

# FPA *Sell More Books!* Newsletter

January 2005

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### A New Look!

Part of the revamping of FPA includes a new look for our *FPA Sell More Books! Newsletter*. What do you think about it? If you have comments and suggestions about how we can improve its look and content, please send them to Frank Gromling at publisher@ocean-publishing.com.

Also, we really need your input about what you are doing, what questions you have about publishing, and any ideas for helping FPA advance to a higher professional level for its members.

## Publishers Marketing Association Board of Directors to Teach FPA's 2005 Publishing Mini-College at Eckerd College in February

by Betsy Wright-Lampe

A happy coincidence offers FPA members a unique opportunity for education on Saturday, February 26, the weekend when Publishers Marketing Association (PMA) conducts its winter board meeting at Eckerd College in St. Petersburg. Executive Director Jan Nathan offered speakers for any event FPA might want to hold while the PMA Board was in Florida. We answered with a resounding, "Yes!" and the FPA 2005 Publishing Mini-College plans were set in motion.

### Speakers and Topics

**Marianne Bohr**, Vice President of Marketing at National Book Network, the largest independent book distributor in North America. Marianne works closely with the NBN sales force and her marketing team to develop programs for NBN publishers, including catalogs, trade shows, advertising and client communications. Marianne will join Elise Cannon of Publishers Group West and Sally Neder of Baker & Taylor in a panel titled "**Working with Distributors and Wholesalers**," which will feature much question-and-answer time for attendees.

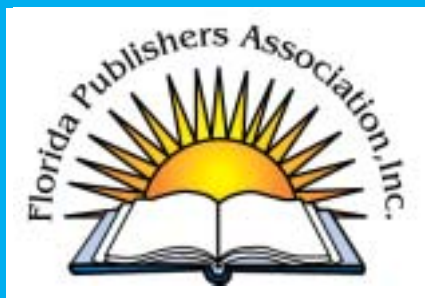
**Larry Bram**, Director of Marketing & Business Development for Teaching

Strategies, Inc., a leading publisher of professional books for early childhood education. Larry hosts numerous online discussion groups, publishes multiple e-newsletters, and has a PMA Ben Franklin Award-winning web site. Larry will present "**Using the Web and E-marketing as Part of a Comprehensive Approach to Sell Your Products and Improve Your Business**." His session will demonstrate how to plan before you jump; how to hate technology and still use it wisely; the basics of good web design; and beginning e-marketing, including search engines, discussion groups, and e-newsletters

**Elise Cannon**, Director of Field Sales at PGW, the largest exclusive distributor of independent publishers in North America. Elise represents over 150 exceptional independent presses and sells every title PGW distributes to Ingram Book Company, where she's served as National Accounts Director for seven years. Elise will join Marianne Bohr of NBN and Sally Neder of Baker & Taylor on the "Working with Distributors and Wholesalers" panel.

**David Cole**, publisher of Bay Tree Publishing, and 30-year veteran of publishing. David works as a publishing company broker, publishing columnist,

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*FPA Sell More Books! Newsletter*  
ISSN: 1089-2850

Editor: Frank Gromling  
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FPA is not responsible for typographical errors, nor does it warrant or guarantee any information or offers from vendors, media or others who contribute items to the newsletter.

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

1. Deadline for receipt of items is the 25th of the month prior to publication.
2. Trim the submission content as best as possible.
3. Using the following list, identify what section of the Newsletter your item belongs to:

FPA Upcoming Events  
Region Director Reports  
Affiliations (PMA, SPAN, AAP)  
Member News • Helpful Hints  
Marketing • Awards  
Events • Online  
Publications • Library

## **Member Updates**

### **—NEW MEMBERS—**

Kirt Dressler  
**Superior Writing Services, Inc.**  
1511-R East Fowler  
Tampa, FL 33612  
phone (813) 972-0159  
fax (813) 972-2752  
info@superiorwriting.com  
www.superiorwriting.com

Selwyn Mills, Ph.D.  
**Jameison Publishing**  
1240 Shady Rest Lane  
Naples, FL 34103  
phone (239) 434-0997  
email: fauxmarble@aol.com  
www.selwynmills.com

Karl Bossi  
**Gondola Press**  
1435 E. Venice Ave. #109  
Venice, FL 34292  
phone (941) 408-8162  
info@gondolapress.com (soon)  
karlo1956@comcast.net (now)  
www.gondolapress.com (soon)

