

FPA *Sell More Books!* Newsletter

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September 2008

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 almost here! It's set for Saturday, September 13, at the Helmsley Sandcastle Hotel on Lido Key Beach in Sarasota. There's still time to register – even at the door!

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:

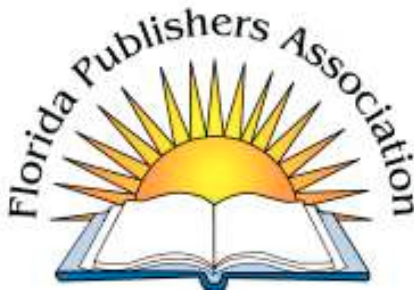
"You're on the Air" – How to effectively work with the media, including: where to find the names of producers; how to answer any media question; the elements of a press release, press kit and media tour; what to do when your mind goes blank; how to sell more books on the air; how to avoid the mistakes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

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FPA Sell More Books! Newsletter

ISSN: 1089-2850

Editor

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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

Well, the time has come to say goodbye from the President's office. When our former president resigned over three years ago and I assumed the president's mantle, I wasn't sure what was in store for me, other than lots of challenges and, hopefully, lots of fun. I was right on both counts.

In serving out Dinah's second year and being elected to my own two-year term, I have had the opportunity to work with many talented people and help FPA gain more recognition within the book publishing world, bookstores, media, and libraries. We have strengthened our relationships with Florida Library Association, Florida Center for the Book, Florida Association for Media in Education, Florida Writers Association, and Independent Book Publishers Association.

We have conducted excellent educational conferences in different regions of the state, always bringing in the most knowledgeable and professional speakers from across the country, as well as from within Florida.

One primary goal was to advance the image and reputation of FPA. Another was to strengthen the internal workings of the association. A third was to insure that we had financial strength. I think we have made significant progress on all three platforms. The progress we made was because of the dedication and commitment of the board of directors and several member-volunteers who stepped up and said, "I'll help."

As I move on, I see some areas that need much greater attention than I was able to bring. I know that the new board of directors, aided by larger numbers of volunteers, will continue the effort that has been made, thus resulting in a stronger and more effective FPA. Our Association is more recognized as a source of knowledge about book publishing, we have the opportunity for a whole new set of bylaws to guide how the organization operates, and we have had a steady five-figure treasury for over three years. This is a strong position from which to move forward to bigger and better success.

I thank everyone who helped me over the years. I am humbled by your support and friendship. As you might expect, if you've read any of my earlier messages, I leave you with the request that every member of FPA step up to help the organization that does so much for so many. Get involved. Make a difference!

If you are ever in my neck of the beach, call me and we'll sit and talk. It's been fun.

Best wishes.

Frank Gromling



FRANK GROMLING

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

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, "Nifty Ways to Use the Information in Your Book" (the second of three to appear in the newsletter), on page 16.

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 qualifying entries).

All entries were narrowed down to the finalists in each of the 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 categories 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 were judged by three members of a nationally known, award winning book design firm. Judges of the editorial categories were librarians from Florida.

The following two categories could not be "entered": The Best Overall Book will be the highest-scoring book from all the winners; and, the President's Pick was chosen from the entries and finalists by FPA President Frank Gromling.

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

To be eligible for consideration in the President's Pick category, finalists were 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.

And the Finalists Are . . .

(listed in no particular order under each category)

continued on the next page

continued from page 3

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.

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



After the meal, winners will be announced and will step 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 framed award, 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.



Photo courtesy of the Helmsley Sandcastle Hotel.

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 still available to attendees at the FPA Ed-U-Conference.

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).

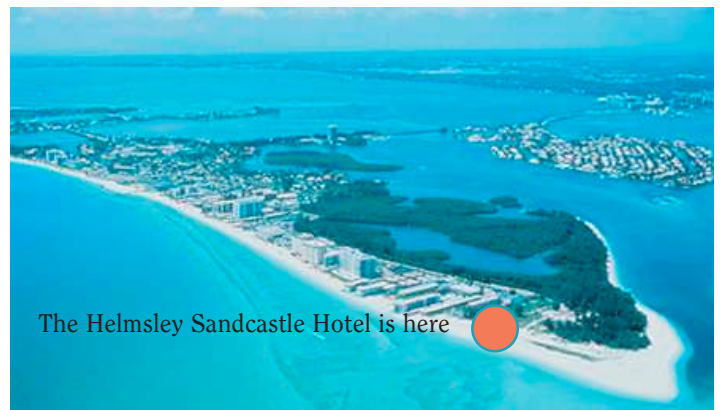


Photo of Lido Key courtesy of the Helmsley Sandcastle Hotel.

