



## FEBRUARY 13 Meeting

### Membership 2.0

Joining a professional association brings you networking, educational and marketing opportunities. But which ones make the most sense for you? Learn how to make the most of your membership dollars in 2008, beginning with what's new at SLPA. There are a lot of changes planned this year to make SLPA better than ever.

Our website is being completely redesigned to provide you with new marketing, educational and networking opportunities. At this meeting, we'll reveal the new site before it goes live next month and you'll be able to ask questions and learn how to take full advantage of all the new features we're building for you!

**We'll talk about the other opportunities SLPA is planning for you in 2008, like co-op sales opportunities, educational events and field trips.** We'll also discuss the benefits of membership in the two national organizations with which we are affiliated: **The Independent Book Publishers Association (PMA) and the Small Publishers Association of North America (SPAN).** Each one offers different advantages. See which ones make the most sense for you.

#### Speakers:

- Farzad Wafapoor, Advantech Media
- Sue Sylvia, Staircase Press
- Barbara Davis, Red Barn Press

#### **Plan NOW to join us on Wednesday, February 13!**

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

### SLPA Presents "How to Publish Your Book"

Celebrate Small Press Month by attending one of our FREE-to-the-Public workshops at these St. Louis area Borders locations:

**Saturday, March 8 at 7 PM**  
**Borders - Creve Coeur**

**Saturday, March 15 at 7 PM**  
**Borders - Sunset Hills**

You'll get a good overview of the entire publishing process and have virtually unlimited Q&A time afterward.

## President's Corner by Ed Sylvia

### The Benefits of SLPA Membership

**Hello SLPA members!** I look forward to seeing you all at the February meeting. The discussion will cover the many benefits you receive as a member in SLPA.

It has been a good four or five years since we have had such a meeting but because we are updating so many things this year, we felt a meeting was warranted.

First, we are in the process of redesigning our website to reflect these new member opportunities. Our organization is becoming more web-centric, to better serve our busy membership. In a new members-only section, you will now be able to download audio recordings of our monthly meetings. This service will be password protected and only available to SLPA members in good standing.

Eventually, in this exclusive members section we hope to include an online discussion area where you can ask questions. We are also going to list contact information from past speakers, so you can find them again when you want to follow up with them. The new SLPA website will also offer members new online marketing opportunities which will be discussed at the February meeting.

SLPA's new Webmaster, Farzad Wafapoor of Advantech Media, will talk to the group about all the unique features of the website.

Beyond the website we will also be offering our members more coop selling opportunities than ever before. Barbara Davis, our Display Coordinator has some great programs planned for this year and she'll share some highlights with us at the meeting.

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## “We Are All Volunteers...”

Every month, I sit down to edit the SLPA newsletter. It's usually a task that comes fairly easily to me, but this month, I've had a hard time getting started. Last night, a full week after I should have gotten this month's draft to our volunteer designer/my co-editor, I finally figured out what my problem was. This month's topic is *shape-shifting* right now. There is no convenient “thought-starter” article I can pull to get me going.

This past Saturday morning, the SLPA Board met for our monthly meeting and spent 3+ hours fine-tuning new programs and brainstorming great ideas for programs, activities and opportunities we can bring you this year. We already had great plans on the table from our annual planning meeting, but some fresh, new thinking developed yesterday that you'll be excited about when we bring it to you. We could have gone on all day. It was an exciting meeting and we hope you'll embrace the programs we're about to offer you.

There's been a lot of activity behind the scenes with SLPA since last November when the new Board took over and you'll see some of those changes implemented soon. We've been doing a lot of things the same way for years now and it's time to update those processes for today and the future. At the February meeting, you'll get a first look at our new web site, which goes live in March with many new opportunities for you to interact with other members, learn new things, announce your good news and market your book. This new site will be a real plus for members who can't make it to every monthly meeting, but still want to remain connected to SLPA and enjoy the experience as fully as possible.

We'll re-introduce you to the sustaining member benefits that make SLPA an organization where you'll find value. We'll also spend time discussing PMA and SPAN, the national organizations with which we represent as regional affiliates.

We have some exciting new co-op programs taking shape that will give you additional, economical opportunities to get your books in front of audiences you might not have been able to reach on your own.

