



December 2007

DECEMBER 12 Meeting

Under Construction: Building a Strong Author Platform

Featuring Scott Ginsberg, The Nametag Guy

The most important word in any author's vocabulary is **PLATFORM**. In this meeting, you'll discover secrets to boost your on AND offline platform so you can:

- Sell books
- Reach readers
- Build a network of notoriety and exposure
- Communicate with your audience
- Inform your fans of future books, appearances, projects, news and the like
- Book more media interviews

That's the meeting description, short and sweet. Read the rest of the articles in this issue and then come back and reread these short little phrases. It's powerful stuff. Be there.

Editor's note: The rest of this article is not only the bio of our December speaker, Scott Ginsberg, but a great example of a strong author platform. This is a "don't-miss" meeting!

Meet Scott Ginsberg:

AUTHOR. Only 27 years old, Scott is the author of four books.

SPEAKER. As one of the youngest members of National Speakers Association, Scott gives presentations, breakout sessions, keynote speeches and seminars to tens of thousands of people each year. He's shared the stage with bestselling authors/speakers like

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President's Corner

by Ed Sylvia



Hello fellow authors and publishers!

I am privileged to serve you once again as President of SLPA. I served as President previously in 2002 and 2003. In the four years that I have been away, a lot of changes have taken place in technology to give us more potent tools as independent publishers to compete with the big players in our industry.

These are exciting times.

In a recent conversation with someone who has been an insider in the publishing business for several decades, I was told that the big publishers don't really know to identify a good book. So they go after authors, celebrities and individuals with big name recognition. The reason is that these individuals already come with a large platform with which to reach audiences. A big publisher will often turn a good book down if the author does not have a large platform.

This means that the most interesting books will come from the small independent publishers. That's you and me.

Whether the most interesting books will become the most successful books is another question. Developing a strong platform is what separates the successful independent publisher from the self-published author. The purpose of SLPA is to help you become successful.

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Jeffrey Gitomer, Jim Collins and Fred Reichheld. Companies and organizations worldwide have been successfully implementing his programs on approachability since 2003.


DIVERSE CLIENTELE. Since 2003, Scott has worked with large companies like Staples, Verizon Wireless, Boeing, Prudential Financial, UniGroup, Coldwell Banker, Gundaker Realty, Leo Burnett, Manpower and Hyatt Regency. He's and also worked with organizations like United States Jaycees, International Association of Workforce Professionals, International Cemetery & Funeral Association, American Society of Association Executives, Meeting Professionals International, National Association of Personnel Services, School Nutrition Association, Word of Mouth Marketing Association and the YMCA of America.

THE NAMETAG GUY. Scott is the only person in the world who wears a nametag 24-7 to make people friendlier. (In case you're wondering, he has a nametag tattooed on his chest for certain occasions.) While transforming his simple idea into a business, his adventures have earned him recognition as "The World's Foremost Expert on Nametags" and secured a spot in Ripley's *Believe it Or Not!*

COLUMNIST. Scott is a regular contributor to the *St. Louis Small Business Monthly*, *INSTORE Magazine*, *PR Canada* and *Expert Village*. His conversational, content-rich articles have appeared in hundreds of online and offline publications worldwide. Also, his work has been reprinted in dozens of textbooks and resource guides.

MEDIA EXPERT. Dubbed "The Authority on Approachability," Scott is regularly interviewed by various online, print, radio and TV media for his unique expertise. He has been featured in hundreds of outlets such as *20/20*, *CNN*, *USA Today*, *The Wall Street Journal*, *Inc. Magazine*, *The Associated Press*, *Redbook*, *FastCompany*, *The Washington Post*, *Paul Harvey*, *The CBS Early Show* and *Headline News*. He even wrote "The Quiz" on approachability for *Cosmo*!

NAMETAG NETWORK. Scott's award winning, content-rich websites get as many as 30,000 hits a day from readers and audience members around the world. His ubiquitous web presence and powerful platform set the standard for entrepreneurs and marketers in his field, and have earned him an surprising amount of credibility seeing that he's just some guy who wears a nametag every day.