Darlene Duncan  
**Ocean Breeze Publishing**  
POB 214164  
South Daytona, FL 32121-4164  
phone (386) 253-0946

Linda Zern  
**Linwood House Publishing**  
843 Cypress Parkway, #338  
Kissimmee, FL 34747  
phone (407) 595-6220  
fax (321) 979-6731  
zippityzern@comcast.net  
www.zippityzerns.com

### **—MEMBER RENEWALS—**

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2312 Idlewild Rd.  
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website: <http://www.pjerickson.com>

Maria Smith  
**Thomson-Shore, Inc.**  
(PRINTER VENDOR)  
7300 West Joy Rd.  
Dexter, MI 48130  
phone (734) 426-1722  
marias@tshore.com  
www.tshore.com

Michael F. Conrad, Ed.D.  
**The Learning Doctor**  
2402 Glenshire Lane  
Tallahassee, FL 32309  
phone (850) 668-5043  
conrad40@nettally.com  
www.thelearningdoctor.com

Hugh and Frances Keiser  
**Sagaponack Books**  
7324 Hwy A1A South  
St. Augustine, FL 32080  
phone (904) 471-5376  
fax (904) 461-9802  
mail@sagbooks.com  
www.SagaponackBooks.com

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*renewals can be sent to*  
Betty Wright, Rainbow Books, Inc.  
FPA Treasury  
POB 430  
Highland City, FL 33846-0430  
*or by PayPal to FPAbooks@aol.com*

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author of *The Complete Guide to Book Marketing* (Allworth Press), publishing instructor and marketing consultant. David's presentation, "**Making Book Club and Catalog Sales,**" can give a publisher the critical edge in generating publicity and profits. This workshop will focus on what's out there, what's possible, and how to take advantage of these opportunities.

**Florrie Binford Kichler**, president of Patria Press, Inc., the publisher of the award-winning *Young Patriots Series* of fictional biographies for children. Florrie is a 15-year veteran of the publishing industry. Florrie's presentation is titled, "**Marketing Your Children's Books Outside the Bookstore—Join Up, Show Up, Speak Up, and Build Up!**" No theory here—just advice you can use *today* to get those kids' books sold! Florrie shares her guerrilla tactics for getting your books sold outside the trade. Learn how special sales, trade shows and book festivals, networking, school visits and rights sales can send your bottom line soaring, and leave this information-packed session with specific resources that will jump-start your children's book sales.

**Jan Nathan**, Executive Director of PMA, the Independent Book Publishers Association, representing more than 4,000 book, audio and videotape publishers throughout the United States. Jan is quoted as an expert in trade magazines such as *Publishers Weekly* and *Library Journal*. Jan will moderate the end-of-day session, "**Let's Brainstorm!**" which will include a panel of the day's speakers (PMA board members) who will look at your book, listen to how you've marketed your title so far, and offer ideas to help you achieve your desired goal of selling more books. Please come with your book, a brief description of the intended audience and the marketing and publicity you have done so far to launch the book.

**Sally Neher** is Director of Publisher Relations for Baker & Taylor Books, a worldwide distributor of books, video, music and games. Sally is a 20-year veteran of the book industry. She will join Marianne Bohr of NBN and Elise Cannon of PGW on the "**Working with Distributors and Wholesalers**" panel.

**Kent Sturgis**, of Epicenter Press, a leading trade book publisher of general nonfiction titles about Alaska. He is the President of PMA. "**Hunting for Capital**" will cover how to find sources of capital for financing book projects. The array of possibilities include pre-selling books; borrowing money from banks, credit cards, and mortgage refinancing; partnerships and joint ventures; developing credit with printers; and last but certainly not least, the old-fashioned way — pay as you go, keep your day job, don't accumulate *any* debt!

**Mike Vezo**, of Westcom Associates, a company that helps publishers manage manufacturing assignment, including books, multimedia, and unique packaging projects, through close associations with manufacturers in North America, Europe, and Asia, as well as contractual arrangements with Michigan-based book manufacturer, McNaughton & Gunn. Mike will present "**Book Design and Manufacturing,**" the basics of page layout and design and how to get your book into the format your printer can use.

