



APRIL 11 Meeting

Designing Your Book to Sell

You have about eight seconds to engage a casual shopper and begin the process of winning a customer. Use it wisely.

Sue Sylvia, book designer and **Dan Thompson**, President of Big River Distribution team up to present this marketing-focused session on what you can do at every phase of your book's lifespan to set the stage for success.

Before you finish your book

- Doing your most essential research
- Making your book distribution-worthy
- Becoming irresistible to booksellers, librarians and customers

When producing your new book

- Developing a strong spine
- Creating a successful cover
- Thinking holistically about your book
- Building marketing tools into your book
- Getting your distribution channels in place

Fresh ideas for your backlist book

- Keeping your distributor interested in your book
- Refocusing your target
- Selling the same book in new ways
- Repackaging a book
- Repurposing your material

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Feature

By Peter Bowerman

OK Book with Great Cover Trumps Great Book with OK Cover

(Excerpted from *The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living*, by Peter Bowerman. Fanove, 2006. www.wellfedsp.com).



I recently got a copy of a self-published book from a friend who was understandably excited about her new baby, but it **so** looked like a self-published book. This has always mystified me: how is it, given that we're absolutely surrounded with examples of beautifully produced books, that self-publishers still keep coming up with crummy-looking covers? Why, after investing so much time and effort into the writing of their books, do so many authors stop short of the finish line?

The title of this article, sadly enough, is pretty true. Given the same amount of marketing, a great cover (and that includes a great title as well...) on a middling book will probably do better than a great book with an average cover. That may seem bizarre or certainly not fair, but it is what it is, and as such, we have no excuse for not addressing that reality.

It is categorically impossible to overstate the importance of a good cover. Remember: approximately 150,000+ books get published in any given year. Those people considering your title for review, distribution, or purchase will be looking for reasons to cull the herd. The cover is the easiest place to start.

FYI, book distributors send their salespeople out to bookstores with suitcases full of, not books, but covers! They can't lug around dozens of books, so many of the buying decisions are made based solely on covers. Contrary to the old adage, every day, and by the industry people who truly matter, books are indeed judged by their covers. Hire a professional designer.

Don't use your cousin who's artistic, and **don't** let your printer's design department handle it. Most of the covers I've seen done by in-house designers at printing companies look cheesy and amateurish. Can you barter services with a graphic designer? I traded writing for design services with a professional graphic designer who needed copy for her web site and marketing materials.

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Study the Best

How do you make sure your cover is good? Simple. Got a Barnes & Noble or Borders in the neighborhood? Visit one with your graphic designer, camp out in front of the shelves covering your genre, and look for the cover designs and titles that catch your eye. Note the professionalism that goes into them. Figure out why they appeal to you, and try to capture what works.

Understand this: non-creative (graphically speaking) folks like authors (that'd be you and me...) simply aren't good judges of what's a good cover design and what isn't – an assertion supported by the mountain of really bad book covers out there. So, make sure you always check with the ultimate arbiter of those aesthetics – your local bookstore. In talks I give on self-publishing, I'll say, "If you choose to ignore everything else in this talk, heed this: **take the time and invest the money to create a cover that would have an impartial observer be totally unaware that it's a self-published effort.** A cover so good that when they do find out it's self-published, they're amazed." And understand that doing that will not be some huge triumph. It will simply elevate your book, at least in appearance (which, sad to say, is more than half the game), to a level of parity with all your conventionally published competition out there.

Artwork for All Reasons

Once your designer has created your cover, ask him or her to generate a variety of iterations of the image: large, small, hi-resolution (for print publications), low-resolution (for web-based publications), and even black and white. When it comes time to promote your book on other sites, if you're able to send them the right size artwork, it makes their job a lot easier.

Once you have them in hand, load high- and low-resolution versions onto your web site in your *Media Resources* section (see mine at www.wellfedsp.com/media.html) as downloads, and always mention this fact in your correspondence to the media crowd. If you have a front cover blurb on your book, for clarity's sake, lose it for these smaller images.