So, now you've met Scott. Come hear him in action! It'll be a real treat. 


With that said, it pleases me greatly that my first SLPA meeting, acting in the capacity of President, features Scott Ginsberg as the speaker. He is one of our most successful members. Scott has never stopped learning how to reach people and how to create a potent platform. He will be speaking on the important topic of "Building a Strong Author's Platform" at our December meeting. I cannot imagine any member who would not benefit from Scott's talk.

Thanks to those who participated in our annual member survey this week. While we always welcome your comments and suggestions, survey time is the very best time for your ideas to have an impact on how the year's programs take shape. I will be getting together with the other board members at the annual Board Transition meeting on December 8. Our discussion that day focuses on how we can make SLPA more helpful to you in the coming year. The more surveys that are sent back to us, the more we can "fine-tune" the services we provide. By filling out the SLPA Member Survey, you help us to be able to more effectively tailor our meetings topics and activities to address your needs.

We have a wonderfully talented group of volunteers serving with me on the board in 2008. Please give them your support. We are lucky to have them all.

Lynette Schuepbach – Vice President
Linda Austin – Secretary
Susan Whinnery – Treasurer
Christine Frank – Membership Chairman
Sue Sylvia – Communications Manager
Natasha Moore – Publicity Chairman
Farzad Wafapoor – Webmaster
Barbara Davis – Display Coordinator
Peggy Nehmen – Newsletter Co-Editor
Bill Collier – Special Projects Chairman

I also want to remind those of you who are interested in attending PMA University this year, and Book Expo of America (BEA), that once again PMA is offering a scholarship to one of our SLPA members. **For a scholarship application please see page 8 or contact Sue Sylvia before December 15 for more information about the event.** The scholarship pays the full tuition for PMA University plus \$500 that you can put towards your travel or hotel expenses. It is a great opportunity to learn from the leaders of our industry. This year's PMA University and BEA will be in Los Angeles.

I hope to see you all at the December meeting. I look forward to "reintroducing" myself to the group and getting to know you better in the months and year ahead. 

— Ed Sylvia, President
slpa1@staircasepress.com

How to Build Your Author's Platform From Scratch

Platform. These days it's the magic word in publishing. When a publisher wants to buy, they're not just buying your book or your idea, they're buying you and the many ways you reach people. Some new authors focus solely on writing their books, thinking they can work on their platform after the book is published. Unfortunately, the business doesn't work that way. You can't wait to sell your book to build a platform, because the platform is what helps sell your book. So get started now, even if you're still in the writing stage. Here's how you do it.



Decide On a Target Market

It's tempting to skip this step, especially if you feel your book or story speaks to everyone. That may be, but it's awfully difficult—and expensive—to market to everyone. It doesn't mean you're shutting out potential customers, it just means you're focusing your laser to greatest effect. So if you survived two back surgeries and your story is about dealing with chronic pain, you may target people with back injuries, but that doesn't mean other sufferers of chronic pain (people with arthritis, for instance) will miss out on your message.

How Will You Talk to Your Market?

Thanks to the internet, you have many free and low cost ways to communicate with your audience. Why is this important? Because this is how you establish yourself as an expert in your subject area. For instance, you may consider yourself an expert in back pain if you've developed ways to cope after having two surgeries. But you're a more visible expert, with loads more credibility if you have a television show, newsletter or radio show where you discuss ways of dealing with chronic pain. And here's the best part—your show doesn't have to be on one of the big networks or even on cable. You can post your own show on the web! Likewise you can have your own radio show or podcast on the web. Blogs get tons of attention as well. This is important if you're not known in your field.

Here's a great example. "Sportscaster Chronicles" is a blog and podcast by John Lewis, a New York City writer who is developing his platform as a sportscaster historian. You can view his handiwork at www.sportscasterchronicles.blogspot.com/.

