

The Origin & History of the St. Louis Publishers Association

as recalled and researched by the SLPA's Founding President, Dan Malan

SLPA's exact origin date is shrouded in mystery. When we started, there was no thought of needing to document what we did or when we did it. We were a small handful of members of the St. Louis Writers Guild who realized that we had needs and goals that differed from most other Writers Guild members. Our first meeting as the St. Louis Publishers Association was at Washington University's Kemper Art Museum. The co-founding members present were myself, a publisher of classic art books and periodicals; Scottie Priesmeyer, an author of true crime books and suspense novels; and Linda Ardakani, who was then the Assistant Director of Washington University's Fine Arts Institute. I believe our first meeting took place in 1995.

We started on a very low budget,



photo by Ryan Ashelin

and thankfully, the Kemper Art Museum let us meet there for free. The first year or so, we gained about a dozen members, notably including Guy Bates, who operated wysiwyg publishing; Linda Senn of Pen Central Communications; and Sandy Jaffe, owner of San Val, Booksource, and Jaffe Book Solutions. As our membership grew, we moved our meetings to the Missouri Historical Society on Skinker, where we brought prominent St. Louis personalities from local TV stations and newspapers to speak to our group and arranged joint promotions for SLPA publishers at some major bookstores, including the chain bookstores.

By luck, I recently found in my files

a copy of the July 1998 *SLPA Newsletter*, which was very close to the end of my initial involvement with the SLPA. That newsletter had photos of my books and a report on the St. Louis Art Museum (SLAM) exhibition *Angels from the Vatican* (SLAM was at that time selling my book *Doré's Angel Engravings* in their gift shop). That newsletter also included a very important insert: The Draft Constitution for the SLPA. It is amazing that it took us so many years to get around to writing an actual constitution. That 1998 constitution may explain why the current SLPA estimated the origin of SLPA to be 1998.

I left the SLPA in 1998 or 1999 and began touring the country teaching seminars to young people on art, music, and public speaking, and I found out

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Audiobooks: From Your Words to Their Ears

George Sirois

For decades, audiobooks have been looked at as an unattainable medium for independent and self-published authors. But thanks to Amazon creating Audible and their production house ACX (Audiobook Creation Exchange), we now have a surplus of opportunities at our fingertips. And with companies like Author's Republic and Findaway Voices getting involved, this sudden shift in our favor also raises a lot of questions about what direction is best for you. Where will your audiobook be available? What kind of narrator should you choose? How will you pay for them? What additional options does each platform provide? What if you want to put it together yourself?

Author and voice actor George Sirois will address these questions and more with his upcoming presentation, *Audiobooks: From Your Words to Their Ears*, on Wednesday,

September 12 for the SLPA. Since 2015, he has lent his voice to internal business presentations, promotional materials for authors' websites, and audiobooks.

He has also produced for other authors, including best-selling author Sheri Fink's *The Little Rose* and *The Little Seahorse*, and Derek Taylor Kent's award-winning audiobook *Kubrick's Game*. He has done all of this – the narrating, editing, and producing – on his own in his home studio in Imperial, Missouri, and he looks forward to answering your questions about ACX, Findaway Voices, Author's Republic, finding the proper talent, creating your own audiobook and what to do with it once it's uploaded, and more!



UPCOMING EVENTS

Aug 8, 7pm @ THE HEIGHTS:
SLPA Vendor Showcase
FREE & OPEN TO THE PUBLIC
stlouispublishers.org/event-2874475

Sep 12, 7pm @ THE HEIGHTS:
Audiobooks:
From Your Words to Their Ears
 with George Sirois
stlouispublishers.org/event-2998063

Oct 10, 7pm @ THE HEIGHTS:
Successes and Failures
 a group conversation among authors,
 hosted by Jo Lena Johnson

Nov 14,* 7pm @ THE HEIGHTS:
All About Editing
 with Karen Tucker & Andrew Doty
***ANNUAL MEMBER MEETING**