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 (weather permitting).
- 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 FPA Board of Directors elections will be handed out to current FPA members for completion. Mark your ballots with a maximum of seven votes (there are eight nominees, and FPA bylaws require an odd number of board members to be chosen), and we will collect your ballots before 9:00 a.m. 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. Handouts will be provided.
- 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. (PMA is now IBPA.)
- 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”** – (Ballroom) 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. Handouts will be provided.
- 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. Handouts will be provided.
- 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 FPA 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) _____

You may pay at the door or through PayPal, but please fax or email this form, completed, to FPA before Thursday, September 11. Our fax number is (863) 647-5951, our email address is FPAbooks@aol.com, and our PayPal pay-to email address is FPAbooks@aol.com.

*Door Prizes
for the
FPA 2008
Publishing Ed-U-Conference*

No Sisters Sisters Club (signed) by Linda Salisbury + large child's t-shirt (ISBN: 1-881539-40-7, TabbyHouse, an \$18.95 value)

Smart Self-Publishing: An Author's Guide to Producing a Marketable Book (Third Ed.) by Linda and Jim Salisbury (ISBN: 1-881539-30-X, TabbyHouse, a \$16.95 value)

Smart Self-Publishing: An Author's Guide to Producing a Marketable Book (Third Ed.) by Linda and Jim Salisbury (ISBN: 1-881539-30-X, TabbyHouse, a \$16.95 value)

Grassroots Marketing for Authors and Publishers: Getting Noticed in a Noisy World by Shel Horowitz (ISBN: 0741434695, Infinity Publishing, a \$24.95 value)

The Self-Publishing Manual: How to Write, Print & Sell Your Own Book by Dan Poynter (ISBN: 1568601425, Para Publishing, a \$19.95 value)

The Self-Publishing Manual: How to Write, Print & Sell Your Own Book by Dan Poynter (ISBN: 1568601425, Para Publishing, a \$19.95 value)

PowerPack Starter Kit #1 (ISBN: 978-1-56860-082-6, Para Publishing, a \$297 value)

Free Cards or Flyers from Tu-Vets (a \$140–150 value)

Membership in IBPA (formerly PMA, a \$119–\$175 value)

Membership in IBPA (formerly PMA, a \$119–\$175 value)

Membership in IBPA (formerly PMA, a \$119–\$175 value)

SPAN's Marketing Plan Workbook

SPAN's Marketing Plan Workbook

FPA Display coupons (a \$50 value)

FPA Membership/Renewal coupons (a \$75–\$150 value)

*Publish Children's Books?
Display with
FPA at FAME!*

*Bring your materials to the
Ed-U-Conference in
Sarasota and hand them
off to MyLinda.*

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. See the information on the next page. 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

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). **OR, bring your materials with you to the Ed-U-Conference and hand them off to MyLinda in person.**

FPA/FAME
c/o 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 (this will appear in IBPA's *The Independent* in October)

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?

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

Contests

The 2009 Eric Hoffer Book Award provides four ways to win: by genre, press, the Montaigne Medal, and the Hoffer grand prize. Categories: Art, Poetry, General Fiction, Commercial Fiction, Children, Young Adult, Culture, Memoir, Business, Reference, Home, Health, Self-Help/Spiritual, Legacy. Awards are open to academic, independent, small press, and self-published books that were released or copyrighted in the last 2 years, including unique books with small print runs. Entry deadline is January 15, 2009. See submission guidelines below or visit www.HofferAward.com.

The 2009 Nautilus Book Awards is now accepting **books and audiobooks (adult & children)** for its **9th Annual Nautilus Book Awards** program. Information and entry forms are available at www.nautilusbookawards.com.

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. <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. www.diyconvention.com

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. www.fsu.edu/~ams/bookawards/index.html

The 2008 Book of the Year Awards is now accepting registrations. www.forewordmagazine.com/awards

The Pura Belpré Award (from the ALA website) Established in 1996, The Pura Belpré Award "is presented to a Latino/Latina writer and illustrator whose work best portrays, affirms, and celebrates the Latino cultural experience in an outstanding work of literature for children and youth. <http://ala.org/ala/alsc/awardsscholarships/literaryawds/belpremedal/belpremedal.cfm>

The Tomás Rivera Mexican American Children's Book Award (from the ALA website) "honors authors and

illustrators of children's books that depict the Mexican American experience. www.education.txstate.edu/departments/Tomas-Rivera-Book-Award-Project-Link.html

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. SIBA's trade show is scheduled for September 26-28 at the Mobile, AL, Marriot Renaissance. Booths range from member prices of \$570 to nonmember prices of \$770. SIBA dues are \$195/year. To learn more about the tradeshow, visit www.sibaweb.com

Education

Seminars, Webinars, and more. Check out FPA's Events Calendar (page 27) for upcoming educational opportunities. Just added is the St. Petersburg Times Festival of Reading, scheduled for November.

