

FPA *Sell More Books!* Newsletter

Inside

June 2009

President's Message / 2
Hurricane Links / 4
FPA Is on Twitter! / 5
Gromling's "Cover to Cover" / 7
Author Business Cards / 7
Publications / 8
Contests / 8
Education / 8
Online / 8
S&H / 8
Production / 8
Wanted / 9
Distribution / 9
Media/PR / 9
Libraries / 9
Marketing / 9
Member Offerings & News / 9
Our Affiliate Groups / 11
IBPA / 11
AAP / 13
SPAN / 13
FL Festivals & Events / 14
New Members / 15
Renewing Members / 15
Calendar of Events / 15

2009 President's Book Awards

CALL FOR ENTRIES

(Finalists and other entrants from last year's competition are eligible with 2007 or 2008 books.)

FPA members, it's that time again! Submit your 2007 and 2008 titles for the FPA 2009 President's Book Awards competition, which recognizes book publishing excellence and creativity in both content and production.

The Categories

Young Adult Fiction	Young Adult Nonfiction
Children's Fiction	Children's Nonfiction
Coffee Table Book	Poetry Book
Florida Fiction Book for Adults	Florida Fiction Book for Children
Florida Nonfiction Book for Adults	Florida Nonfiction Book for Children
Adult Fiction	Adult Nonfiction
Children's Picture (Read to Me) Book	eBook (only PDF on CD/DVD)
Business Book	Memoirs
Interior Design	Cover Design

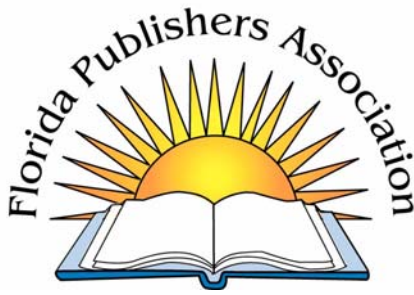
The following category cannot be "entered": The President's Pick, which is chosen from all entries by FPA President Chris Angermann.

FPA reserves the right to reassign entries to categories for which they are best suited, as necessary, and to create new categories, as needed.

Eligibility

Only current FPA members (publishers, self-publishers, authors and illustrators) can enter books. If you aren't sure, email Betsy (FPAbooks@aol.com) to

continued on page 3



FPA Sell More Books! Newsletter

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Submission Guidelines

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

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

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

President's Message



Chris Angermann

I take up the mantle of president of FPA with tremendous excitement. I just came back from the IBPA Publishing University and Book Expo America in New York, and the message everywhere was: We independent publishers are the future of the book industry!

“Indies” account for nearly a half of all of the books published in the United States. Unlike the large conglomerates, we are more adventurous and flexible and deal better with change at a time when many of the traditional ways of doing the book business are up for grabs.

Here are some of the newest developments on the horizon:

- Ebooks, whose market share in 2009 grew from .6% to 2.4% in less than 3 months!
- Social marketing on the Internet with Facebook, Twitter and online reviews.
- Print on demand delivery directly to wholesalers and retailers.
- Niche positioning and categories, which is what the Internet thrives on.
- Small Press United, a new distributor for publishers with as few as one book!

At the same time, my week in New York made abundantly clear the benefits of affiliation with organizations such as ours. Where else can you find out about the newest, most up-to-date industry practices? Where else can you meet experts in the trade with greater experience than your own and plenty of sound advice? Where else can you chat with colleagues who share your questions and concerns?

So whether you are a first time author/publisher or more established publisher, come join us as we step forward into this brave new world of 21-century publishing. Take advantage of what FPA has to offer. As one of the attendees in New York said, “I may be in business for myself, but I am not alone.”

–Chris Angermann

continued from page 1

learn if your membership is current. Renewals are being sent at the same time as this call for entries, so watch your email. A renewal discount rate of \$75 (regularly \$100) is being offered for those who want to renew at the same time they enter books.

Only books published in 2007 and 2008 will be considered. The year must be printed on the copyright page (or elsewhere within the book).

Only finished, bound books are considered for entry. We will not accept old bound galleys, F&Gs or marked review copies. In fact, the interior of the book should contain no stray markings or stamps. Such markings/stamps can render a book ineligible.

Past FPA President's Book Award winning titles are not eligible for entry; *however, finalists and other entrants from the 2008 competition may reenter*. Because she secures and manages the judges, books from Association Executive Betsy Lampe's company, Rainbow Books, Inc. are ineligible. Board members are eligible to enter books in the awards competition. President Chris Angermann may not choose his own book for President's Pick but is otherwise eligible to enter his company's titles.

The Judges

Florida librarians will serve as judges in all but the design categories. Three professional book designers will serve as design judges.

