contact information from interested agents. Books that do well are business, self-help, body/mind/spirit, health, children’s/young adult, and some fiction.

In Memoriam

H. Steven Robertson

10/18/1944–6/30/2008

On June 30th, FPA member Steve Robertson passed away. Although Steve was a new member in FPA, he was a longtime active participant in the book world of Florida.

Born and raised in Florida, Steve was in love with all of its offerings, especially anything having to do with its abundant nature. He was passionate about fishing, boating, diving, carpentry, sculpting, gardening, cooking, and living life to the fullest. Steve retired in 2006 from a 37-year career in education as a teacher, coach, media specialist, and assistant principal in the Duval County School District.

Steve wrote and published a poetry book, several novels, and a soccer book for young players. He also was an accomplished artist who designed the covers for several books by northeast Florida authors.

At a memorial service in a park in Neptune Beach, where Steve lived with his wife Kathy and their daughters Summer and Sunny, over 300 friends came together to honor Steve and his family. What a perfect tribute to a man who touched so many people with his smile, his willingness to help, and his strong direction for the thousands of teens he guided and coached over the years.

“BEING part of the action in Frankfurt is important,” declared *ForeWord’s* website.

“Okay,” I thought. “My book is self-help and body/mind/spirit. It has world-wide application. Why not?”

I submitted the required application, books, and \$175 fee. Mary Ann Batsakis, my wonderful, supportive *ForeWord* representative, kept in constant contact to encourage me and answer my many questions.

I wanted to go to Frankfurt in the worst way. My cousin and I would have been able to combine a trip to the Fair with genealogical research in Bayreuth, our ancestral home.

It was not to be. The builders of my Boquete, Panama, home had promised the house would be finished by the end of September. It did not happen. I could not afford to leave Boquete until the house was done.

As they say in Panama, “You simply wait.” I waited for the home and I waited for the results from the Fair.

On November 1st, Mary Ann’s email arrived. “Hi, Janet, are you ready for this?”

Foreign rights publishers and agents from China, Brazil, Germany, Bulgaria, India, Israel, Poland, Vietnam, United Kingdom, Romania, Nigeria, and Kenya were interested in *Shift*. Shortly thereafter, the Brazilian publisher asked for a review copy.

“What in the world do I do now?”

Even though I had practiced law for 22 years, I hadn’t the foggiest idea what a foreign rights contract looked like. I knew nothing about advances, royalties, or other relevant terms. Friends I queried were unable to help.

In desperation, I did a blind Google search for foreign rights agents and emailed a dozen of the more likely ones. One or two replied, saying they didn’t represent my genre or weren’t taking new clients. I never heard from the rest. An intellectual property lawyer I approached wanted \$350 per hour. I was desperate.

Synchronicities do happen. Just before Christmas, I received an email from a foreign rights agent named Ellen Kleiner of Blessingway Authors Services in Sante Fe, New Mexico. She loved my website, specialized in representing independent authors, had a son who had graduated from my alma mater, Swarthmore College, had grown up in New Jersey where I had spent much of my adult life, and best of all, she offered to represent me. One of the agents I had emailed earlier had forwarded my email to Ellen.

I now have a contract with Kibea Publishing Company in

Sofia, Bulgaria, to translate *Shift* into Bulgarian, an agreement with Pantaloon Retail (India) Limited for English distribution rights, strong interest from Russian and Spanish publishers, and requests for review copies from Mexico, Brazil, Poland, Kenya, Korea, Turkey, and England.

Do consider displaying your book at the Frankfurt Book Fair. You just may win the world.

For more information:

ForeWord Magazine and The Frankfurt Book Fair,
www.forewordmagazine.com/tradeshows/index.aspx?showid=3

Ellen Kleiner and Blessingway Authors’ Services,
<http://Blessingway.com>

Shift: Change Your Words, Change Your World,
<http://Word-Sculptures.com/shift-book.htm> and <http://blessingway.com/english/shift.php>

Janet Smith Warfield,
<http://word-sculptures.com/about.htm>

Children’s Book Sales – Being Creative in a Challenging Economy

by FPA member, Bob Wallace
 WildImagesPuma@aol.com

Even now, when school budgets are being cut, there is still a market for children’s books in elementary schools.

Nearly seventy percent of my book sales have resulted from book readings at elementary schools. I get emails from several of the schools where I have made presentations requesting return visits.

One of the first things that I learned is that, no matter how much the children love your books, there has to be a contact between the school and the parents; otherwise, you are in the entertainment business, not the book selling business.

