



JANUARY 10 Meeting

“Getting Your Act Together”

Get off to a smart start in the New Year. Organize your publishing business with the help of three professionals specializing in goal-setting and business organization. Our dynamic panel of nationally-known organizers, **Mary Kutheis**, **Cathy Sexton** and **Julie Hood**, will inspire you to jump-start your 2007 year in ways you never dreamed possible. You'll learn:

- ✓ How to set goals you will actually accomplish this year
- ✓ Some of their favorite tips for getting organized
- ✓ Top five mistakes people make when trying to get organized
- ✓ And more!

Join us in January for this lively session and make 2007 your best year yet!

REMINDER: We have a new monthly meeting location!

We meet on the second Wednesday of every month at

The Lodge at Des Peres

1050 Des Peres Road, Des Peres, Mo 63131 • 314-835-6150
www.desperesmo.org/index.asp?niD=255

► **Doors open for networking at 6:30 PM**, meeting begins at 7:00 PM. The formal meeting concludes at about 8:30 with networking continuing after the meeting.

In This Issue

- 1 January Meeting: “Getting Your Act Together”
- 1 REMINDER: We have a new monthly meeting location!
- 1 Meet the Speakers: A Dynamic Panel
- 2 The Organized Writer’s Six Rules by Julie Hood
- 3 Your Book’s Most Public Proof of Organization: the Index by Christine Frank
- 4 Create Your ‘Top 10’ Lists Joan Stewart
- 5 The SLPA Catalog: Time to Update!
- 6 Change is in the Air for 2007
- 7 New Dues Policy in 2007: Categories of Membership
- 8 SLPA 2007 Meeting Schedule

Meet the Speakers ▶ A Dynamic Panel



Mary Kutheis candidly admits to being a reformed disorganized person, and uses this unique perspective, along with her corporate management experience, to understand and resolve the productivity challenges her clients face. In 2000, after 17 years in the corporate world, Mary left to establish her own practice, Open Spaces, LLC – Workplace Productivity Group®. She is certified as a Specialist in Chronic Disorganization – one of only three dozen in the country. Mary is a Co-Author of *Focus Organization Productivity*. www.openspaces4me.com



Cathy Sexton, founder of CSBS, LLC – Creating Simple Business Solutions, provides productivity training, presentations, and consultation services. She helps the best get better with simple and easy techniques, methodologies, processes and systems. Cathy is a Co-Author of *Focus Organization Productivity* and *Exploring Productivity*; both books are based on ideas to improve productivity in the workplace. www.cs-bs.com



Julie Hood of www.OrganizedWriter.com works with authors and writers who want to get more done with less frustration. She is the author of *The Organized Writer: 30 Days to More Time, More Money and Less Frustration*, and coaches authors on how to use the Internet to market their books at InfoMarketingAcademy.com. Julie will be discussing her newest project on how to joyfully set and accomplish your 2007 goals (find out more at www.JoyofGoals.com). 📖



“I find television very educating. Every time somebody turns on the set, I go into the other room and read a book.”

— Groucho Marx

The Organized Writer's Six Rules

Are you ready to make 2007 your best year yet? Get organized with these six rules from www.OrganizedWriter.com.

1 Work with Yourself, Not Against Yourself

When you're trying to become more organized, it's tempting to try and fit into the existing organizing system of an "expert." They seem organized and they promise that if you try it, you'll be organized, too.

What's more effective is to understand your personality and what works for you. There are MANY solutions and you may have to experiment to find the one that best fits the way you work – your mind, your body and the way you think. And this might be a combination of ideas from many different experts.

Give something new a fair trial, but if after a month or so it feels awkward or counterintuitive, let it go and find something else.

2 Focus and Pay Attention

Do you always seem to be busy but you never have anything to show for it? The rule to Focus and Pay Attention could be the most important tip for you.

When possible, do one thing at a time. Don't let your mind or hands wander to another task. Picture the finished project in your mind, and focus only on that. Get in the "zone" – you're able to be so much more effective when you're giving your whole mind, thought and attention to your current project.

Be careful when you do more than one thing at a time. Some things can be combined (watching TV and folding clothes, for example) but when we split our attention between different tasks ("multi-tasking"), often none of them will get done right, if at all. You can find yourself in a perpetual state of having many "open projects" started but none of them completed. Each project moves forward just an inch at a time.