All entries will be considered by the three judges in each category. The judges are not paid; instead, they are rewarded for their service by being allowed to keep the entries. Do NOT mark your entries – no notes to the judges, nothing scrawled on the cut edge of the paper. Marking or stamps can render a book ineligible.

Under no condition will entries be returned. The judges are advised to keep the entries or donate them to their library, a women's shelter or children's center.

The judges will complete an evaluation form for each book and will return the forms with their decisions. Copies of the completed forms will be available the second week after the awards banquet.

In this year's competition, the books in each category will be judged against each other (as opposed to being judged against the entire book industry). Only a single Gold Medal and up to two Silver Medals will be awarded

for each category. They will be honored at our fall FPA 2009 Publishing Ed-U-Conference at a Gulf coast location/date to be announced.

The Awards

This year, FPA will award one Gold Medal and up to two Silver Medals in each category. These winners will be announced by email and listed on the FPA website the last week in August.

At the FPA 2009 President's Book Awards Banquet (location and date to be announced) medalists will be honored for each category, and the President's Pick will be announced and honored. Both Gold and Silver Medalists will receive a medal and a handsome plaque that features their book's cover. They will also receive award certificates and "Winner" stickers (1,000 for Gold Medalists and 500 for Silver Medalists). President's Pick will receive a plaque, certificates and 1,000 "President's Pick" stickers.

Medalists will be displayed (and its marketing materials disseminated) at no cost to the publisher 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.

To Enter

You must send two packages to enter. First shipment: in a well-secured package (no one package over 30 lbs, please), send:

___ **three copies of each title for each category entered** (this means that if you enter one book in three categories, you'll send a total of nine books in this shipment)

___ **a cover letter (on your letterhead) with your entries noted, and a declaration of the categories in which you have entered each title.** Please also indicate if you have included an additional \$75 for membership renewal.

continued on page 4

continued from page 3

___ **\$50 for each category entered.** (This means that if you entered one book in three categories, you'll send a check for \$150, plus any joining/renewal amount.) Please make your check or money order payable to FPA or Florida Publishers Association and attach it to your cover letter.

___ **a disk of the book's cover in high resolution.** (You should put this in a padded envelope so it doesn't get broken inside the box. By high resolution, we mean at least 300 dpi., and we can accept either RGB or CMYK images in a JPG format. Please do not send in the native format. No drop shadows, please.)

Marketing materials, newspaper articles, personal notes and other promotional items will be thrown away, so please do not include them. Send only your cover letter with a check attached and the books.

Please send your entry(ies) with delivery confirmation so you will know when they arrive. Within Florida, Media Mail (U.S. Postal Service) packages will arrive in 1-3 days. Priority Mail (U.S. Postal Service) packages (including those great flat-rate boxes) usually arrive in one day. Outside of Florida, Media Mail times vary up to a week, and Priority Mail can take as long as three days.

It is unnecessary to go to the extra expense of sending via delivery service, such as UPS or FedEx, unless you are sending on a day that is very close to the deadline of June 30.

Materials may be sent by U.S. Postal Service (but **not** UPS or FedEx) to

President's Book Awards
FPA
PO Box 430
Highland City, FL 33846-0430

or you may send by the more-expensive delivery services (UPS, FedEx, etc.), as well as U.S. Postal Service, to

President's Book Awards
FPA
5435 Highlands Vue Lane
Lakeland, FL 33812
(RESIDENTIAL)

Don't Forget This Important Shipment

Your second shipment is important, too. For President's Pick, please send an additional copy to

Chris Angermann,
FPA President
5430 Colewood Pl.
Sarasota, FL 34232
(RESIDENTIAL)

Deadline for Entries

Deadline for receipt of entries (actual receipt, not postmark) is Tuesday, June 30. No exceptions.

Any questions regarding the FPA 2009 President's Book Awards competition should contact FPA's association executive, Betsy Lampe, at FPAbooks@aol.com.

Hurricane Links: Be Prepared

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

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

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

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

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

Back up your computer files now!

For those of you who don't believe you need to get ready for hurricane season, the State Library and Archives of Florida offers, from its Photographic Collection, "Historic Hurricane Photos," selected images of hurricanes from 1896-2005. Photographic Collection. <http://tinyurl.com/ryyrkw>

FPA Is on Twitter!

Are You?

by Betsy Lampe,
FPA Association Executive

FPA signed up for Twitter a month ago, and we have 540+ followers. The follower grow by at least 10 people per day. To date, FPA has Tweeted 94 posts, which everyone who follows FPAbooks (our Twitter name) can read.

So what's Twitter?

Twitter is a free, social-networking service that allows users to communicate in real time with followers. Twitter posts (called Tweets) are short; Tweets are limited to 140 characters, which is the length of a healthy sentence.