Official Notice

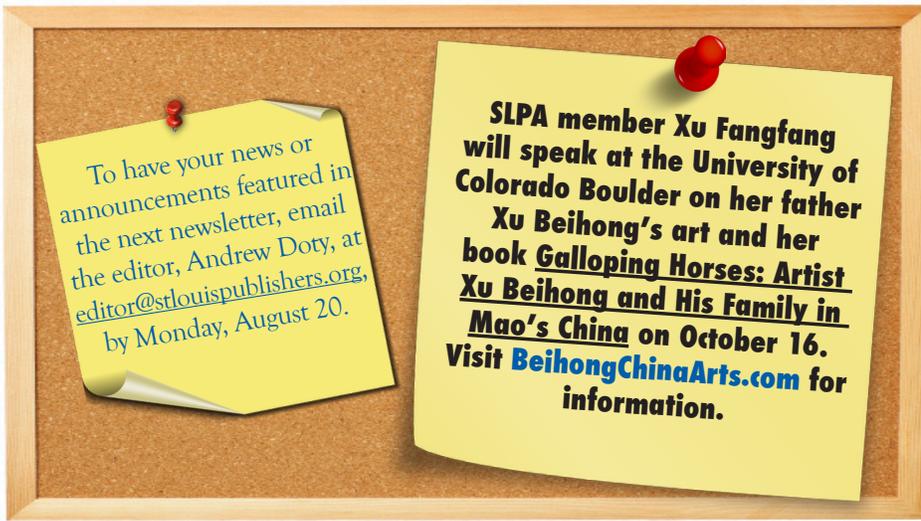


The Annual SLPA Member Meeting will be held on November 14, 2018. Members in good standing are encouraged to attend and vote to elect the 2019 board members. Karen Tucker and Andrew Doty will lead the evening's presentation, and ballots will be collected at the end of the meeting. Board candidates will be announced soon via email.

To submit a nomination, contact the SLPA President, Warren Martin, at president@stlouispublishers.org.

CALLING SLPA MEMBER AUTHORS:

On October 10, come share your successes and failures with the group. To join the conversation, please email a paragraph summarizing your author journey, including a significant lesson learned, to president@stlouispublishers.org by Wednesday, August 20 with the subject line "SLPA Oct Submission." Not all submissions will be selected.



(Origin continued from page 1)

during my recent research that the SLPA almost went out of existence in 2000. By then, all the original members had gone through some type of burnout. Current SLPA members can only imagine just how difficult small-press publishing was prior to print-on-demand technology. My first major Doré title cost \$33,000 just for printing costs. I used to give talks back then, asserting that almost all small-press publishers end up with a garage full of books. Printers told us how much we could reduce our cost-per-copy with a larger print run. But that only works if you sell all of them! We heard stories about small-press publishers who made millions, but it was inevitably because of their major media connections.

In 2008, on a Saturday morning, I was at the downtown St. Louis library and I saw a group of SLPA members offering their books, and I traded books with some of the publishers, amazed by how many members the SLPA had grown to. In 2017, I finally realized that print-on-demand technology can make it realistically cost-effective to resume my writing and publishing of art history reference books, and I rejoined the SLPA after a twenty-year hiatus. Knowing all about the humble beginnings of the SLPA (with our three board members), it is very impressive to see what SLPA has now become: a polished organization of professionals with a steady stream of new members. I am truly amazed at the number of new attendees at each meeting.

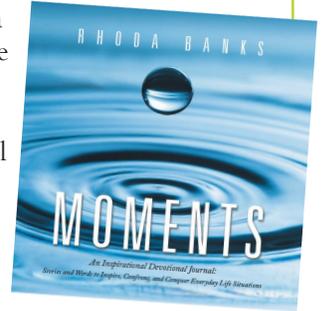
THE BOOK CORNER

Moments:

An Inspirational Devotional Journal: Stories and Words to Inspire, Confront and Conquer Everyday Life Situations

by Rhoda Banks

Moments is a self-reflective book with quick and inspirational reads covering topics like hope, joy, grief and



sorrow, rejection, etc. The book is designed as a devotional journal inviting the reader to participate in and reflect on their moments, while journaling their thoughts on some of their toughest life moments and evaluating the role that their faith plays in everyday life situations. Learn more at rhodasmoments.com.

Meetings on the Second Wednesday of the Month

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

Doors open for networking at 6:30pm
Program begins at 7pm
The meeting concludes around 8:30pm
Networking until 9pm

Regular meetings are free to members
Membership \$60 per year
Guests: \$10 at the door



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