S&H

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

Libraries

The American Booksellers Foundation for Free Expression (ABFFE) and the American Library Association (ALA) announced that they are launching a Web site to help bookstores and libraries promote **Banned Books Week**, which will be held this year from Sept. 27 through Oct. 4.

The Web site, www.bannedbooksweek.org, is intended to help the public learn about Banned Books Week and suggest ways they can support it. The key feature of the Web site will be a list that visitors can use to find participating bookstores and libraries in their communities.

Judith F. Krug, director of the ALA's Office for Intellectual Freedom, said the Web site will help promote Banned Books Week nationally as well as provide support for local

continued on the next page

Libraries, continued from page 13

efforts. “We wanted to increase the attention for Banned Books Week on the Web while simultaneously providing increased support for the bookstores and libraries that are mounting displays and sponsoring free speech events,” she said.

Online

Examiner.com is a national news and information Web site, driven by a group of national and local Examiners spreading their expertise on a variety of subjects across 60 markets in the United States. We are seeking writers and topic experts who can provide useful information across a wide range of subject areas, from business and finance, careers and workplace, law, sports, politics, health care, real estate and travel and transportation, to entertainment, pets, food and many other fields of interest. What’s an Examiner? It’s someone who enjoys informing others about subjects they love. They are the backbone of Examiner.com. They are college professors, magazine writers, bloggers, housewives, Ph.D.s, college students and others. The common link between them is that they can talk and write about their knowledge in useful ways, looking closely at topics and examining every aspect of them. Together they form a pool of credible knowledge that then becomes a resource for Internet users seeking information about topics both on a national and local basis. This is an opportunity for folks who are passionate about a subject area, and an expert on the topic, to share that passion and knowledge with Examiner.com’s national audience. On their own, the writer’s blog or general knowledge might reach only a small number of people, but when added to our large network of Examiners, that information is available to millions of people online. For more information and to apply for this opportunity, visit <http://extra.examiner.com/about/> and click on the “Apply Now” button near the bottom of the page. Need leads by: Dec 31, 2008 06:00 PM EST(America/New_York). Contact: Darrell Proctor, dproctor@examiner.com, www.examiner.com

Member Offerings & News

Ocean Publishing, Flagler Beach, FL: Frank Gromling, founder and publisher, reports that he has completed the re-organization of Ocean Publishing from a multi-genre publishing house to one focused exclusively on nonfiction books about marine life, nature, environment and conservation.

Gromling said, “Although I personally like poetry and children’s picture books, I’ve proven that I am better at producing nonfiction books for adult readers.” He added that Ocean will continue to actively promote both its front list and back list titles through its distribution channels, direct mail campaigns, and at special sales events nationwide.

Ocean Publishing has several new titles in the works, including a Marine Life Series which right now has four titles underway, each book dealing with an endangered marine species: North Atlantic right whales, sea turtles, bottlenose dolphins, and manatees. Additional books planned for this series focus on different whale species and sharks. All books in the Marine Life Series, and two other series on birds and land-based animals, will be written for general, rather than scientific, readership.

Ocean authors Victor DiGenti (*Windrusher Trilogy*), Jan Atchley Bevan (*Zachary Cooks Up Some Fun*), and Diane Till (*Here’s What I Know So Far: Doc’s Story*) are participating authors in the first Florida Heritage Book Festival in St. Augustine, September 12–13. DiGenti is a featured speaker and both Bevan and Till will be sharing their books with area children during planned school visits.

Rainbow Books, Inc. Lakeland, FL. Being finalized 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).

A dietician to write the foreword is being sought 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).

Being sent out for reviews 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).

The author is checking his final page proofs for *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).

Back to press for Rainbow’s #1 bestseller at Amazon.com,

The Emotionally Unavailable Man: A Blueprint for Healing by Houston therapist Patti Henry (ISBN 1-56825-096-7).

In the works is a full-color book about collecting celluloid, one woman's hike of the Continental Divide, and a book of profiles for middle grade girls of outstanding Native American women.