Why Does FPA Twitter?

FPA uses Twitter to provide timely information to its followers. We have used it for announcements (such as a call for entries for the FPA 2009 President's Book Awards), invitations to join (those 540 followers are potential members), newsy information (items that you might want to know about in between newsletters) and other tidbits I think might be useful.

How Can I Follow FPA?

First, go to www.twitter.com and create an account. Click on the green "Get Started–Join!" button, then give a name, a username, a password and an email address. Once you've created an account, go to "Find People" (at the top of the page to the right) and type in FPAbooks. FPA's logo and a brief description (A book publishing trade association for publishers, self-publishers, authors and publishing vendors) comes up. Click on the logo. When FPAbooks' information comes up (you'll see a long list of updates), choose "Follow". That's how you follow FPA.

Anything Else I Should Do?

Yes, plenty. You should go into your Twitter account and flesh out your settings (again, a tab at the top of the page, to the right). You can check what you initially gave for your name, username and you can list your "More Info URL" (a website address). If you want to use Twitter to create sales for your books, you should give a URL that is for the book Using your book's website is ideal. Another option is to list your author website. You can also list your

blog address, if you have one of those.

If you forgot your password, there's an option for getting it. You can list your time zone, and there's an application (clickable link) to help you learn how to add Twitter to your website.

Your one-line bio is next, and this is where you'll need to write carefully. You get 160 characters, which is one good sentence or two short ones. Be succinct. FPA's says, "A book publishing trade association for publishers, self-publishers, authors and publishing vendors," which sums it up nicely.

If you are an author, you might say, "The author of *Watch It!* a forthcoming (October) book for caring parents with media worries, and a professor of media studies at Northern Illinois University."

A publisher might say, "Publisher of self-help and how-to nonfiction, and mystery fiction in the cozy and medical murder mystery genres."

A vendor might say, "An award-winning, affordable book interior and cover design firm that uses Adobe's InDesign for its projects. Ask about our Twitter discount."

You can add your location, just remember not to give out your physical address, unless that is your specific intention. FPA's simply says Florida. An author might want to list only the city and state. A vendor might want to list a physical address. You also have an option for the language in which you would like to Twitter.

Finally, you have the choice of protecting your updates. If you choose to protect your updates, only those people whom you approve to follow you will be able to read them. If your goal is to market yourself, your book or your business, you would be wise to leave the "protect" box unchecked. Don't hide your light under a bushel basket!

What's Next?

Once you've completed updating your settings, you can turn to the task of inviting folks to follow you. There are several ways to find people to invite.

Go back to the top of the page (a bit to the right) and click on "Find People." You can see from the tabs that you have the choice of finding people on Twitter (that's the default tab), finding people on other networks (such as G Mail, Hotmail, Yahoo! MSN or AOL), you can choose to create a list of email addresses (Separate your emails using a comma. Twitter offers its own text for the invitation.), or

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you can let Twitter suggest some users for you to invite. You will get the greatest number of followers if you use all of the tab options to find people to invite.

The “other networks” option will want access to your account (it will ask for your username and password) so it can mine your address book for addresses to which it can send an invitation. So, knowing that, you should do some address book housekeeping before you begin the invitation process. Some networks will automatically store all email addresses from both incoming and outgoing emails you’ve received. This can include email addresses from spammers and others whom you might not want following your Tweets. So some time weeding your address book is time prudently spent. When someone responds to your invitation by following you on Twitter, you’ll get an email saying so, and your “home” page on Twitter will list (in the upper right-hand corner) how many folks you follow, how many are following you, and how many updates “posts” you have.

I’m Ready to Tweet

Now that you’ve set up your account and invited others to follow you, you will need to Tweet things regularly. What you say is up to you, but many on Twitter complain that they don’t want to hear someone Tweet about how the sky is blue or that you’re on your way to the grocery store. If you’ve set up the Twitter account to promote yourself, your book or your company, you’ll want to keep your Tweets in line with your goals of creating demand for your books, products or services. As an author, you can Tweet snippets from your book’s reviews, you can give full URLs* of reviews, you can announce your upcoming appearances, you can give great lines from your book, etc. As a publisher, you can Tweet everything just mentioned about an author, you can announce new books, offer review copies to bloggers, announce employee changes, request manuscripts on a certain topic and much more. Similarly, a vendor can Tweet about their products and services. Authors, publishers and vendors can provide URLs* in their Tweets to drive readers to their websites or email addresses.

Do I Have to Be Online to Tweet?

Not at all. You can post your Twitter updates via text message or from other third party applications. John Kremer recently listed many applications that can keep your Tweets going strong. Read about these apps at John’s site: www.bookmarket.com/twitter-tools.htm.