If you choose ONE, you can move it forward and to completion much faster. To choose one, you need to estimate which project will give you the best results when it's finished. It sometimes takes an outside perspective and feedback to help you make that choice, and a coach is a great tool for this.

Putting aside the other projects will feel great because it clears the clutter from your mind, attention, desk, workload and focus.

3 Invest Your Time

Investing your time can have a huge impact on your level of organization when you use it to set up systems to save time. Saving just 20 minutes each day gives you an extra 120 hours each year. When you take the time at the beginning of a project to examine how you can complete it most efficiently, you can save yourself a lot of frustration later.

For example, set-up a mailing station with all of the supplies

you'll need to ship out orders. You can also set-up a schedule of weekly errands such as the bank and the post office. If you know you'll be heading out to the post office on Wednesday, then when an order comes in on Friday you don't need to stop what you're doing and prepare that order immediately. You know you have a different time set aside for that.

4 Make a Habit of It

Once you have these plans in place, work at making them a habit. You can create a new habit (or lose a bad one!) in 21 days. For only three weeks of effort, you can create a lifetime of good working habits.

As it's becoming a habit, you'll need some kind of trigger to remind you to do it – alarms on your computer (i.e., Outlook or PDA), a "to do" list, or a written schedule for the day with time blocked out for your specific tasks.

Start small with one new habit at a time, and then see if you can add more (pull back if it gets to be too much).

5 Use the Right Tools

Make sure you have the right tools handy when you need them. From the low-tech (I only use retractable pens – the kind that "click" on and off – because there's no caps to lose!) to the high-tech, there are many ready-made solutions out there to keep you organized.

Another example – did you know that if you use PayPal as your shopping cart, they're automatically tied in with the US Post Office and you can print your shipping labels right from the PayPal site? This has been a huge time-saver for me.

As we mentioned in Rule #1, it's important to find tools that work FOR YOU.

6 Work Forward

Organize for your work ahead; don't organize what's already finished. We're often tempted to organize our old bills, receipts and invoices. Sometimes we're afraid or hesitant to move forward until we've finished old stuff.

It's much more important to set-up the system and organizing files for next year. Look at what's going to be coming ahead. And then, when you have a chance, you can deal with what's already here (the old bills, receipts and invoices).

As you work on focusing on one thing at a time, investing in some efficient routines, making your new routines a habit, gathering your arsenal of helpful tools, and looking ahead to what needs to be done next, I hope you enjoy the benefits of being an Organized Writer. But remember rule #1 – only use what works for YOU!

©2006 Finally Organized LLC. Used with permission. Are you looking for more ways to get organized in 2007? You'll get a FREE Sidetracked Writer's Planner when you subscribe to Julie Hood's newsletter for writers at www.OrganizedWriter.com or jump into the 30-day plan in her e-book, *The Organized Writer: 30 Days to More Time, More Money and Less Frustration*.

Your Book's Most Public Proof of Organization: the Index

I don't cut my own hair, fix my own car, or vaccinate my own pets. Experts exist for a reason. Here's why you need a professionally prepared index. And, oh yeah: why do you need an index at all?



If he thinks about it at all, a small- or self-publisher may have one of two thoughts on the subject of an index: "Do I need an index?" or "I can do it myself – after all it's my book!" Those thinking that they can do it themselves often use the historical method of going through their

manuscript page by page and recording topics and page numbers on index cards. There is nothing wrong with this method.

Entrust Your Index to a Professional?

The thought that they, as the authors, know their content best is true. But good indexers are not necessarily the ones who know the subject best. It is those who can put themselves into the place of the reader: "Where would I look for this topic?" Or even better: "Where might others, those who don't necessarily think the way I do, look for it?" Thus, skills more critical than subject matter knowledge are empathy, a wide and shallow knowledge base, and a great humbleness, enough to recognize that not everyone thinks the way oneself does. A good indexer has much in common with the winning team members on "Family Feud:" the ability to put one's feelings aside and approximate what others, no matter how "wrong," might answer.

Other skills of indexers include an almost Rainman-like compulsion to classify things and to see connections. And, of course, organization skills. A common question for new indexers is whether they alphabetize their spices. According to the American Society of Indexers:

Creating a good index takes understanding of the reader as well as the subject. It takes objectivity, perspective, a sense of proportion and priority, patience, speed, technical training, and experience. If you have all these qualities, if you can apply them under deadline pressure, and if you would rather index your current book than start writing your next one, you, the author, are the best indexer for your book. Otherwise: Entrust Your Index to a Professional.