### **A Vendor Show to Boot**

Vendors will be invited to attend the Publishing Mini-College and display their wares to attendees. Vendors are those who have something to sell publishers and they include book manufacturers, typesetters, marketers, cover designers, distributors, wholesalers and more. Other vendors will supply samples and goodies, which will be handed out in welcome packets to attendees.

### **How to Register**

A PDF of the registration brochure can be had by emailing your request to Betsy at [FPAbooks@aol.com](mailto:FPAbooks@aol.com). FPA member cost is \$75 for the first attendee from a member company (\$50 for additional attendees from the same company), which includes a complete cafeteria breakfast and lunch; nonmember cost is \$100 (\$75 for additional attendees from the same company). FPA accepts payment through Paypal. Please make your accommodation arrangements directly with the Eckerd College Lodge (see below). We prefer registration in advance, but walk-ins are always welcome.

### **Accommodations**

Very nice rooms (used by visiting alumni, parents of students, etc.) are available at the on-site Eckerd Lodge for the FPA Mini-College rate of \$55 plus tax (\$61.05) per night, and reservations may be made by calling Eckerd at (727) 865-7000. Be sure to mention FPA to get this room rate. Guest room amenities include a private bath, a work table with overhead lamp, a telephone with dataport and voicemail (network connections available), color TV with cable and remote control/rollaway beds are available.

Guest services staff are available from 8:00 a.m. until 11:30 p.m. daily. The Eckerd Lodge features: an activity room with large screen TV, comfortable seating and bottomless coffee pot, a fitness room, a newspaper stand, an ice machine, vending machines with soft drink/snacks, and a self-service laundry

The Eckerd College Conference Center & Lodge are located at 4200 54th Avenue South, St. Petersburg, FL 33711, phones (727) 865-7000, (800) 456-9009, [confcenter@eckerd.edu](mailto:confcenter@eckerd.edu). Maps and directions can be found at

[www.eckerd.edu/confcenter](http://www.eckerd.edu/confcenter)

## President's Greeting

### Happy New Year and Welcome to the 25th Anniversary of FPA

from President Dinah Arnette

This month is the start of our 25th Anniversary. Over the years many members, friends and vendors have worked to make FPA a wonderful and viable association. The amount of work and dedication has truly paid off as FPA continues to move forward.

I would like to thank Sylvia Hemmerly for stepping up to the President's role for several months this past fall, as I had overloaded my plate and needed some time off. Sylvia has asked that I take over again as President of FPA as now pressing health issues will keep her from taking an active role this year. I thank Sylvia for her assistance this fall, and I wish her speedy recovery.

I have also asked Frank Gromling to step up to the Vice President's position. Welcome Frank!

In the last several months we have seen several wonderful opportunities for our association. PMA will provide speakers for the FPA 2005 Publishing Mini-College in February at Eckerd College in St. Petersburg. This is an event you don't want to miss. We are also working on the Aug. Ed-U-Conference highlighting our 2003-2004 President's Book Awards.

This month Mylinda Butterworth, secretary, will be mailing each member a 2004-2005 membership booklet. The cover will be "green" so be on the lookout.

Please don't hesitate to email any questions or concerns. My email box is always open: DArnette@aol.com. Remember to list FPA in the subject line.

## Regional Director Reports

**Northeast** — All members with email addresses have been contacted by RD Frank Gromling, with others receiving snail mail letters asking for their email addresses. The Northeast Region has the following objectives for 2005:

- conduct at least one writing/publishing workshop,
- increase membership by 50%,
- promote FPA through media and speaking opportunities,
- assist with FPA web site revision,
- enhance the public awareness and image of FPA.

**Southeast** — In 2005, SE Director Terry Burke plans to host a publishing seminar for South Florida FPA members that will focus on questions about any aspect of the publishing industry. It will be for publishers, writers, wannabe writers, and anyone interested in the publishing business. As part of the day, Terry will conduct a tour of Health Communications, Inc. (HCI).

Headquartered in Deerfield Beach, FL, HCI is one of the largest self-help publishers in North America. HCI is housed in a 140,000 sq.ft. facility, and are totally integrated. They are probably best known for their 'Chicken Soup For The Soul' series, but they have approximately 800 titles on their back list covering Drug and Alcohol Recovery, Inspiration, Women's Issues, Teen Issues, Business, and Health.

HCI differs from many other publishers in that they do their own design, printing, and binding. Aside from doing their own titles, they print and bind books for other publishers, and also do commercial printing.

