



News & Views

▶ Empowering authors and publishers to create and market books

MARCH 2009

MARCH 11 MEMBERSHIP MEETING: Professional Connections

LinkedIn is fine, but sometimes you need to sit down over coffee with a real live person. You won't want to miss our March meeting and your chance to make some great connections with other publishing professionals. You'll meet members from local writing organizations, learn about our national affiliates and find out how these groups can help you be a better writer and publisher.

Featured groups

Sisters in Crime is a mystery writers organization that offers networking, advice, and support to mystery authors. The group's mission is to combat discrimination against women in the mystery field, educate publishers and the general public as to inequities in the treatment of female authors, raise the level of awareness of their contributions to the field, and promote the professional advancement of women who write mysteries.



There are 3,600 Sisters in Crime members in 48 chapters worldwide. Members include authors, readers, publishers, agents, booksellers and librarians. Sisters in Crime was founded by Sara Paretsky and a group of women at the 1986 Bouchercon in Baltimore. Their Web site is www.sistersincrime.org.

The St. Louis Writers Guild (SLWG) is a state and federally qualified non-profit organization that brings together writers of all ages, genres, and experience levels—from aspiring beginners to seasoned professionals. The mission of the St. Louis Writers Guild is to further Missouri's literary heritage and connect, support, and promote writers and literary organizations in our community. Founded in 1920 by six highly accomplished Midwest authors, the SLWG is the oldest active writers' organization in the St. Louis metropolitan area, and the second oldest in the state of Missouri.

Many SLWG programs and member benefits are designed to assist writers in publishing. Through its affiliation



with the Missouri Writers Guild, SLWG provides members and the public with statewide news and events of interest to writers. Other member benefits include discount to the annual MWG writers' conference, eligibility to apply for a chapter grant to help defray program costs, access to speakers for programs, and the privilege of disseminating information regarding the Guild's activities and other local literary events statewide, through its sister chapters and on the MWG website. The SLWG Web site is www.stlwritersguild.org.

Join us Wednesday evening, March 11, at the Lodge at Des Peres. Doors open for networking at 6:30 p.m.; meeting begins at 7:00 p.m. The formal meeting concludes around 8:30 p.m. with networking continuing until 9:00 p.m.

Publishing fact of the month

Did you know that there are 6 U.S. conglomerate publishers, 300 to 400 medium-sized publishers and 86,000 small/self-publishers?

Source: *BookStatistics.com*, *ISBN.org*

In This Issue

- 1 Professional Connections
- 2 President's Corner by Lynette Schuepbach
- 2 Celebrate Small Press Month with SLPA!
- 2 We welcome our newest members
- 3 Book Expo moves to NYC
- 3 10 must-reads for writers
- 4 Member Spotlight: Rosalie Fiorino Harpole
- 4 Behind the scenes with the board: Lynnette Schuepbach
- 5 PSC grants one-year stay of testing and certification requirements for certain product
- 5 What's Ahead?

President's Corner by Lynette Schuepbach

Building business together

Calling All Neighbors! Let's build our businesses together.

Whenever I think about networking, it reminds me of a time when neighbors worked together to bring in crops, butcher meat for the table, and build buildings. None of them seemed to worry that their volunteer time at a neighbor's farm would not be noticed or returned 100 percent. It may not result in an immediate return, but within a day, a month or a year, each neighbor would receive help from the others to fulfill a personal need.




Lynette Schuepbach

I see this same scenario within SLPA, between SLPA and affiliated organizations such as Independent Book Publishers Association (IBPA), and between organizations with like minds and interests in the St. Louis area. None of us are born with all the information we need for a successful business. But sharing skills, ideas, and accomplishments is networking at its best. If you bring a hammer and I bring a saw, we can build terrific businesses for both of us.

I was chatting with a representative of IBPA a few weeks ago. She was picking the brains of local organizations to see what SLPA wanted or needed from the national organization. I received several ideas from board members and was sharing them with her when the two of us came up with another possibility. We discussed how our monthly meeting could be enhanced through the use of a webinar from the national office. Now, this idea may or may not become a reality, but it shows you how spending time with likeminded people can foster creativity and result in something beyond what one person can imagine.

As we were listening to last month's session about enhancing a Web presence, SLPA Web master Sue Sylvia whispered in my ear, "Widgets would be perfect for your books." I agreed and it was her encouragement that pushed me to make three widgets for my Web site.. She received nothing personally by sharing her thoughts, but she knows I'll be there when she needs me as well.