Even if the author could set aside his knowledge of what he meant to say and how crystal-clear apparent its location is to all... with indexing being one of the final stops in the publishing journey, the author often arrives dazed by the trip and is in no mind to consider what others—their readers—might be thinking.

So What's an Undifferentiated Locator?

And even if the author has, all along, been tagging key words in a word processing or layout program, thinking that this program can automatically index, he or she will be in for an unpleasant surprise. For the very best that could have happened is that this automatically generated index will have produced a list of key words with long strings of undifferentiated locators. Like this:

nutrition, 19, 52, 76, 78,
88, 109, 133, 134, 135,
136,137, 138, 139, 140,
148, 149, 154, 155, 157,
159, 162, 220

Whereas what might be more helpful to the reader, more user-friendly, would be:

Nutrition. *See also* diet
in children, 52
in the elderly, 19
malnutrition, diseases of, 133-140
during pregnancy, 76, 78, 220
vitamins as boost for, 154-155, 157, 159
during weight loss, 220

You See?

Incidentally, the example entry above (taken from an actual index) has problems beyond the strings of undifferentiated locators, and pretty obviously is the result of a machine-generated concordance. One clue is the list of pages in the 130's; the software simply picked up every mention of "nutrition."

The effect on the reader of a bad index may be slow-acting and subliminal—they might not know that they have been underserved.

Now. Do You Need One At All?

Only if you want: the good words of reviewers, purchase orders from libraries, a showcase on Amazon.com, and the goodwill and impulse purchase of that person in the coffee area of Borders wondering which book of the six stacked in front of her to buy.

Why not, for a modest cost (my average invoice for a self-published book rarely reaches \$500) give yourself this sales advantage?

continued on next page

How to Find an Indexer

The American Society of Indexers has an indexer locator. If you use a publishing services organization like Lulu or Trafford, they may have some supplier listings. PMA has listings. Graphic artists and layout houses often work closely with indexers and can make recommendations. Or perhaps organize the search like this:

Indexer, locating

- American society of indexers (ASI) indexer locator
- book, checking folio page of admired
- PMA classifieds
- professionals, recommendation of others
- web search
- word of mouth

 Christine Frank founded Editing & Indexing in 1997, and now as Christine Frank & Associates, includes book project management services. She not only alphabetizes her spices but has partitioned them into two cabinets: one each for sweet and savory purposes. She can be found at www.christinefrank.com.



“Road signs and indicators are the table of contents, the index and the page numbers all at once. If you had a book without those things, you’d never be able to read it.”

— Reyn Bowman, www.thinkexist.com

Bank Notes: A quarterly report from Treasurer, Susan Whinnery

December’s Accounts as of 12/21/06
Checking Balance: \$2,488.28
Money Market Balance: \$6,526.19

• • •

February’s panel discussion will include guest Tom Hardin, of Merchant Processing Associates. He will discuss ways to accept credit card payments for your book sales.

Susan Whinnery and a CPA will join him on the panel, to discuss accounting practices and banking needs for small businesses. Start now on your list of questions!

Create Your ‘Top 10’ Lists

They’re popping up everywhere this time of year.

They’re short, punchy lists of “the best” or “the worst.” The number doesn’t even have to be 10. Your list can include 5 items. Or 7. Or 9.

Here are end-of-the-year lists I found by doing a quick Google search:

- The Top 5 books on public relations, as published in the *Wall Street Journal* last week
- The Top 10 Green Projects of 2006, courtesy of the American Institute of Architects
- The Top 10 Best Blogs, as chosen by MarketingSherpa.com
- The Top 10 Best Jobs according to *Money magazine*.
- Golf’s Best and Worst of 2006, as chosen by MSNBC.com.
- Best and Worst Dressed Celebrities of 2006, according to *People Magazine*.

Whatever product, service, cause or issue you’re promoting, I’ll bet all of you can create lists just like these.

At year-end, stretching into mid-January, you’ll see these lists everywhere. That means smart Publicity Hounds will start creating lists, then pitch them to their media contacts, bloggers, ezine editors and anyone else who has the power to create a buzz.

Several Publicity Hounds emailed me recently asking if these lists can substitute as press releases.