## Wanted

### Artist looking for work

(from an email) "Hello, my name is Mark Stefanowicz and I am an Artist looking for work. I have spent the past 11 years working within a wide range of artistic fields. I have created children's games for the industry's top companies including Disney, WB and Fisher-Price, as well as holding the title as Senior Designer for Gucci, Chanel, Bvlgari, and Ann Taylor. For two years I was an Art Director for a comic book publisher Roaring Studios and a colorist for Image, Acetylene Comics, and GI Studios. I am currently an artist at Electronic Arts, working on the award-winning title, *NCAA Football*.

"My skills include traditional Oils, Watercolor, Photoshop, Painter, Maya 5, After Effects, Combustion, Final Cut Pro, Illustrator, and Quark. My website is [www.markstef.com](http://www.markstef.com), Thank you for your time and I look forward to hearing from you." -Mark

**Mark Stefanowicz**  
304 Winter Green Drive  
Winter Springs FL. 32708  
[www.markstef.com](http://www.markstef.com)  
phone (407) 660-1358

## Promotional Tip

Governor Jeb Bush  
has proclaimed  
February 2005 as

# Library Appreciation Month

## Online

### United States Copyright Office

Copyright Registration for Online Works (such as the text on your website)  
[www.copyright.gov/circs/circ66.pdf](http://www.copyright.gov/circs/circ66.pdf)

### Publishing Law Articles

“What Does Copyright Protect?” by attorney Jodi Sax ([www.lawgirl.com](http://www.lawgirl.com))  
[www.lawgirl.com/copyright.shtml#basics](http://www.lawgirl.com/copyright.shtml#basics)

### Library of Congress Cataloging-In-Publication Program Info

<http://cip.loc.gov/cip>

### Prepublication Book Reviews Using Bound Galleys — Submission Guidelines Online

*ForeWord Magazine* (devoted to independently published books):

[www.ForewordMagazine.com](http://www.ForewordMagazine.com)

From the menu on the left, choose “Book Reviews,” then choose “Review Submission Guidelines” on the page that results.

*Publishers Weekly* (publishing’s premier trade publication)

[www.PublishersWeekly.com](http://www.PublishersWeekly.com)

Scroll halfway down. On the left, look for “About Us,” and then click on “Want a title reviewed? Find out how.”

*Booklist* (the review vehicle of the American Library Association)

[www.ala.org/booklist](http://www.ala.org/booklist)

Scroll down to almost bottom, select “Inside *Booklist*,” then choose “Procedures for Submitting Review

Materials to *Booklist*.”

*Library Journal* (a sister publication to *Publishers Weekly*)

[www.LibraryJournal.com](http://www.LibraryJournal.com)

Scroll down to “Inside LJ,” and choose “Submissions.”

*School Library Journal* (for the school market)

[www.SLJ.com](http://www.SLJ.com)

Scroll almost to the bottom, look for the horizontal gray topic bar and choose “Submissions.”

*Kirkus Reviews* (trade but not self-help)

[www.KirkusReviews.com](http://www.KirkusReviews.com)

Scroll down to “Essentials” on the left, choose “Submission Guidelines.”

## Media Opportunities

### Working Nights to Include Book Reviews

*Working Nights* (a Circadian publication) is a full-color newsletter dedicated to improving the health and well-being of people who work non-traditional work hours in the U.S., Canada and the U.K. Book reviews — including books on tape — will discuss books that cover such topics as diet, exercise, healthy lifestyle, lifestyle changes, sleep, work-life balance, motivation, meditation and relaxation, stress management, and family and relationships. Review copies, galleys and all press materials can be sent to the attention of

Brian O’Neill, Editor  
*Working Nights*  
c/o Circadian  
24 Hartwell Avenue  
Lexington, MA 02421

## Affiliations (AAP, PMA, SPAN)

### Association of American Publishers (AAP)

AAP will hold its annual meeting for smaller and independent publishers on March 4, 2005, at the New York Marriott Marquis at Times Square, 1535 Broadway, New York, New York. Titled “Creating a Successful Publishing Strategy: Capitalizing on Your Publishing Niche,” this one-day event will include presentations by publishing professionals on:

- selling directly to the consumer;
- selling through specialty sales;
- promoting of bookstores, libraries and other traditional channels;
- trends in book publishing;
- creative marketing approaches;
- and more.