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

Portrait Illustration:

Weems Illustration, www.weemsillustration.com

Micaangela Hendricks, www.micaangela.com

Dan Hamilton, www.itsdanart.com

Nate Owens, www.nateowens.com

Children's Illustration:

Hoi Laam Yau, www.hoilaamyau.com

Sy Lee, www.CallmeLee.com

Vincent Zawada, www.vincentzawada.com

Thomas Herpich, www.thomasherpich.com

Technical Illustration:

Weems Illustration. www.weemsillustration.com

General Illustration:

Michael Cho, www.michaelcho.com

Stock Photography:

Online Photo Stories, www.onlinephotostories.com

Book Design:

Lisa Lirones, www.LDesignerArtist.com

CD/DVD duplication, replication and packaging is offered by Bison Disc. More information: www.bisondisc.com

iDEA Media Services (Chicago), one of the largest independent stored media replicators (CD/DVD manufacturers) in the U.S., provides media replication, all types of packaging and product fulfillment. They specialize in runs of 1,000-100,000 copies, but they can handle all size orders, from a small, 10-copy DVD-R run to 500,000 pieces or more. iDEA's dedicated project managers handle every order personally and are concerned with all aspects of a project,

including pricing, quality, turn-time and quick resolution of any production issues, should they occur. More information and samples can be requested from Frank Manzardo, Project Manager, iDEA Media Services, 1700 W Hubbard St., Chicago, IL 60622, phone (866) 326-3416, ext. 107, fax (312) 226-0818, f.manzardo@ideareplication.com, www.ideareplication.com

Indexing services available from Linnea Dwyer, Linnaeus Indexing Services, 321-733-0455, www.linnaeusindexing.com, linnaeusindexing@aol.com.

Rose Printing Company, Inc. (an FPA vendor member company) Rose has been in business in Tallahassee for 77 years and features four generations of personal family management. "A southern location with rail siding means lower transportation costs and faster delivery times," says Rose's President, Charles Rosenberg. "We offer dependable, fast service, with 7-21 workday turnarounds for hard and soft cover books. All manufacturing under one roof helps us meet our committed dates. We save our customers time and money with mailing and drop-ship services from our in-house fulfillment service." Charles Rosenberg can be reached at atcharlesr@roseprinting.com, in Florida (850) 576-4151 and (800) 345-5186, nationally (800) 227-3725, fax (850) 576-4153, roseprt@roseprinting.com, www.roseprinting.com.

Marketing

Booklist Advertising. The east coast sales representative is Nancy Wood, who replaces longtime rep Art Beck. Ms. Wood can be reached at (908) 537-7178, nwood@embarqmail.com.

Hispanic Heritage Month is September 15–October 15.

Media Contact Information. Gebbie Press offers media contact information in three formats: the printed All-in-One Directory; PR PRO software; and comma delimited text files for importation. More information: gebbiepress@pipeline.com, www.gebbiepress.com

Southern Independent Booksellers Alliance (SIBA) announces a new service for publishers who wish to make galley's available to booksellers in its region. For more information go to <http://www.sibaweb.com/wanda/>. Celebrate Hispanic Heritage Month (September 15–October 15) with award-winning children's books about the Latino/Latina experience.

Association Book Exhibit's combined book exhibits:

continued on the next page

Marketing, continued from page 15

American Psychiatric Association, 60th Institute on Psychiatric Services Conference. Deadline for listing is September 11, and books are due by September 18.

Association for the Study of African American Life & History, 93rd Annual Meeting. Deadline for listing is September 12, and books are due by September 19.

National Association of Schools of Public Affairs & Administration Annual Conference. Deadline for listing is October 1, and books are due October 6.

New England Psychological Association, 2008 Annual Meeting. Deadline for listing is October 10, and books are due October 17.

American Association for Marriage & Family Therapy – 66th Annual Conference. Deadline for listing is October 13, and books are due October 20.

2008 National Institutes of Health Annual Research Festival. Deadline for listing is October 3, and books are due October 8.

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

Our Affiliate Groups

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

Publishing University Online
Upcoming Online University Seminars

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

“Repurposing, Recycling, and Retargeting Your Material”
with Paulette Ensign

As one of our most popular speakers, Paulette returns with her exceptional seminar including expanded information. Whether you have one book or dozens of them, learn to easily and painlessly turn those pages and ideas into an entire product line.

This session promises new filters for viewing what you’ve already done and have been considering doing. Discover products that have zero production costs, providing you 100% profit and minimal development time. Expand your entire product line into various formats and languages using your book content as a base. Customize your products for specific industries and organizations.