What I want you to realize is that all of you have a tool that you can share with the rest of us. When we have limited volunteers to build, we are working with limited tools. We need all of you so that we can build SLPA and our publishing enterprises with the help of friends. You'll find that members of SLPA, IBPA, and many writing organizations in the St. Louis area love to see others in the group succeed. Bring your special tools to help build SLPA, and we'll help you right back! 

—Lynette Schuepbach, President
lschuepbach@charter.net

Celebrate Small Press Month with SLPA!

Small Press Month is a nationwide celebration highlighting the valuable work produced by independent publishers. Held annually in March, Small Press Month raises awareness about the need for broader venues of literary expression. From March 1st-31st, independent, literary events will take place from coast-to-coast, showcasing some of the most diverse, exciting, and significant voices being published today.

We invite you to join the St. Louis Publishers Association as we celebrate Small Press Month with our popular "How to Publish Your Book" workshop. Each Saturday in March at a select Borders bookstore, members of the St. Louis Publishers Association share their experiences and explain the process of publishing step-by-step—from book concept to book sales—all in one evening.

Each workshop includes a discussion of:

- The difference between independent publishing and traditional publishing
- Turning Your Idea into Your Book
- Getting Your Book into the Marketplace
- Promoting and Selling Your Book

Dates and locations:


Saturday, March 7: Borders Sunset Hills

Saturday, March 14: Borders Brentwood

Saturday, March 21: Borders Edwardsville, IL

Saturday, March 28: Borders Creve Coeur

All workshops are from 7 p.m. to 9 p.m.

The event is free and open to the public. For more information, please visit www.stlouispublishers.org/event_info.php. 

We welcome our newest members


Anne Milford, Cold Feet Press: annemilford@yahoo.com

Anne is a freelance technical writer and instructional designer who is working on a book.

Richard E. Drummond: rekhd@sbcglobal.net

Richard was a vice president and trust officer for 36 years. He holds a BA and MSC and is a CTFA. He is currently working on a book.

Keith Herman: khherman2@sbcglobal.net

Keith is an estate planning attorney who is writing a book about the fundamentals of good health. 

Book Expo moves to NYC

BookExpo America has announced that it is moving the show to New York City where it will take place at the Jacob K. Javits Center through 2012. The show was previously scheduled to take place in Washington, DC in 2010 and Las Vegas in 2011. In so doing, show organizers are also re-shaping the convention so that it will now occur on a shortened schedule during the work week. The next BEA, which had already been scheduled to take place in New York City in 2009 and which will include all the leading publishers, will take place, as has been announced, on Friday, May 29 – Sunday, May 31. The new schedule means that BEA will have New York City as its




home for the next four years in a row.

“We feel that this is a move that is timely and responsive to industry needs,” notes Lance Fensterman, Industry

Vice President and Show Manager for BookExpo America. “It makes sense on a multitude of levels, not the least of which is that it will provide the majority of our exhibitors with a cost reduction, as well as more flexibility in managing their presence at the show. We wanted to take decisive action in setting our future course and this is our first major step towards a new vision for BEA for years to come. New York City is also the publishing capital and we are anxious to build a strong identity between New York and BEA. There is a significant media presence in New York City and we would like to take advantage of this, not only by building media attendance, but by involving the media in a substantive way in our programming.”

Organizers note that the other critical factor in announcing the new venue location is a shift in dates to reflect a more condensed show which will take place in the middle of the week. “To put it simply, our goal in planning the show this year and beyond has been to focus on quality, not quantity.” Fensterman continues. “This has become a theme for us and shortening the show dates and trying to make the show fit into people’s schedules conveniently and without being a burden is a positive step in this direction. We want to increase the quality of our programming by stripping away unnecessary sessions, and we want to extend some programming to the show floor so that we have a thoroughly interactive and engaging atmosphere from the moment the show begins to the moment it concludes.”

Show officials acknowledge that they have been in considerable discussion with a cross section of book industry executives and professionals about what type of change is most necessary to make BEA relevant in the years ahead. These discussions will

continue at an accelerated pace to ensure that new initiatives and programs reflect broad industry consensus. “Our recent announcement about our joint efforts with the ABA to coordinate our programming and activities at Javits is certainly an indication of the direction we’re going,” Fensterman concludes. “We want everyone under one roof, in a highly charged and stimulating atmosphere where there is enormous potential for creating influence, buzz and general excitement about books. I am confident that we have the basic game plan in place and now we need to move forward in a number of directions to make it work.” Organizers note that several more announcements which will reflect BEA’s strategic plan will be expected in the near future. 