If it takes much more than a few mouse clicks for a reporter or a reviewer to get the information they need for a story, it might not happen. It's all about making it as easy as possible for these folks to do business with you. And of course, the easier it is... *All Together Now... The More Likely They Are To Do It!*

Money-Saving Cover Strategies

A professionally designed cover can easily run to \$1500-2500+. If you simply don't have bucks like that, here are a few lower cost alternatives. Find a local art or trade school that teaches graphic design, contact the teacher(s), and ask who their most talented students are. Young people starting out are always looking for opportunities to build their "book" (portfolio) with real-world projects, and this fact, coupled with their lack of experience,

understandably means they command far lower rates. In these cases, it's even more important to do the bookstore thing with them.

Another option is to tap some of the online job sites such as www.guru.com, www.elance.com, and others. These can be good places to find inexpensive creative resources and almost all will have online portfolios available for viewing.

Given the critical importance of a cover, I don't recommend these as first choices – but if the budget won't accommodate springing for an established pro, it's still a better alternative than using that marginally talented cousin or your printer's cookie-cutter cover designer. Did I mention your book cover is important? 

Got a book in you? Can't land a publisher? Why not do it yourself, and make a living from it? Sound good? Then, check out the free report on self-publishing at www.wellfedsp.com, the home of the 2006 release **The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living**. Author Peter Bowerman is known for the award-winning (and self-published) *Well-Fed Writer* titles (on the lucrative field of commercial freelancing), which have provided him with a full-time living for over five years. (www.wellfedwriter.com).

Designing Your Book to Sell *continued*

The Speakers


As a book designer, Sue Sylvia works closely with authors and independent publishers to bring their vision to life. With decades of award-winning design experience in Advertising, Marketing and Sales Promotion, she creates great-looking solutions that stand out in today's competitive marketplace.



Dan Thompson, president of Big River Distribution. He operated a music CD and DVD distribution business under the name Blue Sky, but changed the name when he added book distributing to the lineup in 2005. His company specializes in local-interest titles and is expanding steadily. Big River distributes to bookseller behemoths such as Borders and Barnes & Noble, as well as smaller local stores.



Join us at our lovely new meeting location at The Lodge at Des Peres! 1050 Des Peres Road, Des Peres, Mo 63131. Doors open for networking at 6:30 PM, meeting begins at 7:00 PM. The formal meeting concludes around 8:30 with networking continuing after the meeting.

For directions to the Lodge, visit our web site and click the link. <http://www.stlouispublishers.org> 

Books, Blogs & Blook Publishing

Are you familiar with the term “blook”? If not, you should at least warm up to the idea, if not fully embrace it. Basically, a blook is a blog that’s been turned into a book. Or, put another way, it’s a book made up of blog posts.

Here’s part of an excerpt from Wikipedia’s definition:

“With the advent of the blog people started to publish books serialized on their blogs. Chapters are published one by one as blog posts, and readers can then subscribe ... via an RSS feed, tag it and comment on it. This type of blook was popularized by Tom Evslin in 2005, with the launch of **Hackoff.com**, a murder mystery set in the dot-com bubble.”

A more recent example is Seth Godin’s latest book, *Small Is the New Big*, a collection of several years’ worth of his most popular blog posts and articles. The format even inspired Lulu.com to sponsor an annual Blooker Prize.

This serialized concept actually isn’t that revolutionary. In the 1800s, many of Charles Dickens’ novels were exposed to the public one chapter at a time, published in newspapers.

You may be asking, “But if people can read all the chapters on my blog, why would they buy the book?” Well, if they enjoy your ideas enough, they’ll appreciate having all of your words in a convenient, well-packaged form.

Cory Doctorow, a well-known author and blogger, believes blooks change the nature of the creative process involved in writing:

“Previously such jottings might have been kept in the author’s notebook,” he says, “but something amazing happens when you post them online: readers help you connect them, flesh them out, and grow them into fully-fledged books or blooks.”

So what you post on your blog may be early drafts of the more polished chapters that end up in your book.