Unearth new markets and new revenue that’s right under your nose.

About the Speaker:

Paulette Ensign founded Tips Products International, which has been serving a world-wide clientele for several decades. She has sold over a million copies in four languages and various formats of her 16-page booklet, *110 Ideas for Organizing Your Business Life*, without spending a penny on advertising. Her direct, no-nonsense approach should help increase your bottom line significantly.

Register online at the following address:

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

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)

The Benjamin Franklin Awards is an esteemed American book award regarded as the highest national honor in publishing, which includes fifty plus categories judged in excellence in both editorial and design. The award was established by Jan Nathan, founder of IBPA, twenty-one years ago. The first Benjamin Franklin Awards were awarded in 1987 and they are now announced each year at IBPA’s Publishing University, just prior to BookExpo America.

The award is administered by the Independent Book Publishers Association, IBPA, (formerly PMA) with the help of industry professionals coming from the library, bookstore, reviewer, designer, publicity and editorial markets. The Benjamin Franklin Awards program is the only one that allows you to receive direct comments from the people who will make the buying and/or review decisions on your product.

Prestige as a publisher is one of the many benefits of winning this distinguished award. Several of the more famous recipients and winners of more than one Benjamin Franklin Award include products from Lerner Publishing, Willow Creek Press, Feather Rock Books, Bethany House Publishers, Voyager Press, Carl R. Sams II Photography, Inc., whose books have launched into a gallery of products, including film, Alaska Geographic Society, Jewish Learning Group, BBC Audio, Houghton Mifflin Company, and Boxing Day Books. Recipients are chosen by an independent board of industry

professionals and recognized at a gala event the last night of the Publishing University. All finalists will be displayed during the Publishing University and at the awards ceremony. Winners will be displayed in a designated location in the IBPA booth at BEA, on a space available basis. Finalists will be featured on the IBPA website prior to the event and the winners and finalists will remain on the IBPA website.

To assist our judges and to ensure that they have enough time to review each book, we have two separate calls for entries.

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
(www.spannet.org)

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
(www.publishers.org)

Association of American Publishers 2008 Tenth Annual Meeting for Smaller and Independent Presses

“How to Successfully Navigate the Life-Cycles of an Independent Publishing House”

Friday, November 7, 2008

Scholastic Offices, 557 Broadway, New York City

To register, visit the Conferences/Events Page of the AAP Web site at www.publishers.org/main/Conferences/conf_Calendar.htm

Opening Remarks by Patricia Scott Schroeder, President & CEO, Association of American Publishers; John Whitman, Publisher, Turtle Books; and Smaller and Independent Publishers’ Representative AAP Board of Directors.

2008 Miriam Bass Award for Creativity in Independent Publishing, jointly sponsored by the AAP, The Littlefield Group, and the National Book Network. It is given to an independent publisher or publishing house that has shown

extraordinary creativity in the previous year. The winner is selected by a committee representing a mix of publishing industry segments and will be presented to Jill Schoolman, Publisher, Archipelago Books this year. Introduction by John Whitman, Publisher, Turtle Books, and Jed Lyons, President & CEO, Rowman & Littlefield Publishing Group, Inc. and National Book Network.

Morning Keynote: “STORIES OF SUCCESS” Three successful publishers talk about handling the various lifecycles of an independent publishing house, and take questions from the audience. Moderator: John Whitman, Publisher, Turtle Books. Featuring: Morgan Entekin, President & Publisher, Grove Atlantic; George Gibson, Publisher, Walker & Co, A Division of Bloomsbury USA; and Charlie Winton, Chief Executive Officer & Publisher, Counterpoint Press

Successful Start-Ups. Every entrepreneur has his or her own unique reasons for finding the courage to start something new. Whether new to publishing or finally taking the risk of going out on one’s own, every founder will have his or her own story to tell! Moderator: Gloria Jacobs, Executive Director, The Feminist Press. Featuring: Kent Carroll, Publisher, Europa Editions, and David Borgenicht, President & Publisher, Quirk Productions.

Successful Growth

The thrill – and the panic – of starting a new publishing house is followed by very real challenges of how to grow successfully. Where are you going to find both sufficient capital and highly talented people? With your growth to be organic – growing from within? Or will your growth come through acquisition? If growth comes through acquisition, how will you bring harmony to the organization? How will you achieve genuine synergy? Is your goal to be the best in your niche and strive for market share dominance, or will you expand into multiple areas?