Yes, they can. You can distribute them just like a press release and even use the online press release distribution services like **ExpertClick.com** at <http://tinyurl.com/f5evn> and **PRWeb** at <http://tinyurl.com/y24hfy>

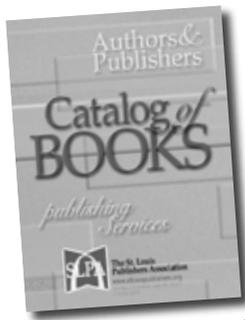
For more tips on other kinds of short items like these that the media love, see “Briefs, Fillers & Quizzes.” I explain the various kinds of briefs, how to write them and how to distribute them. Read more about what you’ll learn from this CD or electronic transcript at <http://tinyurl.com/d74h7> 

Reprinted from “The Publicity Hound’s Tips of the Week,” a free ezine featuring tips, tricks and tools for generating free publicity. Subscribe at www.publicityhound.com/ and receive free by email the handy list “89 Reasons to Send a News Release.”

The SLPA Catalog

It's time to update the SLPA Catalog for 2007.

The online catalog currently contains all the books in the 2006 printed version, plus a regularly updated selection of books from our members who join or publish later in the year. If you're a paid member of SLPA for 2007 and have a recently published book or joined SLPA after October of last year (and paid through 2007), you can participate in the online version of the catalog now or at several times during the year. (approximately each quarter) We'll announce each update period in the newsletter.



How can I be included in the next update of the SLPA Online Catalog?

You must pay your 2007 annual membership dues by January 31 to be included. Your dues covers all 2007 monthly meeting fees, and all other membership benefits. Please send your information to Sue Sylvia at: slpa@staircasepress.com by January 31. The next updated version of the catalog will be posted online in mid-February.

The 2007 SLPA Printed Catalog

The 2007 version of the catalog will go to press in mid-February, so this is the most critical time of the year to get your dues paid and your catalog information updated! EVERYONE must send in their updated information, even if you have no changes. We will NOT automatically carry your book from 2006.

What do I need to do to have my book included in this catalog?

You must provide the following information to Sue Sylvia at slpa@staircasepress.com by JANUARY 31, 2007.

1. A .jpg file of the front cover of your book (as an attachment, NOT as a link to a download!) 2" wide, 300 dpi, RGB is the preferred file size.
2. A 50-word description of your book, and a 25-word author bio in MS Word or as text of an email.
3. Title, author, publisher, binding, other features, etc. must be listed in the exact order below. **NO EXCEPTIONS.** (If you don't have a fax or prefer not to list an address, we'll simply delete that line.) Binding should be listed as: pb (paperback), hc (hard cover)

Genre MUST be filled in or we can't classify your book. (Just like the bookstore.)

Genre: Business/Leadership

Title: The Uniqueness Myth

Subtitle: and other misconceptions that derail businesses

Author: Dale Furtwengler

Publisher: Peregrine Press

2412 Oak Mont Ct.

High Ridge, MO 63049

Phone: 314-707-3771

Fax: 636-677-7367

Email: dale@furtwengler.com

ISBN: 0-9661478-2-0

Price: \$27.95, 341pgs, pb, index, color photos

Available through: Publisher, Amazon, Borders

www.furtwengler.com

Can I include more than one book in this catalog?

One book listing is FREE to each SLPA member who has paid Annual 2007 dues. Additional titles can be included at \$20 per title for members. Vendor members can also be included in the catalog as a listing ad for their services. One service listing is free for Vendor Members. Contact Sue Sylvia at slpa@staircasepress.com with questions.

I am a Service Provider. Can my service be included?

Yes, we welcome all publishing resources. Please list your information in this format:

1. A .jpg file of your logo (as an attachment, NOT as a link to a download!) 2" wide, 300 dpi, RGB is the preferred file size. If you have vector art, that's even better.
2. A 50-75 word description of your service, in MS Word or as text of an email. A short bulleted list of services is also acceptable.
3. A list of your contact information in the exact order below.

Service Category: Online Marketing Information

Company Name: WebSite Marketing Place

Contact: Bobette Kyle

8050 Watson Road, Suite 315

St. Louis, MO 63119

Phone: 314-842-1446

Fax: 314-842-1447

Email: Bobette@WebSiteMarketingPlan.com

www.websitemarketingplan.com

What if my listing has been in the 2006 Catalog already?