Any Last Words?

Yes! Start your Twitter account and follow FPA for some good, timely information, announcements, between-newsletter tidbits and more. You can also upload photos and other graphics (such as logos) to your Twitter account. You can also decide how and when you receive email from Twitter. For example, you can choose to (or not to) get an email every time someone decides to follow you. Explore the rest of the Twitter website and view their extensive Q&As to learn more.

Remember, too, not to let new applications and technology get you down or keep you from promoting your products or services. Apply yourself and learn. New social networking services, such as Twitter, LinkedIn, Facebook, etc., and online chatter such as blogging, only increase your opportunities for creating demand for your products and services. There used to be a day when there were precious few outlets for an author, publisher or vendor to hawk their wares. So be excited, not confused, by the many new marketing strategies the online world offers.

* *Some URLs are just too long to list. Solve that problem by creating a tiny version of the long URL at www.tinyurl.com. You’ll see in this newsletter that we’ve used Tiny URLs to help readers surf to sites with otherwise difficult-to-navigate web addresses.*

Did you know that you can enter finalists and non-winning entries from last year’s book awards competition in this year’s competition, as long as the books carry a 2007 or 2008 copyright?

See page 1.

Past FPA President Host of New Radio Show: “Cover to Cover” with Frank Gromling



Frank Gromling

“Cover to Cover” with Frank Gromling is a new radio talk show about books and the book industry. It will examine all aspects of the book publishing world – from what titles are really hot, to up-and-coming authors, to the fascinating world of how books are produced and marketed. Gromling’s guests will come from every aspect of the book world, including publishers, authors, illustrators, buyers, reviewers, and more.

Starting June 13th, “Cover to Cover” will broadcast throughout northeast Florida on WNZF (1550AM and 106.3FM) and stream worldwide on www.wnzf.com every Saturday morning at 11:30 Eastern/8:30 Pacific.

Frank Gromling is the founder and publisher of Ocean Publishing, past-president of the Florida Publishers Association, board member of the Independent Book Publishers Association, and author of *Frank’s Whales*.

Author Business Cards

Betsy Lampe creates 2-sided business cards like these for her authors. She uses VistaPrint (there are many others you can use) and saves a bundle on printing. It helps announce the book, its author and helps provide information for everyone, from the media to bookstores, libraries and individuals interested in buying a book. If you don’t have a great author business card, look into creating one today.

R. KEVIN PRICE *author of*

The Successful Retirement Guide

Hundreds of Suggestions on How to Stay Intellectually, Socially and Physically Engaged for the Best Years of Your Life

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What Parents Need to Know to Raise Media-Smart Kids

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www.MarySLarson.com

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The Successful Retirement Guide

Hundreds of Suggestions on How to Stay Intellectually, Socially and Physically Engaged for the Best Years of Your Life

R. KEVIN PRICE

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Publications

REaD ALERT. A free e-newsletter from the American Library Association (Booklist Online) featuring quick links to a hand-picked selection of book reviews, features, and special web-only content from Booklist Online. You will receive approximately 20 newsletters per year. Sign up for REaD ALERT at <http://tinyurl.com/cde65w>

Contests

Agatha Awards. The Agatha Awards honors “traditional mysteries,” books best typified by the works of Agatha Christie, as well as others. Such mysteries contain no explicit sex, contain no excessive gore or gratuitous violence, usually feature an amateur detective, and take place in a confined setting and contain characters who know one another. Administered by Malice Domestic. www.malicedomestic.org/agathaawards.html

Alex Awards. Given to ten books written for adults that have special appeal to young adults, ages 12–18. The winning titles are selected from the previous year’s publishing. The award is sponsored by the Margaret A. Edwards Trust and *Booklist* (American Library Association). www.ala.org/yalsa/booklists/alex

The Americas Book Award for Children’s and Young Adult Literature. Given in recognition of U.S. works of fiction, poetry, folklore, or selected non-fiction (from picture books to works for young adults) published in the previous year in English or Spanish that authentically and engagingly portray Latin America, the Caribbean, or Latinos in the United States. www4.uwm.edu/clacs/aa/index.cfm

Education

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

Online

The Book Industry Study Group, Inc. BISG is the U.S. book industry’s leading trade association for policy, standards and research. The mission of BISG is to create a

more informed, empowered and efficient book industry supply chain. Membership consists of publishers, manufacturers, suppliers, wholesalers, retailers, librarians and others engaged in the business of print and electronic media. For 30 years, BISG has provided a forum for all industry professionals to come together and efficiently address issues and concerns to advance the book community. Learn more about BISG at www.bisg.org

S&H

Flat Rate Priority Mail. When shipping to customers, such as Amazon.com, it is often more cost efficient to use USPS’s Flat Rate Priority Mail envelopes/boxes than to ship by other carriers. With a flat rate box, no matter how many books you put in them, the rate remains the same! Priority Mail delivery within Florida is usually one day, and around the country it’s usually 2–3 days. Free boxes, which can be ordered online, come in a variety of sizes and shapes and can be viewed at <http://tinyurl.com/bhtbe2>. See the rate chart at <http://tinyurl.com/5lonay>.