Growth From Within. Moderator: Gene Gollogly, President & CEO, Steiner Books. Featuring: Munro Magruder, Associate Publisher, New World Library, and Roger Rosen, President, Rosen Publishing Group.

Growth Through Acquisition. David Oskin, President, Big Earth Publishing.

Marketing When You Don’t Have A Large Budget.

Moderator: Ellen Reid, Publisher, Little Moose Press. Featuring: Johnny Temple, Publisher, Akashic Books; Richard Nash, Editorial Director, Soft Skull Press; and Executive Editor, Counterpoint, Anne Sullivan, Publicity

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AAP, continued from page 17

Director, The New Press.

Successful Adaptation. Moderator: Tina Jordan, AAP. **Print On Demand,** Ellen Loerke, Director of Business Development, Books International; **Going Green:** Martin Rowe, Publisher, Lantern Books; **Copyright:** Christopher Kenneally, Director, Author Relations, Copyright Clearance Center; **Repurposing Content:** Jan Johnson, Publisher, Red Wheel Weiser/Conari.

Successful Partnering: Meet the Distributors. Moderator: Gene Gollogly, CEO, Steiner Books. Featuring: Julie Schaper, President, Consortium; Marianne Bohr, Senior Vice President, National Book Network; Mark Suchomel, President, Independent Publishers Group; Janet McDonald, Vice President, Client Acquisitions, Ingram Book Group; Susan Reich, President, PGW.

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.

Nifty Ways to Use the Information in Your Book

by Meg Bertini (DreamTime Publishing)

2008 FPA/PMA-U Scholarship Recipient

Paulette Ensign, tipsbookslets.com, gave an excellent talk on the different ways to package (and sell, and profit from) your material.

One suggestion was to package the information from just a single chapter into a booklet. This idea occurred to her after a man bought her book and went on and how about how read just one chapter and was thrilled! After initial irritation that he didn't find the other chapters riveting, she focused on how she could make \$17.95 chapter make money for her!

She also suggested using an email auto-responder series to break up your content into different parts for marketing purposes. Having been on the receiving end of those, I find it somewhat dubious to suggest...yet...if results in building your brand and better profits in the long run, it's my duty to pass it along!

You can also create a journal, with one tip per page, or a calendar, with one tip per month.

Teaming up with vendors who want to approach associations might work well for you. You sell your book/booklet/information to them, customized, so they can offer it as an incentive to association members. Your book, of course, will also be reaching the target audience. Here is your chance for your material to become trade show swag!

Team up with related professionals and experts to create a booklet with tips from each person and each person's contact info. Give that to the press, and they will have a quick and easy source of leads and information for stories.

Think outside the book!

Florida Festivals & Events

(Note: Many display opportunity events, such as book fairs, offer booth space for publishers and authors. However, booth space is usually booked at a deadline far in advance of the event, so be sure to check listings on events that will happen 2-6 months from now. – even up to a year. 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>

www.floridabooks.com/events.html

Nominees for the 2008–2010 Term of the FPA Board of Directors

It's time for the FPA Board of Directors Elections for the 2008–2010 term. The following is a list of the nominees, and the information provided was taken from their applications for the Board.

According to the current bylaws, one rep. from each FPA member company in good standing, in attendance at the annual membership meeting (8:00–9:00 a.m., September 13, at the Helmsley Sandcastle Hotel Ballroom), may vote for 7 of the 8 nominees. (The bylaws state that the number of Board members will always be an odd number.) Ballots will be distributed at the beginning of the meeting and collected at its end.

Votes will be tallied by the Nominating Committee members, and the results will be announced by FPA President Frank Gromling at the Awards Banquet that evening.

Should members in good standing wish to attend *only* the General Membership Meeting to cast their votes, they may do so without obligation to attend the Ed-U-Conference and will not be charged for entrance to the membership meeting. However, we hope that they will want to stay and register to learn from Brian Jud and Meg Bertini!

The following individuals are listed alphabetically by last name:

Angela Adams

Atlantic Publishing Company, Ocala, FL

Angela is a publisher with 2.75 years of experience. She has not previously been an FPA Board member and has not served on the Board of any other not-for-profit organization.

She seeks election to the FPA Board of Directors because, she says, "I believe that in my experience with Atlantic Publishing Company, I have learned so much that could be a benefit to other publishers in Florida. I would be very interested in using the position to not only better our business but to help other members in the association as well. It would be an amazing networking opportunity and a challenge which I would gladly welcome."