More information at  
[www.publishers.org/conference](http://www.publishers.org/conference)

### AAP Contact Information:

#### AAP New York Office

71 Fifth Avenue, 2nd Floor  
New York, NY 10003  
Phone: (212) 255-0200  
Fax: (212) 255-7007

#### AAP Washington, DC, Office

50 F Street, NW, Suite 400  
Washington, DC 20001  
Phone: (202) 347-3375  
Fax: (202) 347-3690

### Affiliates’ Websites

AAP — [www.publishers.org](http://www.publishers.org)  
PMA — [www.pma-online.org](http://www.pma-online.org)  
SPAN — [www.SPANnet.org](http://www.SPANnet.org)

## New Titles from Member Publishers

### *Bahamas West End Is Murder: A Ben Candidi Mystery*

by Miami author Dirk Wyle  
ISBN 1-56825-100-9. Available from Ingram, B&T, Book Clearing House. Rainbow Books, Inc.,  
rbibooks@aol.com

### *A Language of the Heart: Therapy Stories that Heal*

by Lakeland author D. Franklin Schultz, Ph.D., MT  
ISBN 1-56825-097-5. Available from Ingram, B&T, Book Clearing House. Rainbow Books, Inc.,  
rbibooks@aol.com

### *Memories to Treasure*

by Fort Myers author Danielle Joy Linhart  
ISBN 0-595-32961-6. Available from major booksellers; published by iUniverse, available from all major chains online. VetteGirl176@aol.com

### *Peace at Any Price: How to Overcome the Pleas Disease*

by Sarasota author Deborah Day Poor, LCSW  
ISBN 1-56825-099-1. Available from Ingram, B&T, Book Clearing House. Rainbow Books, Inc.,  
rbibooks@aol.com

### *Poetry: Taking Its Course*

by Lake Como author Mary Harwell Saylor  
ISBN 0-9717641-8-2. Poetry writing guide. Available from B&T and Ocean Publishing,  
orders@ocean-publishing.com

### *Wills — The Big Myth: What You Don't Know Can Hurt Your Family*

by Alpharetta, GA, authors Robert M. Dunn and Joan F. Dorfman. ISBN 1-56825-091-6. Available from Ingram, B&T, Book Clearing House. Rainbow Books, Inc.,  
rbibooks@aol.com

### *Windrusher and the Cave of Tho-hoth*

by Ponte Vedra Beach author Victor DiGenti  
ISBN 0-9717641-7-4. Adventure fantasy. Available from B&T and Ocean Publishing,  
orders@ocean-publishing.com

Submit your new or forthcoming titles to publisher@ocean-publishing.com by the 25th of each month; put "New Title" in the subject line.

## Educational Events

### *January Copyediting Workshop in Gainesville*

"Copyediting: Skills that Make Money"  
A workshop for writers, authors and editors, led by Karen Hellekson, Jan. 29-30, 2005, Acrosstown Repertory Theatre, 619 S. Main St., Gainesville, FL. More information: (888) 917-7001 or (352) 378-9166, www.artsgaca.org

### *FPA Publishing Mini-College in February*

See the lead article on the front page of this newsletter.

### *AAP Annual Conference in March*

See AAP conference under "Affiliations" on page 5.

## Book Awards

### *First Call: The Writers Notes 2005 Book Awards*

*Writers Notes Magazine*, an extension of the international free resource tool at www.WritersNotes.com, recognizes excellence in publishing with the Writers Notes Book Awards. Categories include Art, General Fiction, Commercial Fiction, Children, Young Adult, Culture, Business, Reference, Home, Health/Self-Help, E-Books, Legacy.

Judges may include authors, editors, agents, publishers, book producers, artists, experienced category readers, and health and business professionals. Note: Contest closed to the staff of Hopewell Publications and previous WNBA winners. At the low entrance fee, it is not feasible to provide judge's critiques for each entry.

All entrants will be notified of winners, after March 31, 2005. Submissions must be postmarked by January 15, 2005.

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. (Books over 2 years enter the Legacy category.) For each entry, submit the book, entry form (for a copy, visit www.WritersNotes.com and click on "Book Awards"), and \$40 fee (check or money order) to Hopewell Publications, LLC, PO Box 11, Titusville, NJ 08560. Be certain to specify award category.

Questions may be sent to WNABA@netscape.net, Fax: (609) 818-1913, or

**Writers Notes**  
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Titusville, NJ 08560