Another blog/book approach is the one taken by Chris Anderson, author of *The Long Tail*. For nearly two years before his book came out, he blogged about his topic. But he didn’t publish book chapters per se. Instead, he blogged about the subject matter of the book and kept people updated on the progress he made as he wrote it. This created a buzz about the book and gave him regular feedback from readers, which he used to make the book better.

In fact, I’m using some combination of the above as I move toward the publication of my upcoming book, *Full-Time Author: How to Make a Living With Your Self-Published Book*. Visit **FullTimeAuthor.com** for more details.

So writing your next book may not be something you need to do in secrecy. Think about using a blog to test the waters and spread the word. In other words, promote and expose the book as you write it. That’s what blook publishing is all about.



To your publishing success! 📖

Bob Baker
president@stlouispublishers.org

We Welcome Our Newest Members

Olivia Pieknik

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Ms. Pieknik runs a translation service and is active in church and community activities. She is a past president of the Coalition of Asian-Pacific Americans (CAPA), has a masters in communication, and speaks, writes, and conducts seminars.

Jack Owen

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Jack claims a very varied background: as a salesman, singer, choir director, and composer of music and poetry. He has published *Poetry - From Your Heart to Mine*.

Roselyn Kachuck

rozzy47@aol.com

Roselyn also has a varied background: from a fortune teller to a Brownie leader to a beautician (“and more”)! She has published *The Memory Lingers On* under the pen name of A. Bubba Mysseh (“a grandmother’s story.”)

Kaitlin Pipitone

kaitlinpipitone@yahoo.com

Kaitlin is a student at Webster University (English major, Spanish minor) with a strong interest in publishing.



Top 10 Tips for Book Titles that Sell Well

A clever title is great if it is clear, but a clear title is always preferable. The best? A clear and clever title. A shorter title is better than a longer one. Your reader will spend only four seconds on the cover. While some long titles have succeeded, usually the shorter, the better.

A title is part of your book's front cover. Busy buyers including bookstore buyers, wholesalers, distributors and your audiences buy mainly because of the cover. Dan Poynter, author of *Writing Nonfiction*, says, "The package outside sells the product inside." Make your cover sizzle.

Start with a working title before you write your chapters. Include your topic, your subject and use the book's benefits in your sub title if possible. Here are your ten tips for titles that sell:

- 1. Create impact for your title.** Check out magazine print and radio ad headlines. Check out other authors' titles on the bookstore shelves. Your title must compel the reader to buy now. Which title grabs you? *Elder Rage* or *Caregiving for Dad*?
- 2. Include your solution in your title.** Does your title sell your solution? Make sure it answers the question rather than asks one. For instance, *Got Minerals?*, or *Minerals: The Essential Link to Health*. Use positive language instead of negative. For instance, *Without Minerals You'll Die* can be *Minerals: The Essential Link to Health*.
- 3. Make it easy for readers to buy.** Readers want a magic pill. They want to follow directions and enjoy the benefits the title promises. For example, *1001 Ways to Market Your Books* by John Kremer gives at least 1001 ways for authors and publishers to market their books.
- 4. Expand your title to other books, products, seminars, and services.** Make sure that your title will work well with the title of your presentations, articles and press releases you'll need to promote the book. Such seminars and teleclasses titled "How to write and Sell Your Book – Fast!" and "Seven Sure-Fire Ways to Publicize Your Business" come under the umbrella "fast book writing, publishing and promoting."
- 5. Use original expressions** – a way of expressing one idea for your book – yours alone. Sam Horn, author of *Tongue Fú!* puts her special twist on defusing verbal conflict.


6. Include benefits in your subtitle if your title doesn't have any. Specific benefits invite sales. For instance, Marilyn and Tom Ross' *Jump Start Your Book Sales: A Money-Making Guide for Authors, Independent Publishers and Small Presses*.

7. Choose others' book covers in your field as models. Go to your local bookstore with five-colored felt tips pens and paper. Browse the section your book would be shelved on. Choose five book titles and covers that attract you. Photo copy or sketch those, noting the colors, design, fonts, and sizes of fonts. Add other colors you like. Place the book cover you love near your workstation to inspire you. For the final cover, use professional cover designers if possible.