10 must-reads for writers

Every good writer is also an avid reader. If you want to improve your writing, see your name on a book cover, and enhance your marketing efforts, it’s worth your time to read books about writing and publishing. Check out *The Writer* magazine’s list of the top 10 books for writers published in 2008. Read ‘em and get inspired!

Get Between the Covers: Leave a Legacy by Writing a Book by Neil Shulman and Eric Spencer. Morgan James Publishing.

Grammar Girl’s Quick and Dirty Tips for Better Writing by Mignon Fogarty. Holt.

How Not to Write a Novel by Howard Mittelmark and Sandra Newman. HarperCollins.

Manuscript Makeover by Elizabeth Lyon. Perigree.

Not Quite What I Was Planning edited by Larry Smith and Rachel Fershleiser. Harper Perennial.


Screen Plays: How 25 Scripts Made It to a Theatre Near You by David S. Cohen. HarperCollins.

The Craft of Research, 3rd Edition by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams. University of Chicago Press.

The Paris Review Interviews, Vol. III edited by Philip Gourevitch. Picador.

The Time of Their Lives by Al Silverman. St. Martin’s Press.

Thinking About Memoir by Abigail Thomas. Sterling/AARP.

For a complete review of these titles, read Chuck Leddy’s “10 great writing books from ‘08” in *The Writer*, December, 2008. 

Member Spotlight: Rosalie Fiorino Harpole

Rosalie Fiorino Harpole is a self-starter, and a motivated entrepreneur. She was born and raised in the St. Louis area. The third child of Italian immigrants, Ann and William Fiorino, she shared a love of cooking with her mother and



began to cook at the age of eight. Rosalie was inspired to write a cookbook while supervising the daily meals at the Old Thresher's county fair in a small town called Elsberry, Missouri. One of the many satisfied customers came up to her and asked "Would you consider writing your recipes down?" She began to write down her recipes which became the material for her cookbook, *Rosalie Serving Italian*.


Rosalie found out about SLPA on KMOX radio. "My husband heard it and we had just talked about writing a book. He said, 'I heard that it was for authors who meet and talk about how to get started and self-publish a book.'" Rosalie and her husband wrote down the address and attended the next SLPA meeting.

What has Rosalie learned by joining SLPA? "That putting book together is several steps. Members asked me questions like 'Do you have editor or graphic designer?' and 'Do you know how to index?' People who are experts in their field come to the meeting to talk to you." Besides learning about the publishing process, Rosalie also met at meetings the people who would become her editor and distributor, and was also referred to a printer. Her husband provided indexing services and her son-in-law was the food photographer.

Published in 2007, *Rosalie Serving Italian* has been reviewed by the *St. Louis Post-Dispatch*, *Riverfront Times*, *Sauce*, and the *Hannibal Courier-Post*. Rosalie is an outgoing person, and she has used that strength in her promotional efforts. She has made numerous TV and radio appearances, and regularly conducts cooking classes and books signings. Not surprisingly, Rosalie has sold out the first run of 2,000 copies and has already sold half of her second print-run of 3,000!

Her book is sold online at www.rosalieservingitalian.com as well as Borders, Barnes and Noble, and Walden Books throughout Missouri as at Left Bank Books, Main Street Books, on The Hill at Italian grocers Di Gregorio's, Urzi's Italian

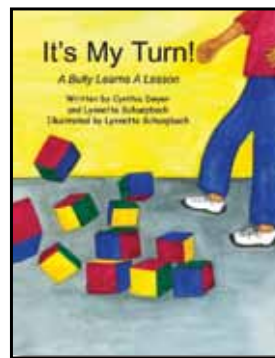
Market, and Viviano & Sons, Cappuccino's Coffee Café in O'Fallon, MO, in Troy, MO at Halo & Wings and Hechler's Hardware, and numerous other locations. Rosalie can be contacted at contact@rosalieservingitalian.com.

Editor's note: Do you want to be profiled for in the SLPA News "Member Spotlight" column? How has the SLPA helped you? What inspiring story and publishing accomplishments can you share with the rest of us? To be considered for the "Member Spotlight" column, contact communications manager Ligaya Figueras via e-mail at figuerasl@sbcglobal.net. 