You can feature the same listing(s) each year, but **it's your responsibility to re-submit your current information in the format shown above!** We start with a clean slate each year. Our goal is to have the 2007 catalogs printed and available for Small Press Month, which is March, so these are hard deadlines. 

Change is in the Air for 2007

SLPA monthly meetings are moving to THE LODGE AT DES PERES

1050 Des Peres Road, Des Peres, MO 63131 314-835-6150
www.desperesmo.org/index.asp?NID=255

Our current meeting place, The Heights, sits in the heart of the future Hwy 40 Construction Zone. Getting to and from our monthly meetings is likely to become challenging, if not impossible during the reconstruction period. Responses to our annual Membership Survey indicated that the majority of our members support a move to avoid the construction congestion, so the Board did a thorough search for suitable locations.

The Lodge at Des Peres was selected because of its somewhat central north-south location, its proximity to the I-270 corridor and its price, which is comparable to what we currently pay at The Heights. Beginning with the January meeting, we'll meet there the second Wednesday of every month for at least one year and we will re-evaluate toward the end of 2007.

We will also post a photo, map on the SLPA site. 



See you at the Lodge at Des Peres in January!

- ▶ Monthly SLPA meetings will continue to be held on the second Wednesday of each month.
- ▶ Doors open at 6:30PM for networking.
The meeting begins at 7:00PM.
- ▶ We realize that you may wish to arrive a bit earlier the first time, in case you are still trying to gauge your travel time. But please understand when we keep the doors closed till 6:30PM. We need time to set up our materials in the room in order to provide efficient, welcoming service when we do open the doors. Thank you for your cooperation!

How to get there:

> Going West on Manchester

Take Manchester Road West (toward Des Peres Cinema)
 Exit at Des Peres Road (on the right)
 Turn right at the stoplight for Des Peres Road
 Go through the stoplight for Movie Drive
 The Lodge will be on your left; turn at the entrance sign

> Going East on Manchester

Take Manchester Road East (toward Hwy 270)
 Exit at Des Peres Road on the right
 Turn right at the stoplight for Des Peres Road
 The Lodge will be on your left; turn at the entrance sign

> Going North on Hwy 270

Take 270 North to the Manchester Road exit; go West on Manchester
 Exit at Des Peres Road (on the right)
 Turn right at the stoplight for Des Peres Road
 Go through the stoplight for Movie Drive
 The Lodge will be on your left; turn at the entrance sign

> Going South on Hwy 270

Take 270 South to the Manchester Road exit; go West on Manchester
 Exit at Des Peres Road (on the right)
 Turn right at the stoplight for Des Peres Road
 Go through the stoplight for Movie Drive
 The Lodge will be on your left; turn at the entrance sign

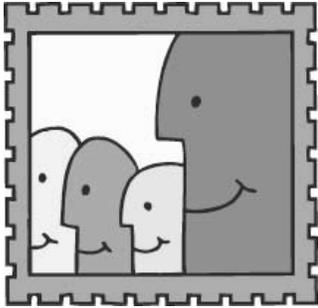


New Dues Policy in 2007: Categories of Membership

In 2007, we're changing the description of "how" we collect dues and guest fees. Beginning January, the fee structure for Membership in SLPA will be as follows:

ANNUAL MEMBER:

Entitles member to one year (12 months) of full membership privileges, including catalog and directory inclusion, no monthly meeting fee, reduced registration fees to any SLPA seminars/events, membership discounts to our affiliated national associations (PMA and SPAN) and promotional or co-op opportunities. Annual dues are renewable one year from the date the member has paid. (Join in January 2007, renew



in January 2008. Join in April 2007, renew in April 2008.) We will still offer Tiered Annual Membership: Full Member, Second member of a company, Student Membership.

MONTHLY MEMBER:

(This category replaces the current "guest" fee.) For a membership fee of 1/12th the annual rate, a monthly member is entitled to attend a single monthly meeting, including networking prior to the meeting. This monthly membership can be paid on the spot at any single meeting.

Please note: A monthly membership does NOT entitle the member to any of the Annual Membership benefits outside of that one monthly meeting. (no event discounts, catalog listing, etc.) The Monthly membership is NOT a Tiered membership.