8. Be outrageous with your book title. People do judge a book by its title. Your reader will spend only four seconds on the front cover and eight seconds on the back cover. It must be so outstanding and catchy that it compels the reader to either buy on the spot or look further to the back cover. Take a risk. Be a bit crazy, even outlandish.

9. Be your strongest salesperson self. Choose the strongest words, benefits, and metaphors to move your audience to buy. Titles do sell books.

10. Include your audience in your title. This gives your book a slant. When your title isn't targeted, other famous authors' titles win out. Always make your title clear and make it easy for your audience to recognize they need your book. Your title and front cover is your book's number one sales tool. Short titles are best, say three to six words. John Gray didn't get much attention with his book *What Your Mother Couldn't Tell You and What Your Father Didn't Know*. He shortened it to the now famous, *Men are From Mars, Women are From Venus*.

An outstanding title sells books. Make sure to give this part of your book, the number one essential "Hot-Selling Point," some time and effort. 



Book and Internet Marketing Coach, Judy Cullins, can help you build credibility and clients, sell a lot of books, and make maximum profits. Author of 11 books including *Write your eBook or Other Short Book Fast* and *The Fast and Cheap Way to Explode Targeted Web Traffic*. "Get her free eBook" *20 High Octane Book Writing and Marketing Tips* and two free monthly ezines at www.bookcoaching.com.



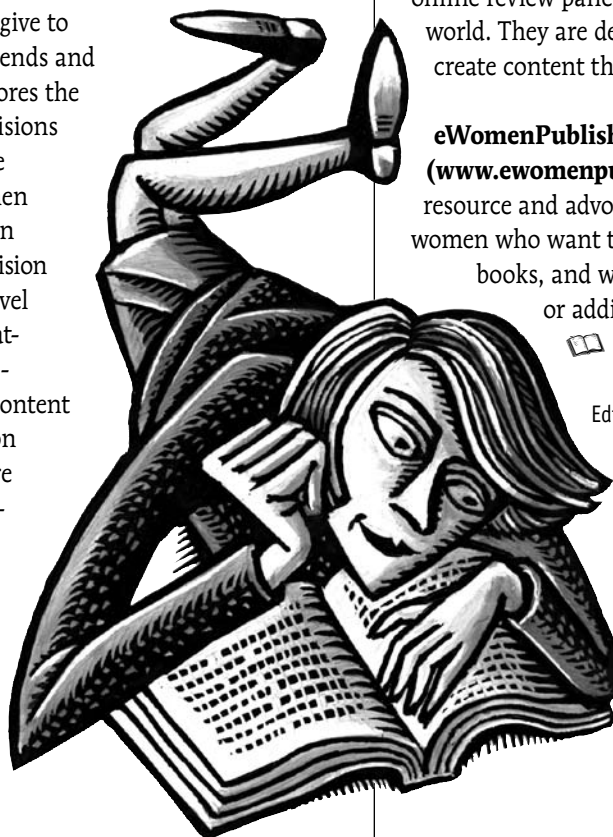
"Women and Books 2007 National Study" Launched In Concert With International Women's Day

All Women Encouraged to Participate in Online Survey

Phoenix – Over the past 52 weeks, fewer than 15 percent of the books on the New York Times non-fiction best seller list were authored by women. Industry experts estimate that nearly 70 percent of non-fiction books are purchased by women. This disparity led Content Connections (www.contentconnections.com) and eWomenPublishingNetwork (www.ewomenpublishingnetwork.com) today to launch a national, comprehensive study on the reading, recommending and book buying habits of women. The study also investigates the factors that can help more women become successful, published authors.

The "Women and Books 2007 National Study" is available online from March 8th, International Women's Day (since 1909, a global day to connect women around the world and inspire them to achieve their full potential), through Mother's Day on May 13th. Women from all walks of life are encouraged to participate. The survey can be found at www.WomenAndBooks2007.com.