Send Out Press Releases

Don't keep it a secret. Let the media know you're an expert available to comment on relevant news stories. You don't want to send releases out without reason, though. For instance, almost all of

John Lewis's sportscaster broadcasts are connected to something currently happening in the sports world. A few weeks ago it was comments that Bryant Gumbel made during the Olympics. Before that it was the death of legendary sportscaster Curt Gowdy. He can send press releases alerting reporters of the material especially when, as in Gowdy's case, he has unique information—John had interviewed Gowdy in recent months.

Let's use the back pain story as another example. What if a popular painkiller is pulled from the market. You could send out a press release saying something like "10 Pain Relieving Exercises Developed for Former Users of Medicine X". Reporters love stuff like that. You've given them a fresh angle on a story they're already covering. And when you write your query letter or book proposal, you get to say, "pain expert quoted in magazines and newspapers". And these days you can send a press release out via email or use free distribution sites such as www.free-press-release.com/, www.i-newswire.com/submit.php or www.prfree.com.

Speak Your Mind

Speaking is a great way to get people familiar with you. If you fear speaking, think of it this way—pretend you are already on book tour and this is just another forum where you get to talk about your subject! You can start out speaking locally and doing it for free. If you're writing a memoir on your experiences in World War II, there may be high school history classes interested in hearing your story. Or, if you've learned how to cope with chronic pain, you could address support groups who deal with the same struggles. Speaking is also a great opportunity for adding people to your list so that you can let them know when your book comes out. Your list will always be an important marketing tool.


You don't have to have an elaborate PowerPoint presentation or music or flashing lights to be a speaker. Just choose one or two aspects of your story or subject (you don't want to give away your whole book!) and start presenting them. Groups such as local Rotary clubs are always looking for speakers. If you feel you need to polish your skills, join a Toastmasters group. Bottom line, if you have a compelling story, some group large or small will want to hear it.

Publish Articles

You don't have to send a bunch of letters out to editors trying to get an assignment to write an article. You can write a meaty, content-filled article and distribute it on the web. This is another way to establish your expertise. As with the press releases, there are many sites where you can make your articles (usually 800-1,000 words in length) available for use in other websites, newsletters and blogs. It's an excellent way to get your name in front of new audience members. Two popular distribution sites are www.ezinearticles.com and www.isnare.com.

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Will You Pass the Test?

How does this all sound to you? If you're excited by these ideas and see them as opportunities to talk and write more about something you're deeply interested in, that's fantastic. It means you're on the right track—you've chosen a topic or story you're passionate about. If you aren't interested or motivated enough to want to speak and write articles or press releases connected to your topic, you may want to reconsider your book. After all, this is the kind of stuff you'll have to do at some point to sell your book. If you don't want to do it now, how will you sell your book later? Even more to the point, if you're not willing or interested enough to put this kind of activity behind your book, why should a publisher be interested in working with you? You build your platform, you build your book's future. So give it your best shot. If you feel you need help brainstorming ideas or developing your plan, hire a coach or consultant to support you. Often it's easier to move forward when you can better see the road ahead. 

© 2006 Sophronia Scott. Author and writing coach Sophronia Scott is "The Book Sistah."TM Get her FREE REPORT, "The 5 Big Mistakes Most Writers Make When Trying to Get Published" and her FREE online writing and book publishing tips at www.TheBookSistah.com. Sophronia is also author of the bestselling novel, *All I Need to Get By*. The Book Sistah also offers FREE audio classes, FREE articles, workshops, and other resources to help aspiring authors get published and market their books successfully. Email: info@TheBookSistah.com
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We Welcome ▶ Our Newest Members

Robert Ferre

www.labyrinth-enterprises.com
robert@labyrinth-enterprises.com

As part of his unique work as a labyrinth artist, Robert has served as editor, contributor, and author of labyrinth books, including five titles of his own that he sells through his website. Upon retiring in a few years, Robert has the intention of writing a number of books on a variety of subjects, from happiness to labyrinths to Chartres Cathedral and sacred geometry. He is currently working on a memoir about his 18-year marriage to Ruth Hanna.