Production

Teacher’s Guides. Here’s a great new tool for selling your books! Holly Moulder, of FPA member White Pelican Press and retired Georgia teacher, will write a Teacher’s Guide to accompany your children’s book or young adult title. Each Guide comes on CD, and will contain over 100 pages of spelling units, comprehension questions, skill sheets, and enrichment ideas – all based on state and national standards. Even Accelerated Reader tests are available on request! Read what FPA member and children’s book author Linda Salisbury says about the Teacher’s Guides that Holly created for her books:

Holly’s expertise as a teacher gives the Teacher’s Guide both professionalism and credibility. She knows exactly what activities, questions, and exercises to develop for classroom and home-school use. –Linda Salisbury, author of the Bailey Fish Adventure series

Let this simple tool help increase your sales to parents, teachers, and schools. Contact Holly Moulder at fishermoulder@aol.com for additional information.

Book Design. David Kirby is a freelance graphic designer with publication design experience—including trade books, text books, periodicals and collateral/marketing publica-

tions. His experience includes cover design, interior design/layout/production, editorial illustration, art/photo direction and project management. Samples can be seen at www.creativeconnectiondesign.com.

Wanted

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

Media/PR

Help a Reporter Out (HARO). A free, three-times-daily email containing 15-30 queries. Peter Shankman built the list to push media requests out “to people who actually have something to say.” Shankman has only a few rules, one of which is that you reply to journalists only if your response is on target; if not, you’ll get banned from the list. A valuable tool, HARO competes with its expensive competitor PR Newswire’s ProfNet. Learn more at www.helpareporter.com (and remember to stay on target with your responses).

BloggerLinkUp! This is a free service for 1] bloggers (authors can be bloggers) or 2] someone who wants to get the attention of bloggers. It provides once or twice daily emails with lists of bloggers looking for expert sources, requests for guest posts, bloggers and web masters offering guest posts, and PR reps and others seeking reviews of products (you can offer your book for review). When you see a request that you can fulfill, just respond directly to the requester. Learn more at www.bloggerlinkup.com.

Libraries

WorldCat. Do an advanced search by ISBN at WorldCat to learn where in the world’s libraries your books can be found. www.worldcat.org/advancedsearch

Marketing

Association of Jewish Libraries – 44th Annual Conven-

tion. Association Book Exhibit is presenting a combined exhibit and we look forward to representing your titles in this exhibit. Deadline for Listing is June 22 and Books are due by June 9. Marjorie Gallahan, Association Book Exhibit, (703) 619-5030, fax (703) 619-5035, info@bookexhibit.com

Do-it-Yourself Direct Mail. You can create an entire direct mail campaign, from design to mailing, online with Click2Mail.com. Click2Mail’s free-to-use Mailing Online Publisher provides all you need to manage your lists and to create, personalize, and proof your mailing pieces. Best of all, it is a system that completely eliminates the need for sorting, labeling, applying postage, and delivery to a post office—we do it all for you for just a little more than you would normally pay for the postage alone. Learn more at www.click2mail.com.

Member Offerings & News

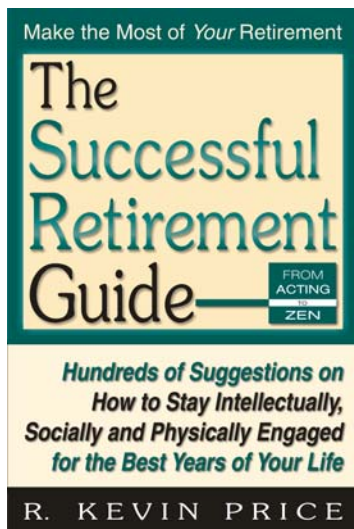
Rainbow Books, Inc. Author Ron Tramontano and his book, *It’s Not a DIET, It’s a SAVE-it: Serious Weight Loss and Self-Esteem Gain for Overweight Children* (ISBN-10: 1-56825-112-2, ISBN-13 978-1-56825-112-7) were featured in *The Parklander*, a news magazine serving Parkland, Heron Bay, and North Coral Springs. The issue (slow to load) can be seen at <http://tinyurl.com/mm5oan>.