The survey focuses on non-fiction books that female readers buy for themselves, give to others, and receive from family, friends and professional associates. It also explores the factors that influence women's decisions to buy, give or read a book. "We are interested in hearing from all women who read and talk about non-fiction books, especially those who can envision themselves as authors – from top-level managers at Fortune 500s to stay-at-home moms," said David Brake, co-author of the survey and CEO of Content Connections Inc. "With 152 million women in the U.S., we think they're woefully underrepresented on non-fiction best seller lists."



"The purpose of this survey is two-fold – to understand how women choose to buy and give books, and how an understanding of the publishing process may be hindering aspiring women authors in their quest to get published successfully," added Jan. B. King, the other survey author and founder of eWomenPublishingNetwork. "It is only fitting that we launch this survey on International Women's Day so women's voices can be heard and create a lasting legacy in books."

The "Women and Books 2007 National Study" will help:

- Publishers focus on the unique preferences, needs, and behavior of female book buyers.
- Booksellers better understand how and why women buy and recommend books.
- More women adopt a successful strategy for becoming published authors.

Every participant will receive a complimentary copy of the Women and Books 2007 Report, and will be entered into a drawing to win one of twenty \$100 specialty retail gift certificates to be awarded after the close of the survey. Study results will be announced during Book Expo America, held in New York City from May 31st to June 3rd, 2007.

To complete the approximately 25 minute "Women and Books 2007 National Study" go to www.WomenAndBooks2007.com.

Content Connections (www.contentconnections.com) is an independent publishing services and consulting firm. Each year they implement hundreds of surveys, focus groups, and organize online review panels for some of the largest publishers in the world. They are dedicated to helping authors and publishers create content that connects.

eWomenPublishingNetwork (www.ewomenpublishingnetwork.com), the number one resource and advocate for successful, women authors, helps women who want to become non-fiction authors write marketable books, and women who are already authors create spin-off or additional products and promote them effectively.



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Editor's Note: For more information, go to the study's online press room at www.WomenAndBooks2007.com/pressroom.


New Christian Book Award for Small Publishers

Christian Small Publishers Association (CSPA) is unveiling its new book award this March in honor of Small Press Month. The new award, **Christian Small Publisher Book of the Year**, will honor books produced by small publishers each year for outstanding contribution to Christian life.

Christian Small Publisher Book of the Year Award is designed to promote small publishers in the Christian marketplace as well as to bring recognition to outstanding Christian books from small publishers. Within the Christian marketplace there is no other award that is designed exclusively to bring attention to Christian titles from small publishers.

For the inaugural year of the award (2007 Book of the Year Award) Christian Small Publishers Association is accepting nominations of titles published in 2006 or 2007 for the award. Nominations will be accepted throughout the year with a deadline of November 15, 2007. To bring small publishers to the forefront of Christian retailers' attention, CSPA will invite Christian retailers to vote on the books of their choice in February and March of 2008 to determine the winners. Retailers will also be encouraged to highlight the books they are voting for in their stores during Small Press Month of March.

Christian books in three categories (nonfiction, fiction, and children's) are eligible for this award. Books must be published by a small publisher with annual revenues of \$350,000 or less. Nominated books must be Christian in nature and intended for the Christian marketplace. All nominated books must be printed in English and for sale in the United States. Any small publisher can nominate titles for the Christian Small Publisher Book of the Year Award.

For more information on the Christian Small Publisher Book of the Year Award including guidelines, eligibility, and nomination form, visit Christian Small Publishers Association's website at www.christianpublishers.net. 

Sarah Bolme is the owner of Crest Publications (www.crestpub.com) and the director of Christian Small Publishers Association (www.christianpublishers.net). You can contact Sarah at cspa@christianpublishers.net. Sarah's newest book, *Your Guide to Marketing Books in the Christian Marketplace*, can be found at www.marketingchristianbooks.com. ©2007

PMA Publishing University Online

For several months now, PMA has been making some of the PMAU courses available as teleseminars so more people can access them easily. It's a great way to sample PMAU if you can't attend the entire event. The cost is \$49 per class and the previously presented classes are available online.