Angela Adams is willing to attend and help with FPA's annual conferences, to serve the full two years, and to attend Board meetings. She also wishes to serve on any of FPA's committees or to act in any of the liaison

Chris Angermann

New Chapter Publisher/Barolf & Company, Sarasota, FL

Chris is a publisher who has been in business for 2 years. He has not previously been an FPA Board member and has not

served on the Board of any other not-for-profit organization.

He seeks election to the FPA Board of Directors because, he says, "As editor for a traditional publishing company and producer for self-publishing authors, I am familiar with many aspects of the book-making world. With the publishing game changing, I believe that it becomes increasingly important to pursue both well-trodden paths and to blaze new trails if we wish our industry to thrive. Florida is the fourth-largest U.S. State and has a large retirement population that still likes to read, as well as a large contingent of talented writers. As an FPA Board member, I would like to work on finding more ways to reach out to them and to share our experiences, expertise and new ideas with each other."

Chris Angermann is willing to attend and help with FPA's annual conferences, to serve the full two years, and to attend Board meetings. He also wishes to serve on the FPA Education Committee.

Dinah Arnette-Lechner

D'Marie, Inc., Fort McCoy, FL

Dinah is a publisher and an internet bookseller who has been in business for 8 years. She joined FPA in 1997, served as interim Secretary from 1997–1998, Vice-President from 1999–2003, interim President in 2003, President from 2003–2005, and Book Show Representative from 1998–2005. She has prior experience as a Board member with Tampa Bay Public Access from 2000–2007, Tampa Bay Red Cross from 1985–2005, Liz McGrath Circle in 2008, and Friends of the Library in 2008.

She seeks election to the FPA Board of Directors because, she says, "I have been active in FPA since 1997, serving in several Board positions, including President. My husband decided to retire from Tampa Electric in 2004. We then sold our Tampa home and made a major move to a small town north of Ocala. These reasons prompted me to step back a few years and become inactive. We are settled and now I am ready to become active again in an organization that I truly believe in and have enjoyed for so many years."

Dinah Arnette-Lechner is willing to attend and help with FPA's annual conferences, to serve the full two years, and to attend Board meetings. She also wishes to serve on the FPA Membership Committee.

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Linn Random Belote

Sanibel Press Inc., Altamonte Springs, FL

Linn has been a publisher for 3 years. She has served as an FPA Board member for the past 2 years, and she has prior Board service with the Boy Scouts of America, K-9 Search & Rescue Central Florida, Advertising Federation of Florida, Space Coast Tourism Council (now the Tourist Development Council), and the Winter Park Church of Religious Science.

She seeks reelection to the FPA Board of Directors because, she says, “There has never been a more exciting time to be an Author and a Publisher. It has been my privilege to have served on the FPA Board for the past two years. I humbly offer my service once again to help the FPA, and the Writers, Publishers, and Dreamers achieve their goals in this new frontier. Giving something back sounds so cliché, and yet, I do feel honor bound to repay this wonderful organization which has enriched me and broadened my own vision. I respectfully offer my 30 plus years of expertise in public relations, marketing and promotion to the FPA. Please know it is my sincere goal to see every member achieve their dreams.”

Linn Random Belote is willing to attend and help with FPA’s annual conferences, to serve the full two years, and to attend Board meetings. She also wishes to serve on the FPA Marketing Committee, the Administration Committee, to act as a Media Liaison, and to be FPA’s Regional Director for Central Florida.

Linda Day

Day to Day Enterprises, Oviedo, FL

Linda is an author/illustrator who has been working in business for 10 years. She has prior experience as a Board member with TAYC in Tennessee (a state organization).

She seeks election to the FPA Board of Directors because, she says, “For the past five to six years I have helped FPA with conferences (set-ups, catering, etc.) and have worked with MyLinda Butterworth [FPA’s current Vice-President] at all the book display events. I have good people skills and could be of assistance with conferences and book shows. I am dependable.”

Linda Day is willing to attend and help with FPA’s annual conferences, to serve the full two years, and to attend Board meetings. She further wishes to serve on the FPA Education Committee and to be a Library Liaison.

Marjory Lyons

Telling Your Story, Inc., Pompano Beach, FL

Marjory is a publisher who has been in business for 7 years. She served on the FPA Board in 2005, served as Vice-Presi-

dent, and she has prior experience as a Board member for the National League of American Pen women and the Writers Network of South Florida.

She seeks election to the FPA Board of Directors because, she says, “I believe I can serve the Florida Publishers Association by representing the SE portion of the state, where a large number of writers and others in the industry live and work. In addition, having been in business in the area for many years, I can add to our networking efforts. I was a former Vice-President of FPA.”