Lisa A. Miller

lisa.miller@elliotsquill.com
Lisa Miller teaches college-level expository and technical writing, is currently working on novels and short stories, exhibits her photographs and is active in the writing group, The Feasting Foxes. This follows military service and a career as a technical writer. 

Surfin' the Net



Check out these author platform websites

It's great to see how different everyone's sites are and how they reflect the personality and platform of the author.

Diana Gabaldon is a *New York Times* bestselling novelist, and her official website is the perfect look at what an author's platform can be: www.dianagabaldon.com.

Jacqueline Carey's very first book became a best-seller, and she continues to use her website, www.jacquelinecarey.com, as a great author's platform.


Speaking of best sellers, for something completely different, check out www.gitomer.com for a look at a really successful business author's platform.

Ridley Pearson, who writes in a couple of different genres, has sort of a "split personality" to his platform. Visit him at www.ridleypearson.com.

Just for fun, check out **Dave Barry's** site, too.
www.davebarry.com

On a more serious note, visit www.sheldrake.org for an attractive site that delivers a lot of content in a very clean format. Very appropriate for the platform of biologist/author **Rupert Sheldrake**.

Breakout novelists leverage the web, too! Check out www.danbrown.com to learn more about the author of *The Da Vinci Code*.

If you have a favorite author platform site to share with us, email to editor@stlouispublishers.org and we'll include it in the next issue. 



"A book is a gift you can open again and again."

— Garrison Keillor
(American writer and broadcaster)



Happy Holidays
from SLPA!

8 Ways to Build Your Author Platform

If you've been poking around at writing and publishing sites, attending writers' conferences and reading about authorship, you've heard/read the term platform. You may even know what it means. It's your way of attracting readers for your book. It's your following, your level of notoriety and the power of your personal and professional contacts. The extent of your platform can be the defining factor in landing a publisher for your memoir, novel or self-help book. But the scope of your platform will also determine your book's ultimate success.



You hear experts say, "The best time to start establishing your platform is before your book is ready to make the rounds of agents and/or publishers." I maintain that hopeful authors should start building a platform before they write the book. Here's how:

1. Build promotion into your book before it is a book. For fiction, choose your setting carefully. Make sure it is conducive to promotion. Select a city that's interesting—one in which the citizens take pride. If your story portrays a positive view of the community, residents of this town are apt to welcome you for author events.

Involve characters in current issues: autism, gang activity, politics or childhood obesity, for example. Give a character a horse or a motorcycle. This gives you additional ammunition for promoting. Write for an audience base that goes beyond the typical mystery or romance reader.

2. Establish an active and or even interactive website related to your book. The earlier you build a website the sooner you can start promoting the concept of your book and, by the way, your expertise and/or talent in your topic or genre. Hopeful authors frequently ask me, "Once I finish my book, should I design a website just for the book?" I tell them, "No! Do it NOW. Get potential customers accustomed to visiting your site in order to glean information or to be entertained. Entice them to come regularly by writing a daily or weekly blog, running contests, introducing new features and presenting new concepts.

3. Hone your public speaking skills. Whether you are writing a thriller, children's story, historical novel, memoir, how-to or a book of abuse and recovery, one of your greatest assets is your personality and your personal touch. If you aren't accustomed to speaking in public, take steps to become skilled. Join Toastmasters. Take on leadership roles at work. Go out and practice speaking in front of people. Personal

presentations sell books and this is true whether you're reading your book to children at the local library or traveling thousands of miles every year presenting workshops to professionals.

4. Create one or more programs around the theme of your book and start presenting them now. Yes, do this even before your book is a book. If you hope to land a traditional royalty publisher, this will go a long way toward impressing him or her. If a publisher has half dozen magnificent book manuscripts to choose from, he's going to pick the one that will make him the most money. How does he decide? He'll choose the author with the best platform—the author who has an audience and/or a measure of notoriety in his or her field or genre.