This month's gem is ESSENTIAL if you're attending PMAU and BEA in New York. Best of all, this special teleseminar is FREE! Yes, **F R E E**. For more information, visit www.pma-online.org and sign up today!


How to Maximize Your Experience at PMA Publishing University

by Robin Bartlett


Time: Wednesday April 25, 2007 at 2:00 PM Eastern (US)

Take a behind-the-scenes tour of PMA University and BookExpo America. Learn how to "walk-the-walk and talk-the-talk" as if you'd been in the business for 25 years from someone who has! This free seminar will give you an insider's look at the PMA University: what courses to take, how to spend your time most profitably and how to achieve a valuable educational experience. This seminar is an ideal program for those considering attending Publishing University for the first time or to find out about the new features of the 2007 Program.

For first time attendees, we'll walk you through the courses you should plan on attending and provide you with advice and collaterals you need to get started as an independent publisher. For those planning to stay on and attend BEA, there's a session on the "Matrix Organizer" that will help you organize your time and efforts at the "auto show of the book world." Free hand-out materials available.

About the Speaker: Robin Bartlett is a Senior Account Executive with the American Heart Association. Robin has spent his entire career in publishing, marketing and selling print and electronic products in the school, college, professional, reference, trade, medical and non-profit markets. He is a past member of the PMA Board of Directors and continues to chair the PMA University program. He has served on the Board of Directors for the Health Marketing and Communications Council and is the Past President of the American Medical Publishers Association. Robin is the author and producer of *The Trail*, a DVD that reveals the human conditions, emotions and terror experienced by soldiers who walked point in Vietnam. Robin is an avid photographer, hunter and fisherman. 

This month, we begin a new feature, both in our newsletter and at our monthly meeting. Resource Spotlight will be a place to learn more about one of the talented people who support our organization and provide services that are helpful to our members in producing or marketing their books. As much as possible, we'll feature a Resource that will be complementary to the month's program. For more information on this program, contact Sue Sylvia at slpa@staircasepress.com.

Our April Featured Resource is member **Peggy Nehmen of Nehmen-Kodner Graphic Design**. Her firm specializes in corporate identity and collateral material. At the April meeting, Peggy will be speaking briefly about her capabilities and show samples of her work on display. Peggy is co-editor of our SLPA monthly newsletter and is responsible for its inviting look. 

Resources – Graphic Design



To be a professional, you must LOOK PROFESSIONAL!

Stand out among your competition. We strategically combine images, words and ideas to help you create the right impression. N-K's one-on-one strategic relationship with clients allows us to provide custom, cost-effective solutions. We work with a variety of companies and industries, whether large and small.

Our goal is to stay client-focused. We partner with our clients from concept through production, offering versatility and quick response.... on target, on time and on budget.

Nehmen-Kodner has a proven track record of high quality design, technical expertise and reliability.

We offer all aspects of graphic design and marketing materials:

- Book Cover and Interiors - Brochures
- Logos Design & Branding - Media Kits
- Book Marks - Packaging
- Postcards - Advertising

"Thank you not just for your creativity, but for your commitment to making us shine and doing so on a very tight timeline."

— Scott R.

"We got a lot of nice feedback about the project – good job! When our new director first saw it, she said 'this is very nice.' I do think she saw the value in professional assistance!"

— Cindy B.

"We are so grateful for your talent and for your efforts." — Pam S.

"Thank you for all you have done – your patience, your creativity, your adaptability... it is such a pleasure to work with you."

— Shirley M.

For more information, visit www.n-kcreative.com

Book Design Tidbits from Barry Kerrigan

Editor's note: Desktop Miracles does some of the most beautiful book interiors you'll ever see. Visit www.desktopmiracles.com and be inspired. These are some important insights from his blog.

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Know Who ALL Your Customers Are

One BIG issue to keep in mind is who the "gatekeepers" are for your book. These are key decision makers who can control whether or not your book even gets close to being in front of your end customers. Many of these influential buyers will give your book a quick glance in a sales reps catalog and judge it VERY quickly on your cover.


