

## Pitchapalooza & SLPA Holiday Party

Tonight we celebrate the holidays and give a few lucky authors the chance to hone their book-pitching skills at a special St. Louis Publishers Association meeting. It is part holiday party and part book marketing brainstorm session.

One by one, author attendees will take the hot seat and have the opportunity to practice describing one of their books. Then members of the audience will generate dozens of on-the-spot promotional ideas the author can use to market their books.

Each featured author will have one minute to hold up their book and explain what it is, what it's about, who they are, and who the book is intended for. Then everyone in the room will suggest ideas on how to market, build their target audience, and sell more books.

Attendees will get to practice their one-minute pitches and receive valuable feedback from a panel of publishing and media professionals. (Order preference will be given to current SLPA members.) The rest of the audience will learn from what the panelists have to say. It will be a great opportunity to polish your publishing vision.

Bob Baker, a past president of the SLPA, will facilitate the brainstorming session. He may even sing and perform a holiday song or two. You might witness a hula dancer during this segment too. You'll just have to attend to see and hear for yourself.

To top off the meeting, we will celebrate the holiday season with good conversation, networking, and light refreshments.

*Scenes from last years Pitchapalooza with Pookie Lee doing the honors taking notes.*



## What Is IBPA?

by Peggy Nehmen

What is IBPA and why is this organization important? IBPA stands for Independent Book Publishers Association. It's mission is to lead and serve the independent publishing community by providing advocacy, education, and tools for success.

IBPA provides the support independent publishers, and self-published authors need to make sense of the business of publishing. With over 3,000 members, IBPA is the largest publishing trade association in the U.S. If you're an independent publisher, self-published author, small press, or mid-sized publisher, IBPA is for you.

When I decided to take the plunge into book design, I quickly learned about IBPA and the valuable support they provide, especially to self-publishers. Foremost, IBPA is an excellent resource.



### Got publishing questions? IBPA has answers.

IBPA offers webinars, discounts, educational programs, trade shows, conferences, marketing, and book promotion opportunities. It also hosts, "Ask the Experts Online" forum, as well as hosting IBPA Publishing University.

Your membership benefits include a subscription to *The Independent*—IBPA's monthly magazine that features articles about the independent publishing industry.

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## COMING IN 2016

JANUARY 13, 2016

**Fred Miller,**

International coach and author, will present his "NO SWEAT Elevator Speech!" techniques. A must for any author who is looking for opportunities to get their book out into the marketplace.

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FEBRUARY 10, 2016

**Terry Mulligan**

Author of an award winning memoir of growing up in Harlem, and her first novel, will host a panel discussion on the ins and outs memoir writing.

## Gift Shopping Made Easy

What to get for Great Aunt Nell? Visit your local independent bookstore for unique gifts. We are lucky, the St. Louis region has many fine new and used bookstores. Skip the big box stores and go where the owners and staff know books and will love to help you select the perfect present for everyone on your list.

### MISSOURI

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afterwordusedbooks.com

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Godfrey, IL 62035  
(618) 466-0203

## THE BOOK CORNER

### *There and Back Again*

*A decade of travel tales*  
by Timothy Imhoff

Tim and Rachel shared an adventurous first date that included a dangerous trek through an adult Halloween costume contest in the Central West End.

When they were married, they promised each other a life filled with adventures.

Over the last decade, Tim and Rachel have shared many such adventures. Some were close to home and some were in distant countries.

Join them as they trek to find mountain gorillas in the jungles of Rwanda and have a close encounter with a large crocodile on the Nile River in Uganda. You will enjoy the trip!

*There and Back Again* available on Amazon in paperback and Kindle, or at your local bookstore.



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Topics include, legal issues, marketing ideas, industry events, business tips and advice, and more. All the articles are written by industry experts. It's a great way of learning who's who.

Online, members have access to a list of suppliers and services, including editors, indexers, printers, distributors, wholesalers, and much more—the list is too long for this article.

### DISCOUNTS FOR SLPA MEMBERS

SLPA is one of more than 20 IBPA affiliates. If you are a paid SLPA member, you qualify for a \$30 discount on your IBPA membership.

Once a year, IBPA offers an Affiliate Scholarship Program. It allows the members of affiliate associations, interested in advancing their publishing program, to attend Publishing University free-of-charge. IBPA awards one complimentary ticket to Publishing University to each affiliate organization each year. It's too late for this year's scholarship, but not too late to go to April's Publishing University. Join IBPA and become eligible for a scholarship in 2017.

### MARK YOUR CALENDAR!

Publishing University, the premier educational event for publishers, will be held on April 9–10, 2016, [www.ibpa-online.org/event/ibpa-publishing-university-2016/](http://www.ibpa-online.org/event/ibpa-publishing-university-2016/) in Salt Lake City.

The program includes 30+ educational sessions such as, experiential learning labs, insightful lectures, a gala book award ceremony, and fun networking events. You'll walk away with strategies, new connections, and innovative ideas to move your publishing goals forward. For more details: [www.publishinguniversity.org](http://www.publishinguniversity.org).

Please check out IBPA's website, [www.ibpa-online.org](http://www.ibpa-online.org)—I hope you'll join soon.

—Peggy Nehmen, SLPA membership chair and IBPA liaison, [membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

## SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS  
COMMUNITY CENTER (THE HEIGHTS)  
**The Angus Room**  
8001 Dale Ave.

Richmond Heights, MO 63117  
(Child care available at The Heights)

Doors open for networking at 6:30 p.m. and meeting begins at 7 p.m. The formal meeting concludes at about 8:30 p.m. with networking until 9 p.m.

Regular meetings are free to members. Guests — \$10 at the door.

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