5. Become known in your field or genre by getting involved with appropriate websites and organizations. Affiliations are important when it comes to establishing your platform. And why wait until your book is published? Become familiar with organizations related to your topic or genre. Join those that you feel can help move your career forward through education and/or association. Become known by participating.

6. Write articles on your topic or stories in your genre and widely submit them to appropriate publications. This is an excellent way to get your name out and attract an audience. Article/story-writing is a field in and of itself, so make sure you become familiar with the process. Read "A Writer's Guide to Magazine Articles," www.matilijapress.com.

7. Develop a massive mailing and email list and keep adding to it. Don't take your mailing list for granted. Treasure it. Protect it. Keep adding to it. Not only will it be useful in launching your marketing plan, but some of your contacts may actually provide additional promotional opportunities. Do you know someone who heads a major corporation where you could give seminars reflecting the theme of your book? Maybe you have a friend who plans conferences internationally, who runs a TV station or who is of celebrity status. The size of your mailing list is important, but so is the content.

8. Establish a newsletter and distribute it to your email list. Use your mailing list to notify people when your book is published, to inform them of your appearances, etc. And consider starting a newsletter to dispense additional information and announcements on a more regular basis.

There's much that you can do to promote your book even before it is a book and to establish your platform along the way. 📖

Read more about platform and every other aspect of producing a book in Patricia Fry's NEWLY revised 2nd edition book, *The Right Way to Write, Publish and Sell Your Book* and order the accompanying, "Author's Workbook." Follow Patricia Fry's informative blog at www.matilijapress.com/publishingblog

9 Ways to Practice "Strategic Serendipity"

It's not luck. It's not chance. It's not accidental.
It's not even serendipity. (Not completely, that is.)

"Strategic" Serendipity means attending an event, conference or other networking-rich venue with an attitude of expectation.

That something great is going to happen. That opportunity is going fall right into your lap. That you're going to meet that one person who changes everything.

Here are 9 keys to practicing Strategic Serendipity:

- 1. Detach from outcomes.** Sure, you have goals. Maybe to sell. Maybe to get in front of the right buyers. However, also try to focus less on the outcome and more on the big picture. Free yourself from agendas. Develop a no-entitlement attitude. And focus on having fun, delivering value and creating a memorable (er, unforgettable) presence.
- 2. Prepare yourself mentally.** Before walking in the front door, spend 15 minutes affirming to yourself, "Today is going to be a great day! I'm going to meet cool people and give them value. Opportunities are going to come my way. I will attract success."
- 3. Come prepared.** Have every marketing material, business card and any other part of your networking arsenal easily accessible. Wear army pants and bring a backpack if you have to! Expectation attracts; but only if it's supported with action.
- 4. Grow bigger ears.** Listen to what the world is trying to tell you. Be on the lookout for people, situations and locations that seem to be begging you to approach them. Especially the unusual, unexpected ones.

For example, I once walked by massage booth at BEA. The massage therapist saw my nametag and said, "Scott, would you like a massage?" I thought about it for a moment, said yes, sat down and enjoyed my massage. A few minutes later when I rose out of my chair, the woman who was next to me in line turned out to be a reporter for a major newspaper. We struck up a conversation that ended in a 30-minute interview and a 2-page article! > LESSON LEARNED: say yes more.
- 5. Evaluate your surroundings.** If you're attending an event, conference or trade show, be prudent about geography. Ask yourself the following questions:
 - a. Where will I be the most visible?
 - b. What landmark are people constantly walking by?
 - c. Where are people most likely to engage with me?
 - d. Who can I meet that is likely to tell his friends about me?

e. Who else is this room could be that ONE guy that changes everything?