If you want to sell through bookstores, the FIRST customer to convince is the buyer for that bookstore. If you are selling an educational product, it's the adoption committees for school districts or states. For corporate sales, it may be a purchasing manager or a key executive.

The Cost of Interior Changes

One of the inevitable issues of publishing is that there's always "one more" change you can make to the content. However, you should realize that it gets significantly more expensive time-wise, and invoice-wise, to make changes the later in the process you go. It's quick, easy, and inexpensive to change text at the manuscript stage when the files are still in a word processing format. It's slow, tricky, and expensive to do so at the page proofs stage since it may involve re-typesetting several lines or pages. The more complex your text, the more time-consuming and expensive this can be. It's extremely expensive to make changes at the blueines stage. A good rule to remember is that it gets TWICE as expensive to make changes each step later in the process you go.

Manuscript = 1x, First Pages = 2x, Second Pages = 4x,

Final Pages = 8x, Blueines = 16X

Do everything possible to make sure your manuscript is completely edited and finished before sending it to your typesetter. 

Barry T. Kerrigan is the President and Founder of Desktop Miracles, a book design and production studio located in Vermont. Barry is a respected expert and frequent speaker on book design and production at publishing seminars nationwide, an active participant in several national and regional publishing associations, and a regular exhibitor at publishing conferences and trade shows nationwide. He is the author of *Book Design & Production: The Ultimate Guide to Editorial, Design, Production, and Manufacturing*, an upcoming release from Laughlin & Monroe Press, along with several smaller ebooks that will be available at DesktopMiracles.com.



Corinne Richardson Launches New Web Site

Member Corinne Richardson recently launched her new web site in conjunction with the release of her new book *Dressing Nifty After Fifty*. The site promotes her consultation business as well as her book. Her mission is "helping people simplify the second half of their lives" and the site is clean, helpful and simple to navigate. Visit soon and spread the word! **www.corinnerichardson.com**



Resource Listings Wanted

I am gathering resources for Missouri writers (*Getting it Published in Missouri*) and am very interested in everything you use in Missouri to enable and enhance the writing and publishing process. As you might imagine, most of the resources are in the bigger cities and I need to be exhaustive and inclusive, so resources from smaller cities are most welcome. I am also including Metro St. Louis, i.e., southern Illinois, and Metro KC, i.e., eastern Kansas.

This would be writers' groups, book designers, illustrators, printers, editors, scholarships, MFA programs, book coaches, local organizations (like RWA, SLPA, NWU), publications, blogs, Yahoo groups. Looking forward to contributions and comments!

Please send to: **books@christinefrank.com**

Ramona Jones

Friday, April 20, 2007

Time: 4 PM to 6 PM

Contact: Julia Davis Branch Library
4415 Natural Bridge Ave.

Join Ramona Jones, as she shares from the treasure of over 300 old sayings, adages and scriptures for practical living preserved in her recent 244-page book, *From Tongue, To Ear, To Heart: So Says the Wise*. Autographed books and companion journals will be available to purchase at a discount. Book is \$16.14 and Journal is \$8.61.

Save these dates!

Did you know 2007 is the **10-year anniversary** of SLPA? We're celebrating with a major event November 2-3 and possibly including the morning of Nov 4. Details to come soon!

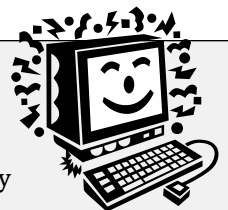
Attending PMAU and BEA in New York this year?

If so, contact Sue Sylvia and share your contact info for while you're there. We're compiling a contact list for members attending in case you wish to share dinner, class notes, a taxi or anything. Send your info to **Sue at slpa@staircasepress.com**.

Send name, arrival/departure dates, flight numbers, hotel info, cell phone and email. If there's enough interest, we may set up a dinner meeting in STL prior to the event to answer questions.

We're not SPAM... be sure to let us in!

Make sure you receive all the timely news updates from SLPA. They'll come from this address: "St.LouisPublishers Assoc"
slpa.newsletter@yahoo.com



Next Deadline April 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**