R. Kevin Price, author of *The Successful Retirement Guide: Hundreds of Suggestions on How to Stay Intellectually, Socially and Physically Engaged for the Best Years of Your Life* (ISBN-10: 1-56825-115-7, ISBN-13: 978-1-56825-115-8), has booked two presentations with the United Methodist Homes: one in July and one in September. The book received the following review in the June issue of *Retirement Living News*.

The Successful Retirement Guide by author Kevin Price provides a wealth of information to help identify the activities that will help you remain intellectually, socially and physically engaged with life, regardless of your resources. The 344-page book is loaded with ideas and opportunities to explore ways to make your retirement a successful one.

It is a book about learning, appreciating, growing, playing, making and giving back. It also discusses the reason for doing these things beyond the

continued from the previous page



simple enjoyment they may bring. The book reviews hundreds of ideas for engaging retirement activities in an educational and entertaining fashion and provides references to sources of additional information. Following the introductory material it uses an alphabetical organizational format to present the ideas. It can be read at length but it is also easy to

read in short sittings.

For most of the hundreds of activities listed there are references – books, magazines, web sites and other resources that can provide additional information. The book has five appendices: Life Expectancy Calculators, Senior Olympics, Collectibles, Veterans' Organizations, and Volunteer Considerations and Opportunities.

Honored in May by Radical Parenting as one of 50 Best Parenting Books for Families with Teens or Tweens is Rainbow's *The Whipped Parent: Hope for Parents Raising an Out-of-Control Teen* by Kimberly Abraham, MSW, CSW; Marney Studaker-Cordner, MSW, CSW; with the late Kathryn O'Dea. Radical Parenting is a company run by youth. As the only parenting blog and company from the kid's perspective, RadicalParenting.com has made a huge impact in the parenting blogosphere, by not only bringing a new perspective to parents on how digital youth are really growing up, but also by giving teens a voice.

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

Tools for Transformation. Rita Milios recently received news that her latest children's book *Dream Share*, a tween paranormal novel with themes of overcoming fears and anti-bullying, has been selected as an award-winning finalist in the 2009 Florida Writer's Association Royal Palm Book Awards Competition. *Dream Share* is Rita's 32nd book for children, but her first novel.

Rita is launching the book with a contest for kids 8-14. The "My Special Dream Contest" is described on the website, www.DreamShareBook.com.

Rita is grateful to FPA and Betsy Lampe for a suggestion offered at the last FPA conference. Betsy urged publishers to try to win awards for their books, stating that awards enhance the perception of a book in the eyes of buyers, especially librarians. Rita followed this advice and as a result, is now able to add the words "award-winning finalist" to her current promotional materials.

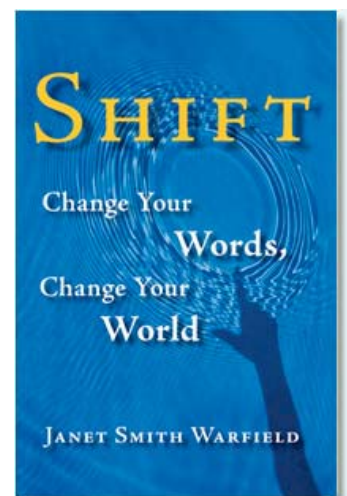
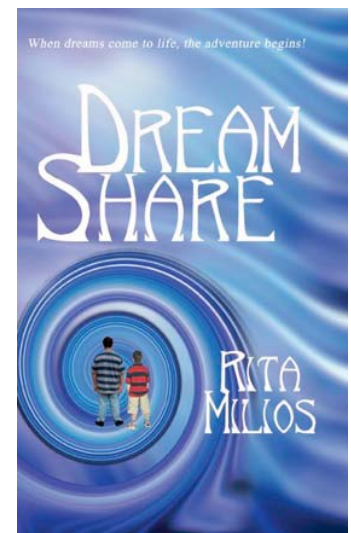
Keep your fingers crossed that after the awards ceremony in October, Rita will be able to change that text to read "first place winner!"

Rita Milios, Tools for Transformation, Hudson, FL, phone (727) 860-5675, rita@ritamilios.com, ritamilios@tampabay.rr.com, www.RitaMilios.com

Word Sculptures Publishing, Janet Smith Warfield. "I'm hugely busy between Mine Your Inner Gold workshops (vision boards and Masterminding) here in Boquete (Panama), an Amazon Best Seller Push scheduled for August 18th, anchoring a Global ZenBiz Day here in Boquete on September 12th, and a May trip to the States with three radio interviews.

"Will be printing a paperback edition of *Shift* for the Best Seller Push and have garnered endorsements from Bob Proctor, featured teacher in *The Secret*, and Hal Zina Bennett, writing coach to Dr. Phil, Gabrielle Roth, Dr. Stanislav Grof, and Jerold Jampolsky, M.D. A couple of PhDs have also asked for copies, with the possibility of writing endorsements.