Behind the scenes with the board

Lynnette Schuepbach, President

As SLPA president, Lynnette Schuepbach sets the tone for the organization. She is our leader, mentor, facilitator and




cheerleader for our members and their publishing endeavors. Lynnette also serves as an ambassador for independent publishers to promote the value of their publishing efforts and the health and vitality of the book publishing industry as a whole.

Lynnette is the author and illustrator of two children's books, *Froggy Hollow, Shhhh!!!* and *Cat Time*. She is also the illustrator of *Can You See Me Now?* and *Four-Eyed Philip*.

She currently works as communications coordinator for the Illinois South Conference of the United Church of Christ in Highland, IL. She notes that the skills she uses in her 9-to-5 position—and even the subject—frequently find their way into her publishing endeavors.

"It's been an eclectic career but each of the various aspects has fit into the position of writing, illustrating and publishing children's books. For instance, education degree, substitute teaching, teaching project how-tos in the craft industry, sales, event coordinator for the art and framing industry, PR and public speaking for associations...and suddenly (or not) they all are part of what's necessary to publish books."

Lynnette is also the chairperson of the Highland Arts Council show, Art in the Park, held annually in October. Her web site is www.KidsDoRead.com. Contact Lynnette at lschuepbach@charter.net. 

CPSC grants one-year stay of testing and certification requirements for certain products

The U.S. Consumer Product Safety Commission (CPSC) voted unanimously to issue a one-year stay of enforcement for certain testing and certification requirements for manufacturers and importers of regulated products, including products intended for children 12 years old and younger. These requirements are part of the Consumer Product Safety Improvement Act (CPSIA), which added certification and testing requirements for all products subject to CPSC standards or bans.




**Children's
book publishers,
take note!**

Significant to makers of children's products, the vote by the Commission provides limited relief from the testing and certification requirements which went into effect on February 10, 2009 for new total lead content limits (600 ppm), phthalates limits for certain products (1000 ppm), and mandatory toy standards, among other things. Manufacturers and importers—large and small—of children's products will not need to test or certify to these new requirements, but will need to meet the lead and phthalates limits, mandatory toy standards and other requirements.


The decision by the Commission gives the staff more time to finalize four proposed rules which could relieve certain materials and products from lead testing and to issue more guidance on when testing is required and how it is to be conducted. The stay will remain in effect until February 10, 2010, at which time a Commission vote will be taken to terminate the stay.

The stay of enforcement provides some temporary, limited relief to the crafters, children's garment manufacturers and toy makers who had been subject to the testing and certification required under the CPSIA. These businesses will not need to issue certificates based on testing of their products until additional decisions are issued by the Commission. However, all businesses, including, but not limited to, handmade toy and apparel makers, crafters and home-based small businesses, must still be sure that their products conform to all safety standards and similar requirements, including the lead and phthalates provisions of the CPSIA.


The stay of enforcement on testing and certification does not address thrift and second hand stores and small retailers because they are not required to test and certify products under the CPSIA. The products they sell, including those in inventory on February 10, 2009, must not contain more than 600 ppm lead in any accessible part. The Commission is aware that it is difficult to know whether a product meets the lead standard without testing and has issued guidance for these companies that can be found on its Web site.

Visit www.cpsc.gov/about/cpsia/cpsia.html for more information on all of the efforts being made to successfully implement the CPSIA. 

SLPA online updates

If you currently have book, service or speaker listings on our Web site, we can easily update your listings as needed. Please e-mail updates to Sue Sylvia at slpa@staircasepress.com. 

What's Ahead?

What does it mean to "be the book"? Bruce Kupper, founding partner of Black Twig Communications, vice president of marketing for Celebrity Chef Kitchens, and author of the recently published book *Personality Sells* will discuss personality marketing. Learn how being 100 percent you can lead to recognition and increased book sales. The meeting is April 8. Mark your calendar now! 

Questions About SLPA?



Contact membership chairperson:
Christine Frank at 314-205-2679

Next Deadline ▶ March 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.

SSLPA News & Views is edited by SLPA communications manager Ligaya Figueras and designed by SLPA member Peggy Nehmen. Contact info:

Ligaya Figueras: figuerasl@sbcglobal.net

Peggy Nehmen: pnehen@n-kcreative.com