I'd like to take a moment to thank the inspiring group of people who are SLPA board members. They're the ones who keep this organization going. We hold an annual board election every November because our bylaws say we need to do that, but the truth is, *our board members are all volunteers.*

Most people don't jump at the chance to take the stewardship of an organization like this into their busy lives without any financial compensation, but this group of people has said yes to you! None of them gets paid to do anything for SLPA. You would be blown away if you knew how long and hard these people work behind the scenes for our members, maximizing your every membership dollar with their sweat equity.

I wish you could all feel the enthusiasm around the table when we're thinking about ways to build the organization into what will be most helpful to you. We all have day jobs, family responsibilities and bills to pay, just like you do. We somehow make the time to fit this in because we have a passion for publishing and because someone helped us once upon a time and we're giving back. We saw a need and volunteered to help fill it. Please keep that in mind—and don't be shy about offering to help if you can! We currently have a few additional great ideas we'd like to implement, but we need to put them on the back burner till we have the bandwidth to do them well. Contact me if you'd like to help.

The way we produce and market books is changing and the programs SLPA offers are changing with them. You'll read more about that in this newsletter and hear lots more at the February meeting. Hope you can attend! 📖

— Sue Sylvia,  
**Communications Manager/Newsletter Co-editor**  
[slpa@staircasepress.com](mailto:slpa@staircasepress.com)

### President's Corner... *continued*

Of course, you will continue to get membership discounts to PMA and SPAN. We are a regional affiliate of both these wonderful organizations and they can add priceless support and increased networking opportunities for the independent publisher. Sue Sylvia will give more details about the extra benefits SLPA members can take advantage of from PMA and SPAN.

The SLPA website used to be a place that you simply went to for information. In the future, it will become much more interactive. Soon it will be a place where you can actively market your book.



Being a member of SLPA puts you into a group of some of the most dynamic and pioneering thinkers I can imagine. Make the most of it! 📖

— Ed Sylvia, President  
[slpa1@staircasepress.com](mailto:slpa1@staircasepress.com)

## We're going online!

The 2007 membership survey responses indicated that the SLPA Catalog, while beautiful, was not particularly influential in generating new book sales for our members. While all the design work was donated, it was quite expensive to print and distribute. **This year, we're building the catalog online within our new web site.** Your book will be showcased with others in its genre, including a clickable link to the selling site of your choice (could be your own site, Amazon, or wherever you choose). We'll discuss this in detail at the February meeting and information and participation guidelines will be available for download on our site soon. 📖

## SLPA Co-Op Booth Travels to Arkansas

**Are you interested in selling more books?** Getting your name and your title in front of the general public? SLPA offers a wonderful opportunity to members with the **SLPA Co-Op Booth!**

For \$25.00 SLPA will exhibit and sell your title at the **5th annual Arkansas Literary Festival** (\$15.00 for your second title and \$10.00 for your third or more title(s)). To maximize selling and exhibiting in an inviting booth, we have a limit of the first 20 titles.

This will be our first venture away from home. If well-supported by members, SLPA will seek out two more out-of-state events to show-case and sell our members' books. These would be in addition to St. Louis' Big Read and other local events which may surface.

As time is very short, SLPA Co-Op Booth forms will be available at the membership meeting on Wednesday, February 13. Specific information for book drop off, pick up and sales payments will be available in the form. An attempt will be made to have this form posted on the SLPA website, or you may request one to be mailed to you.

**If you wish to participate in the SLPA Co-Op Booth, plan now to bring 12 copies of your book, a small stack of business cards, or book marks or flyers, and payment (check, cash Discover or VISA cards), to the general membership meeting on March 12. Unsold books will be return to you at the SLPA meeting on April 9th.**

If you need more information, or need to make other drop-off arrangements for your title, please phone Barbara Davis at (636) 448-9821. 📖

## Our Regional Affiliations

At the bottom of our new home page you'll find two icons that are clickable links to the web sites of two national organizations of which we are regional affiliates. Both are benefits-oriented professional trade associations, offering educational and networking opportunities, plus a dazzling array of discounts on products and services that publishers need. We'll discuss these organizations at the February meeting and we encourage you to consider membership in one or both, depending on your needs. SLPA members receive a discount on membership in each of these great groups.