One school named me “Author of the Year” and notified the parents that my book was required reading because of its environmental information about the Everglades.

continued on the next page

“Children’s Book Sales,” continued from page 25

The main character in my first book, Ichi, the baby deer, was named the official mascot of the Everglades National Park by the government.

I had a flyer designed, which the school can send home with each student. There is a space provided for the student’s name and inscription. A check for the amount of the book is made out to the school organization. The forms are returned with the check and the inscriptions that the parents requested. After signing all the books and writing in the inscriptions; I return the books with the forms to the school.

I discount each book two dollars, which is deducted from my check given to me by the school. One sale resulted in several hundred books and took a week to complete the autographs and inscriptions.

I have letters from the principals of other schools recommending my books, which I include in a press kit. There is no cost to the school, and with each book sale the school gets two dollars, which adds up when the sales are in the hundreds.

Visuals and animation are important, especially at the lower elementary grades where the attention span is challenging. I bring life size cut-outs of the animal characters in my book. I also imitate some of the animal sounds which the children really love.

I find reading from the book and showing the pictures is effective to get their interest; however, it is also dramatic to tell the story without a script. Being a writer is one skill, but being a good storyteller takes practice. It won’t take long with your audience to find out if you’re doing a good job entertaining them.

I also have a client list of the libraries at which I do book readings (which are announced in their newsletters).

Included in my press kit are:

- a short bio,
- newspaper articles about my books,
- a business card,
- letters of reference from other schools,
- book awards received, and
- the flyer for the parents.

On November 14, 2008, I will be a presenter at Children’s Alley at the Miami Book Fair International. I will be on stage at 9:00 a.m. doing book readings to a large student audience.

Well, Scotty, if this is what being an author is all about, “Take me to your READER.”

*Publish
Children’s
Books?*

*Display with
FPA at FAME!*

FAME is the Florida Association for Media In Education, which began in 1972 when the Florida Association of School Librarians, the Florida Audiovisual Association, and the Florida Association of Educational Television voted to merge into one association.

FAME advocates for every student in Florida to be involved in and have open access to a quality school library media program administered by a highly competent, certified library media specialist. FAME is a collaborative, responsive, dynamic network for Florida library media professionals.

Each year, FAME offers a trade show in conjunction with its annual conference, and each year FPA takes a booth at the trade show. Display this year with FPA at the FAME Exhibit, September 24–26, Gaylord Palms Resort, Orlando. View FPA display information on page 9–11. To get your own FAME booth (\$800), contact:

FAME

2563 Capital Medical Boulevard
Tallahassee, Florida 32308
Phone (850) 531-8351
Fax (850) 531-8344
info@floridamedia.org
www.floridamedia.org

Calendar of Events

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

August

August. Various dates/locations in FL – “The Florida Conference for Adobe Photoshop Users.”
www.compumaster.net

September

September 12–13, FPA 2008 Ed-U-Conference and Book Awards Ceremony. Email FPAbooks@aol.com for a registration form.

September 17, “Introduction To Publishing” seminar, 9 a.m. – 5 p.m. at the Random House offices in New York. For more information on AAP’s Diversity Recruit & Retain efforts, contact Tina Jordan at tjordan@publishers.org.

September 20, Central Florida Women’s Expo, Auburndale, FL. (seeking speakers and authors) Cindy Hummel, (863) 965-5545, chummel@auburndaleFL.com

September 24–26, Florida Association for Media in Education (FAME, school librarians), Gaylord Palms Resort, Orlando. FPA will have a booth and will offer display space to its members. To participate with FPA, visit <http://www.FLbookpub.org/fame.html>

September 26–28, Southern Independent Booksellers Alliance Trade Show, Mobile, AL. www.SIBAweb.com

November

November 14–16, “25th Miami Book Fair International. Giselle Hernandez, exhibitor coordinator, ghernan3@mdc.edu, www.miamibookfair.com

Florida Festivals & Events

(Note: Most festivals and events require those who wish to have a booth to register many months in advance. If your book will sell well at Florida events, begin now by checking booth availability, six months from now or longer, with the event/venue of your choice. Many of these small-town events are preferred to book fairs because so many of the book fairs, such as the Miami Book Fair, are open to

remainder dealers, who compete with you by selling hurt, discontinued and remaindered books for \$1 each. Remainder dealers don’t typically attend the smaller, non-book-fair events.)

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>

Have a question about publishing or anything even remotely related to publishing and the life that goes with it? I’ll find an answer for you and write about it in a future issue of the *FPA Sell More Books!*

Newsletter.

To submit your question, please email me at questions@dreamtimepublishing.com.

Thank you.

–Meg Bertini