"This is the email I received



from my agent about the Bennett endorsement: ‘We got a nice endorsement back from Hal Zina Bennett (author of *The Lens of Perception: A User’s Guide to Higher Consciousness* and more than 30 other books.). Here is what he wrote to us: Interesting book—very innovative way she put the whole thing together. I read it last night and enjoyed it a lot. Here’s an endorsement:

“How do we know what we know? What are the limits of human perception—and how can we expand them to embrace life more fully? Usually the domain of philosophers, psychologists and theologians, Janet Smith Warfield’s book makes these issues not only accessible but fun to explore. Her experiential exercises for recognizing our own capacity for illusion are easily worth the price of admission. The author’s personal stories provide models for how the book’s insights can improve our everyday lives.’

Janet Smith Warfield, Word Sculptures Publishing, (888) 969-2677, janet@Word-Sculptures.com, <http://word-sculptures.com>

Our Affiliate Groups

**IBPA – The Independent Book Publishers Association
(formerly Publishers Marketing Association)**
www.IBPA-online.org

Publishing University ONLINE
Upcoming ONLINE University Seminars

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

June 24, 2009 at 2:00 pm EST

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

Learn how to build a strong presence on the Social Web without getting overwhelmed. This class will show you how to set up and implement essential social-media tools like blogs, social-networking sites, media communities, and social calendars. Learn how to integrate them so that your workload is greatly reduced.

Discover how to blog once, upload a photo one time, enter an event in one place, and feed all of it into your social-networking pages, your blog, and your Website. Creating this type of dynamic presence is necessary for success on today’s Internet. This process does not have to be difficult

or ridiculously time-consuming. Careful planning can make it practically painless!

Author, publisher, and developer Deltina Hay will explain:

- how to create a manageable social web strategy
- how to prepare optimized content
- getting your start with the *essential tools* (a brief introduction):
 - * blogging
 - * micro-blogging
 - * social networking
 - * social bookmarking
 - * media communities
 - * social calendars
- how to integrate your presence
 - * on your website or blog
 - * widgets and badges
 - * social media newsrooms
 - * galleries
- on your social sites
 - * feeding your blog or feeds
 - * integrating images and video
 - * integrating bookmarking and social networking
 - * integrating events and other social tools
 - * using streamlining tools
- how to integrate other helpful tools
 - * life streaming with friendfeed
 - * google connect and facebook connect

A veteran Web developer and publisher, Deltina Hay is a pioneer of social media and Web 2.0, especially as it applies to the publishing industry. She has written countless articles and two books on the subject.

An experienced instructor, her working knowledge of social media ideas and how to apply them in the real world make her writings some of the most accessible in the industry. Her recently released book is *A Survival Guide to Social Media and Web 2.0 Optimization: Strategies, Tactics, and Tools for Succeeding in the Social Web* (Dalton Publishing, ISBN-10: 0981744389 ISBN-13: 978-0981744384)

Cost for IBPA members = \$49

Cost for non-members – \$69

Register at <http://tinyurl.com/n389uy>

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

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

Topics Available:

“How To Build A Better Book Contract”

Speaker: Jonathan Kirsch

“The Buck Starts Here”

Speaker: Brian Jud

“Red Hot Internet Publicity”

Speaker: Penny C. Sansevieri

“Creating a Dynamic Publicity Launch for Your Book”

Speaker: Kate Bandos

“Repurposing, Recycling, and Retargeting Your Material”

Speaker: Paulette Ensign

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

Speaker: Tom Woll

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

Speaker: Robin Bartlett

“Magnetize Your Website with Online Marketing”

Speaker: Peter Bowerman

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

Speaker: Mary Ellen Lepionka

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

Speakers: Kathi Dunn and Ron “Hobie” Hobart

Building Better Budgets:

How to Use Them to Improve Your Bottom Line

Speaker: Marion Gropen

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

Speaker: Deltina Hay

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

Speaker: Deltina Hay

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

Speaker: Kate Bandos

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

Speaker: Jerry D. Simmons

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

Speaker: Penny C. Sansevieri

“Repurposing, Recycling, and Retargeting Your Material”

Speaker: Paulette Ensign

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

Speaker: Jerry D. Simmons

“rofitable Books: How To Choose Winners”

Speaker: Marion Gropen

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

Speaker: Pam Lontos

“Tips and Techniques for Getting Book
Exposure on Television”

Speakers: Karen Melamed and Barbara Wellner

“Social Media Web 2.0 Essentials
for Publishers and Authors”