### 2008 PMAU Scholarship Winner

We're pleased to announce that member **Danielle Alexander** is this year's SLPA recipient of a scholarship to PMA's Publishing University, held this year in Los Angeles, CA. She will receive full tuition to the 3-day event, plus a \$500 stipend to apply to her travel expenses. In addition to 3 days of classes at the premier publishing educational event in the country, she'll be the St. Louis representative at a dinner hosted by the PMA Board. She will also be able to attend Book Expo America, which is held in conjunction with the University. She will report on her experiences at a future meeting and also in the newsletter. **Congratulations, Danielle!**

Every year in December, PMA invites its affiliates to nominate an applicant for this scholarship to this tremendous event. If you'd like to apply for next year's scholarship, watch for the announcement in early December or ask Sue Sylvia. For information on this year's event, visit [www.pma-online.org](http://www.pma-online.org)

### An Amazing Offer From SPAN

We had a phone call the other day from Scott Flora, director of SPAN, the Small Publishers Association of North America, with a "get acquainted" offer that just blew us away. **This year, they are offering SLPA Members a one-year introductory membership to SPAN for a mere \$20.** Yes, for less than the cost of a tank of gas, you can enjoy a full year of access to wonderful educational resources and discounts on services that publishers need. We'll discuss this in more detail at the February meeting, but you can check out the organization at [www.spannet.org](http://www.spannet.org) now. (This is a phone registration offer and not available online.)

If you've never joined SPAN before, this is an unbelievably good opportunity to check them out at a great price that's impossible to refuse. Current SPAN members will be able to enjoy a one-year renewal for just \$50. We will have literature available at the February meeting and will be glad to answer your questions. 📖



## Give Back by Giving Your Book!!

One way of marketing your books is to attach your company to a charity! Then tell every newspaper, radio, tv about your donation. Simplistic, but it does get some attention that you may not get in other ways.

SLPA is joining together to make the donation an even bigger splash and give the association as well as the individual a bit of publicity. Here's how it works. Each of the SLPA members and non-members donate one (or more) of their publications to this project. All together, we will make one auction item for **"A Ruby Affair...Put a Little Love in Your Heart" Dinner/Auction, celebrating Family Support Services' 50th anniversary of serving the St. Charles County community.** The guests will include 400 young, young-at-heart, parents, grandparents, and those committed to important philanthropic endeavors.

This is such a wonderful service to those in need. With your help, Family Support Services in O'Fallon, MO will be able to continue funding its current programs and expand the services at its new Respite Center. The Respite Center provides a safe place for developmentally disabled youth to stay overnight or for a weekend to give caregivers a time of relief.

To donate, bring the books with you to the February 13 meeting, or mail them to this address:

Lynnette Schuepbach  
A Ruby Affair  
3260 Upper Bottom Road  
St. Charles, MO 63303  
636-922-5551

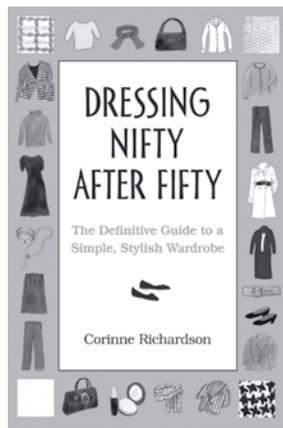
**A great big thank-you to all of you who decide to participate!** 

## Your chance to speak up

### SLPA Question of the Month

Each month, we're going to ask your opinion on what matters most to you. We'll have a link in an email on our web site and all you have to do is go and click a couple buttons. You can have a regular, direct influence on the kinds of programs we offer you. Watch for the first one coming soon, and vote early, vote often! 

## Member Receives a Great Book Review



**Congratulations to Corinne Richardson**, who just received a fantastic review on STLToday.com from Patricia McLaughlin for her book *Dressing Nifty After Fifty: The Definitive Guide to a Simple, Stylish Wardrobe*. The wonderful cover was designed by Peggy Nehmen of Nehmen-Kodner. You can enjoy the article online under the title: *Middle-aged outlook: Dress for respect* by Patricia McLaughlin at [www.stltoday.com](http://www.stltoday.com) 



“Volunteers put in some 90 million hours of voluntary work a week. **By giving just an hour a week, people can really make a difference.**”

— Fiona Phillips, TV Personality

## Next Deadline February 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](mailto: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](http://www.n-kcreative.com)