- 6. Stick yourself out there.** Don't plan so darn much. Just show up and be prepared to let new people and situations unfold by themselves. Put out your raft and ride the current. It will take you where you're supposed to go.
- 7. Extend every encounter.** When talking with someone new, ask if they'd like to continue the conversation over lunch or coffee. Keep the interaction alive. The longer you spend with someone, the more likely you are to discover how you can help each other. Also, find out if there are other events, happy hour or post-conference parties you could attend together.
- 8. Make your memory happy.** After you meet someone, WRITE DOWN (either on their business card or elsewhere) the following things:
 - a. What she looked like
 - b. What you talked about
 - c. A few bits of personal info you can bring up next time you talk
 - d. How you can help each other
 - e. What your CPI (Common Point of Interest) is
- 9. Follow up.** Use the information gathered from the previous example in your second approach. Prove your listening skills. Then, deliver something valuable like a link, recommendation or article.

HERE'S THE CHALLENGE: with Strategic Serendipity, you won't always know when it worked.

Defining the ROI of something like this is tough.
But that doesn't mean it doesn't work.

JUST KNOW THIS: when you develop an attitude of expectation, prepare yourself mentally AND physically, and when you stick yourself out there, they WILL come to you.


"They," meaning people.
"They," meaning opportunities.
"They," meaning new business.

Because it's not chance. It's not luck. And it's not accidental.
It's Strategic Serendipity. And it works.

LET ME ASK YA THIS...

How do you create serendipity?

LET ME SUGGEST THIS...

Email me your best serendipity story! 

© 2007 All Rights Reserved. Scott Ginsberg, aka "The Nametag Guy," is the internationally recognized author of four books, including *The Power of Approachability* and *How to be That Guy*. He delivers speeches and publishes online learning tools that help business people make a name for themselves—one conversation at a time. He can be reached at 314-256-1800 or by email: scott@hellomynametag.com.



18th Annual Midwest Book Awards CALL for ENTRIES

**Presented by the Midwest Independent
Publishers Association (MIPA)**

Publishers and authors are invited to enter the 18th Annual Midwest Book Awards competition for excellence in books published in 2007. The awards recognize creativity in content and execution, overall book quality, and the book's unique contribution to its subject area.

AWARDS and BENEFITS

This year three (3) finalists and one (1) winner will be chosen in each category. Finalists and award winning authors and publishers will receive certificates and may purchase foil seals for use in their marketing efforts. Winners will be featured on the MIPA web site, in the *MIPA Newsletter*, and at MIPA displays throughout the year, including the 2008 Midwest Booksellers Association (MBA) trade show. The judges' evaluation sheets for your books will be provided to you after the awards ceremony.

You are invited to the Midwest Book Awards Ceremony at the prestigious Minnesota Humanities Commission, 987 East Ivy Ave., St. Paul, MN, Wednesday, May 14, 2008, 6:30 – 8:30 p.m.

ELIGIBILITY

- All entries **MUST** carry a 2007 copyright.
- Deadline for receipt of books and entry fees is February 1, 2008. Absolutely no exceptions.
- New editions of previously published books are eligible. Reprints do not qualify.
- Any book published within the 12-state Midwest region is eligible to enter: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI.
- Judges' decisions are final.

ENTRY FEES

A single title may be entered in as many categories as the publisher or author wishes, along with the following payment, as appropriate:

- MIPA Member: \$55 for each title (first category) and \$15 for each additional category.
- Non-Member: \$75 for each title (first category) and \$25 for each additional category.
- Check should be made to MIPA and sent with entries. All fees are non-refundable.

WHAT TO SEND

- Send three (3) copies of each title (one for each of the two judges and one for display) for the first category in which the

title is entered. If the same title is entered in additional categories, send two (2) more copies (for the two judges) for each added category. Only one display copy is needed for each title entered. No books or entries will be returned.

- Enclose a copy of the completed entry form for each title. Entry forms may be photocopied or may be printed from our website, **www.MIPA.org**. Please do not use staples, tape or glue.
- Entry Fees **MUST** accompany your submission.