Marjory Lyons is willing to attend and help with FPA’s annual conferences, to serve the full two years, and to attend Board meetings. She also wishes to serve on the FPA Marketing Committee.

Steve Sirlin

United Graphics, Inc., Hollywood, FL

Steve has been in the book manufacturing business for 15 years. He is currently FPA’s Secretary and has served in that capacity for 2 years. He has no other Board experience.

He seeks reelection to the FPA Board of Directors because, he says, “I have many years of experience in the field of book manufacturing for publishers in the state of Florida as well as being a long time member of the FPA. Being on the Board of Directors is a way I can give back to the publishing community as well as help to recruit new members for the overall good of the association.”

Steve Sirlin is willing to attend and help with FPA’s annual conferences, to serve the full two years, and to attend Board meetings. He also wishes to serve on the FPA Administration Committee and Membership Committee.

Betty L. Wright

Rainbow Books, Inc., Lakeland, FL

Betty has been the publisher at Rainbow Books, Inc., for 30 years. She is one of FPA’s founders and has served as FPA’s Treasurer since its inception. She is also a founding member of Publishers Association of the South and has served on its Board of Directors.

She seeks reelection to the FPA Board of Directors because, she says, “As a founding member of the association, I am always eager to assist the association and its members in any way possible. Meanwhile, I am proud to report that as Treasurer, the association has become a financially stable group with excellent programs, newsletters and assistance to its members – thanks to the hard work of those who served on the Board.”

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Betty L. Wright is willing to attend and help with FPA's annual conferences, to serve the full two years, and to attend Board meetings. She also wishes to serve on the FPA Administration Committee.

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 (unfortunately, it's only for 2008 so far), at www.loc.gov/loc/cfbook/bkevents.html#JANUARY

September

Various dates in September. "Mastering Adobe Dreamweaver," presented by CompuMaster. Tampa on the 15th, Ft. Lauderdale on the 16th. www.compumaster.net or (800) 867-4340

September is Library Card Sign-Up Month. For more information: (800) 545-2433, www.ala.org/librarycard

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

September 12-13, The Florida Heritage Book Festival, St. Augustine. www.fhbookfest.com

September 17, "Introduction To Publishing" seminar, 9 a.m. - 5 p.m. at the Random House offices in New York. For more information, contact Tina Jordan at tjordan@publishers.org.

September 20, Central Florida Women's Expo, Auburndale, FL. 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 www.FLbookpub.org/fame.html

September 26-28, Southern Independent Booksellers Alliance (SIBA) Trade Show, Marriot Renaissance, Mobile, AL. www.SIBAweb.com

September 27-October 4 is Banned Books Week. For more information: (800) 545-2433, ext. 4223, www.bannedbooksweek.org

October

October is National Book Month. The National Book Foundation at (212) 685-0261.

October, multiple dates. "Advanced Troubleshooting, Maintaining & Upgrading PCs," presented by CompuMaster. Presented in Pensacola on the 14-15 and Tampa the 17-17. www.compumaster.net.

October 3-5, Amelia Book Island Festival, Amelia Island, FL. Phone (904) 491-8176 or visit www.bookisland.org

October 6-31, "Book Publicity 101: How to Build Book Buzz," taught by book publicist Sandra Beckwith in a forum format, with lessons and homework assignments posted online in a private, password-protected forum. www.buildbookbuzz.com/workshops/book-publicity.htm

October 12-18, Teen Read Week. Young Adult Library Services Association at (800) 545-2433, ext. 4391, www.ala.org/teenread

October 15-19, Frankfurt Book Fair, Frankfurt, Germany, www.frankfurt-book-fair.com

October 25, 16th Annual St. Petersburg Times Festival of Reading, 10 a.m. until 5 p.m. at the University of South Florida in St. Petersburg. www.festivalofreading.com

November

November 1 is Family Literacy Day. For more information, contact the National Center for Family Literacy at (502) 584-1133, www.familit.org/resources/NFLD.cfm

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

November 21-22, Vero Beach Book Festival, Vero Beach, FL. www.verobeachbookfest.com

November 22, Tellebration, the annual storytelling celebration day (the Saturday before Thanksgiving). www.tellebration.org

Betsy read online that the **Sarasota Reading Festival** organization was dissolved and, unfortunately, there will be no book event put on by them this year.

November 22-December 22, Jewish Book Month. The Jewish Book Council. phone (212) 201-2920.