



IBPA Publishing University Conference Highlights

By: SLPA member Joanne Adams, winner of the 2019 IBPA conference scholarship

The Independent Book Publishers Association (IBPA) is the largest book publishing association in the United States. I was very honored and excited to attend the IBPA Publishing University 2019 conference in Chicago, Illinois. It was truly the indie publishing community's premiere event for networking and education, attended by over 350 publishing professionals. As a new publisher and author, this was my first time attending a book conference. I was totally green and had no idea of the wonderful experience awaiting me.

It was a well-planned event that encouraged participation from small presses and author publishers, both old and new. The extensive schedule of events offered tools for all levels of learning with thirty seminars covering topics such as: **Launching a Podcast, Getting Amazon Reviews, Marketing to Schools, Building a Fan Base, Book Distribution, Selling to Children, Funding, Metadata,** and so much more! **Ask the Experts** was one of



the favorite sessions for everyone in attendance. It offered a one-on-one mentor level opportunity to discuss specific areas of interest. **The Break Into Public Speaking to Sell More Books** seminar gave

me the knowledge and confidence to move forward in scheduling the very first speaking engagement about my book.

The awesome highlight of the conference was the 31st Annual Ben Franklin Awards Ceremony, celebrating excellence in indie book publishing, with over 50 categories for editorial and design. The finalists were selected by 150 volunteer book publishing professionals and librarians. See the complete list of Gold & Silver Award winners and categories at ibpabenjaminfranklinawards.com. I would encourage you to connect with the publishing community by attending the

2020 Publishing University event in Redondo Beach, California. I will definitely be there! Thanks again to the St. Louis Publishers Association Board Members for selecting me to participate in the IBPA Scholarship Program!

Isodanelli is the pen name of Southern Illinois fantasy/scifi author Joanne Adams. Her first book signing is [August 22 at the O'Fallon Public Library, Illinois](#). "*Visitors: The Battle of Great Mound City*," the debut novel by Isodanelli of Morenti Publishing, takes readers inside the lives of a seemingly ordinary Air Force family as they experience an extraordinary series of encounters with aliens. Based on true accounts from people who have been abducted by extraterrestrials and visited UFOs. Learn more at www.isodanelli.com and <https://ofpl.info/events/meet-author>.



SLPA Vendor Showcase August 14 at The HEIGHTS



The SLPA presents its annual [Service Provider Showcase](#), an opportunity for authors to connect with a roomful of publishing professionals who can help at every stage of your book project, including: publishers, book coaches, editors, graphic designers, printers, web designers, illustrators, marketers and more. This event is free and open to the public! Doors open at 6:30pm for networking. Showcase is from 7:00 - 9:00pm.

UPCOMING EVENTS

Aug. 14, 6:30pm-9pm
@ THE HEIGHTS
SLPA Vendor Showcase
Featuring publishing professionals of all specialties
Hosted by the **SLPA**

Aug. 17, 10am-5pm
St. Louis Small Press Expo
Central Library: 1301 Olive St,
St. Louis, MO 63103

Sep. 11, 7:00pm-9pm
@ THE HEIGHTS
YouTube For Authors
By [SLPA Board Member, Bob Baker](#)

Oct. 9, 7:00pm-9pm
@ THE HEIGHTS
Book Clubs: What Every Self-Publisher & Author Should Know
Hosted by the **SLPA**

Mark your calendars! Wednesday, September 11

YouTube for Authors

featuring SLPA Board Member [Bob Baker](#)

Learn how to use YouTube to attract fans and customers.



EVENT HIGHLIGHTS

Fire Up Your Book Project

with [Robin Cutler](#) of [IngramSpark](#)



SLPA's sold-out workshop on July 20 was an information-packed event. Registered guests gained insider tips, expert advice, and also received free book title setup from IngramSpark through the end of the year (a \$49 value)!

Attendee Feedback:

- "Informative and well done." – Lonnie Whitaker
- "Fast paced, informative and friendly. Clearly provided explanation of benefits offered by IngramSpark and SLPA." – Diane How
- "Robin taught us important tips and processes that are crucial for experienced and aspiring authors to succeed." – Kevin Desrosiers
- "Great overall perspective. Thanks for explaining CreateSpace vs IngramSpark, etc... felt like I received insider information." – Kevin Ericson
- "Really good content, helpful both for authors and editors." – Anonymous
- "Great information. I've been to three SLPA workshops and this was the best." – Anonymous

The [SLPA](#) is committed to empowering authors to publish, promote, and sell more books; featuring monthly meetings to help you succeed and workshops led by experts in their field. **SLPA members can access all of Robin's slides from the workshop by logging in to the [SLPA website](#). [Membership has its benefits](#). Consider joining today!**



Robin Cutler event audience



SLPA Board Members with Robin Cutler
Front Row: Jo Lena Johnson, Kevin Ericson, Peggy Nehmen, Robin Cutler, Linda Austin
Back Row: Andrew Doty, Warren Martin, Pat Dorsey, Michael DePung



LAST MONTH'S RECAP

Getting Your Book into the Local Library

Sincere thanks to [Jennifer Alexander, Collection Development Specialist for St. Louis County Library \(SLCL\)](#) and our featured speaker for the July 10 meeting. Each library system has its own selection criteria. Here's what can give you a head start with SLCL:



Reader Influence

Library response to patrons' interests are local to the region, sometimes down to specific neighborhoods. Attend local book club events in your genre to connect with readers.

Quality

Whether hard copy, e-book or audio book, it should look and/or sound like it belongs in the library, i.e. professionally produced with materials able to withstand long-term wear and tear.

Introducing Your Book to the Library

SLCL uses an [online form](#) on its website to suggest titles for purchase. Review the Collection Development Policy and follow the guidelines. A "no" to a library purchase request isn't forever. After an initial refusal to *The Block Manager* (featured in the SLPA May 2019 newsletter), multiple requests by area patrons following a successful launch event and strong publicity caused the Library to reconsider. It is [now available at several SLCL locations](#).

Biggest takeaway

Do your research. Know local audience interests. Adjust as needed and go for it; your book could be on local library shelves next!

KUDOS CORNER

SLPA Board Member
Jo Lena Johnson
Publisher of
Mission Possible Press



Jo Lena Johnson presents *Black Hearts White Minds*, an award-winning release from [Mission Possible Press](#), a division of [Absolute Good](#). Set in 1964, author Mitch Margo's debut legal thriller follows a New York Assistant U.S.

Attorney sent to Alabama to enforce the Civil Rights Act while representing a black family matriarch who inherited a mansion in an all-white neighborhood. A native New Yorker and St. Louis trial lawyer, [Mitch Margo](#) is a former reporter for *The Detroit News* and the *Los Angeles Herald Examiner*. Awards for this novel include: International Book Awards Best New Fiction Winner, National Indie Excellence Award Finalist, and Global E-Book Silver Award. <https://mitchmargo.com/>



Meetings on the Second Wednesday of the Month

Monthly Meeting Admission

- FREE for Members
- Guests – \$10 at the door
- Annual Membership – \$60 per year (annual fee applied to membership if you join that evening)

Doors open for networking at 6:30pm
Program begins at 7:00pm

The meeting concludes around 8:30pm
Networking until 9:00pm

THE HEIGHTS: Richmond Heights
Community Center

The Argus Room • 8001 Dale Ave.
Richmond Heights, MO 63117
(Child care available at THE HEIGHTS)

SLPA NEWS & VIEWS

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