WHERE TO SEND

- Ship books and entry fees in the same package via U.S. Mail, UPS, FedEx, etc. to: Midwest Independent Publishers Association c/o Marly Cornell, 3914 Ottawa Avenue South, St. Louis Park, MN 55416

SUBJECT CATEGORIES

- Arts (art, design, architecture, photography, coffee table books)
- Biography/Memoir
- Business (commerce, career, technology)
- Child/Young Adult Fiction
- Child/Young Adult Non-Fiction
- Children's Picture Books
- Commercial Fiction (Genre-specific, e.g., mystery, sci-fi, romance)
- Cookbooks
- Crafts/Hobbies/How-to
- Culture (diversity, gender issues, aging)
- General Fiction (Non-genre specific, e.g., literary, story collections, etc.)
- Health
- Humor
- Midwest Regional Interest
- Nature
- Poetry
- Political Science (history, current events)
- Recreation/Travel/Sports
- Reference
- Religion/Philosophy/Inspiration
- Social Science (psychology, family, self-help)

DESIGN CATEGORIES

- Illustration
- Interior layout
- Cover: 1 or 2 color
- Cover: 3 or more color

ABOUT MIPA

Founded in 1984, MIPA exists today as a vibrant professional non-profit association that serves the upper Midwest independent publishing community and industry through education, networking and peer recognition. MIPA is proud to be a regional affiliate of PMA, the Independent Book Publishers Association. MIPA membership is open to publishers, authors and all others affiliated with, or interested in, the vitality of the publishing industry. You may send your \$50 membership dues check, made payable to MIPA, with your entries. Entry forms can be downloaded from the MIPA web site: **www.mipa.org**.



Application Time is Here! 2008 PMAU Scholarship

Every year, our parent group, PMA, the Independent Book Publishers Association, holds an educational event for publishers called PMA Publishing University, or PMAU for short. It's an incredible event, and we highly recommend it for both educational and networking opportunities. This year, the big PMAU will be held at the end of May in Los Angeles. PMA University is held each year right before Book Expo America, the premier trade show for the publishing industry, which attracts a global audience. It's very worthwhile to check it out while you're there.

Every year, PMA awards a scholarship for one member from each affiliate group (like SLPA) to attend PMA University. The scholarship recipient then brings back what they have learned and shares it with their affiliate group.

The scholarship is generally awarded to a publisher who can benefit from the networking and education opportunities in growing his/her publishing company and giving back to SLPA. The scholarship includes free registration to attend the entire Publishing University, plus a \$500 stipend to help pay for travel expenses. (Together, this is an opportunity worth over \$1,000.)

The criteria for applicants is as follows:

- Must be a member of PMA as well as SLPA.
- Must be a publisher, preferably in the early stages of developing his/her company.
- Has not received the scholarship in the past.

To apply for the scholarship, fill out the following information in the next column and send it to:

Sue Sylvia
Staircase Press Design
PO Box 83
Troy, IL 62294
slpa@staircasepress.com (email is preferred)

Applications are due to Sue no later than December 15. The SLPA Scholarship Committee will evaluate all applications and send our recommendation to PMA. We will send all applications to PMA for consideration. The PMA Board will make the final decision. Winner will be notified in February.



PMA Affiliate Scholarship Application 2007

- Name of applicant
- Publishing Company
- Position with Company
- Address
- City, State, Zip
- Telephone
- Fax
- Email
- Number of Years in Publishing
- What you hope to gain from attending the 2006 PMA Publishing University (limit to 150 words or less)
- How you plan to share the information you gather at the University with others (limit to 150 words or less)

Please fill out the above information and snail mail (or email) to:
Sue Sylvia

Staircase Press Design
PO Box 83 Troy, IL 62294
slpa@staircasepress.com (email is preferred)

Applications are due to Sue no later than December 15. The SLPA Scholarship Committee will evaluate all applications and send our recommendation to PMA. We will send all applications to PMA for consideration. The PMA Board will make the final decision. Winner will be notified in February.



Next Deadline

December 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.

Questions About SLPA?



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

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