SLPA DUES INCREASE FOR 2007

At the November 8 meeting, the members approved a dues increase for 2007. This increase will help defray some of the costs involved in serving our members, including:

- a) Rental cost for monthly meeting room
- b) Upgrades to our web site, including online registration, member directory, speakers' bureau listings, publishers' resource directory
- c) Producing the annual Member catalog
- d) The cost of paper for handouts and monthly newsletters
- e) Providing online and telephone help to members. Currently, our board members willingly provide hours and hours of volunteer service each year. They have also provided out-of-

pocket expense for phone calls, professional services, office supplies, web-hosting, etc. to keep our organization running, often without reimbursement. The requested dues increase will enable us to continue to provide good service and support to our membership while helping the SLPA organization to pay its own way and keep these benefits available to members.

2007 ANNUAL MEMBERSHIP DUES

Full member fee: \$72 per yr
2nd member of co.: \$48 per yr
Student fee: \$48 per yr

2007 MONTHLY MEMBERSHIP

Monthly Member fee: \$6 per mtg (replaces the old guest fee)
Second member of company: \$6 per mtg
Student fee: \$6 per mtg

Hurry up... time's a wastin'! 

Marketing Planning

Your plan should be a practical marketing document that provides a daily reminder of the activities on which you should be working. It answers the question you should ask yourself whenever you are in doubt about what to do next: What is the best use of my time right now?

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; www.bookmarketing.com)

Questions About SLPA?



Contact Membership Chairman:
Christine Frank at 314-205-2679 or
Assistant Membership Coordinator:
Linda Austin at 314-822-1170

Next Deadline ▶ January 21

Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to newslettereditor@stlouispublishers.org.

SLPA Monthly Newsletter design by SLPA member Peggy Nehmen. Nehmen-Kodner Design www.n-kcreative.com



St. Louis Publishers Association

2007 Meeting Schedule

St. Louis
Publishers Association
P.O. Box 410182
St. Louis, MO 63141

President
Bob Baker
314-963-5296

Vice President
Bill Collier
314-221-8558

Membership Chairman
Christine Frank
314-205-2679

Meeting Topics are
subject to change.
Always check our web
site for most current
information.

stlouispublishers.org

JANUARY 10 – Getting Your Act Together

Get off to a smart start in the New Year. Organize your publishing business with the help of three professionals specializing in goal-setting and business organization.

FEBRUARY 14 – Everyone Loves Money

A trio of financial experts share the full details on how to accept credit card payments and answer all your questions about a small publisher's banking and accounting needs.

MARCH 14 – The Amazing Advantages of Amazon

Posting your book is just the beginning. Learn how to make full use of the rapidly expanding set of tools available to maximize your sales in the "world's largest bookstore."

APRIL 11 – Designing Your Book To Sell

Build Marketing into your book before it's even printed. Breathe new energy into your backlist books with fresh promotional twists and brainstorming. We'll do cover critiques and introduce resources for all phases of bringing your book to life.

MAY 9 – Extreme Website Makeover

We'll take a "Before and After" look at an author's web site and share tips and tricks for making your own site into one that people want to return to again and again.

JUNE 13 – Meet the Media

Learn directly from local radio and TV professionals how to create a newsworthy spin to get you on the air, and tips to giving a successful radio/TV interview.

JULY 11 – Independence Day: A Publishing Smackdown

This lively debate between a successful self-published author and one who's published by someone else will give you the inside scoop on the pros and cons of each direction.

AUGUST 15 – Field Trip to Fenton: A POD Picnic

We're taking our show on the road for a tour of Creative Imaging's Printing facility that will include an in-depth discussion of Print on Demand *and* picnic dinner!

SEPTEMBER 12 – You Asked For It: MORE Internet Marketing

This interactive session will cover still more ways to maximize your online presence with online publicity, creating affiliations, driving traffic to your site, and more!

OCTOBER 10 – AuthorSpeak: Promote Your Book through Personal Appearances

Discover how to find speaking engagements (both free and paid), and how to maximize those engagements through advance bulk orders or back-of-the-room product sales.

NOVEMBER 14 – Under Construction: Building a Strong Author Platform

When someone buys your book, they're buying you and the many ways you reach people. Learn what to do, when to do it (NOW!) and how to connect with your audience without spending a fortune.

DECEMBER 12 – Sharing The Joy of Publishing Success

Something different for the holidays: a networking meeting where we'll exchange the year's best tips and resources in all areas of book marketing, promotion, and publicity.

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1050 Des Peres Road, Des Peres, Mo 63131 314-835-6150 www.desperesmo.org/index.asp?niD=255

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