Speaker: Deltina Hay

Selling Your Books

into the Christian Market

Speaker: Sharon Castlen of Integrated Book Marketing

IBPA-member Display Opportunities

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

American Library Association Show 2009

7/11/2009 - 7/14/2009

McCormick Place

Chicago, IL

This annual ALA show attracts all types of librarians. From the public, private and school sector across the country and throughout the world. IBPA has a small block of booths reserved for this show, and if you would prefer to have a full booth or share a booth with another IBPA member, now is the time you should sign up for this event. Cost of booth is \$2,200 (1D2 deposit of \$1,100.00) for a 10' x 10' or \$1,100 (1D2 deposit of \$550.00) for a shared booth (5' x 10'). We will need a 1D2 payment for booths at this time. If you would prefer to display your title or titles within the IBPA complex, where titles are displayed face out in specific genre and a special catalog developed for this show for the librarians, cost per title is \$85.00. It's always a good idea to attend a book show if you can and IBPA can arrange for badges for those who request them

in advance of the show. There will also be an opportunity to do a book signing or demonstration at this show. If your book does well at libraries, this is one show you will not want to miss. This is a great show for most IBPA members' titles. Public, academic, foreign and corporate librarians attend this show Annually and it's the largest librarian show in the nation. IBPA members only. Deadline is May 31, 2009

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

The Association of American Publishers is the national trade association of the U.S. book publishing industry. AAP's more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies—small and large. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association's highest priorities.

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

“More Bang For Your Marketing Buck”

**Free Webinar for SPAN Members
Presented by Brian Jud**

June 25, 6:00 PM, Eastern

Members register and get more info at:
www.spannet.org/memberlogin.php

How's your marketing budget holding up?

Often spending on marketing is the first thing to be cut in a recession. At the same time you need to get the word out about your books. During this free Webinar you will learn dozens of terrific cost-effective marketing techniques.

Brian Jud, author, TV Host, and book marketing consultant, is THE expert on non-bookstore “special sales”.

This event is the first of seven book marketing Webinars for SPAN members - all at no cost.

Members can register and learn more about the Webinar by logging in to the Members Only section of the SPAN Web site at: www.spannet.org/memberlogin.php

If you are not a member, you can join now and attend the first of this series. We guarantee satisfaction!

Current FPA members get a \$35 discount on SPAN membership. Join SPAN at www.spannet.org/join.htm

SPAN is a nonprofit professional trade association dedicated to enhancing the image and profits of authors and independent presses in the U.S. and Canada. You'll find SPAN info & a membership form at www.SPANnet.org. Click on “Join/Renew”.

Small Publishers Association

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Fax: (719) 471-2182

Florida Festivals and Events

(**Note:** Many display opportunity events, such as book fairs, offer booth space for publishers and authors. However, booth space is usually booked at a deadline far in advance of the event, so be sure to check listings on events that will happen 2–6 months from now – even up to a year. Don't just think about only book festivals. Many other types of festivals can be good for book sales: ethnic festivals (think author ethnicities of Irish, German, African American, etc.), wildlife festivals (authors of books featuring wildlife, especially kid's books), food/music/plant festivals (often, there are no book vendors there). So brainstorm each listing you see, and think outside of the book!

www.southfest.com/florida.shtml

www.floridasmart.com/subjects/ent_festivals.htm

www.festivalusa.com/states/flofest.htm

www.ffea.com

www.flcities.com/membership/festivals.asp

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

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

www.floridabooks.com/events.html

New Members

Ben Marney
Port St. John Press
 Cocoa, FL
 (321) 258-2512
 fax (321) 482-5568
 PortStJohnPress@aol.com
 www.PortStJohnPress.com

C. E. Walz
CEWalz.com
 Newnan, GA
 (770) 304-8557
 cewalz@yahoo.com
 www.cewalz.com

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 PO Box 951276
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 Tema@4themind.com
 4themind.com

Vickie Lane
Engaging Publishing Co.
 Lakeland, FL
 (863) 646-4610
 fax (863) 647-1175
 Faith0720@aol.com

Renewing Members

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 Clearwater, FL 33766-4533
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 PeartreeBooks@yahoo.com

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 fax (407) 876-0524
 LowellTeal@aol.com
 www.LowellTeal.com

Ruth E. Clark, Ed.D.
Hibiscus Publishing
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 fax (239) 514-0238
 hibiscus311@comcast.net

Calendar of Events

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

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

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

July

July 9–13, American Library Association Annual Conference, McCormick Place, Chicago, IL. www.ala.org/ala/conferencesevents/upcoming/annual/index.cfm

August

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

September

September 30–October 2, Florida Association for Media in Education 37th Annual Conference (FAME), Marriott World Center Resort, Orlando, FL. (FPA will have a booth and will offer display of publishers'/authors' books, member or nonmember) www.floridamedia.org

October

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