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## **Letter From The President**

### **Where Did The Year Go?**

Hard to believe we're in the second week of November already, but here we are! As the year dwindles down to the Holidays, your MBPA board's attention turns to matters of our organization's growth, analyzing this year's marketing events, developing our member benefits package, keeping our members apprised of the many and varied developments in the publishing industry, and of course, our Fall Members Meeting.

### **Upcoming Members Meeting**

Fast approaching this Saturday, our last member meeting of 2010 promises to be another great educational event. Our featured speaker Kim Chatel, founder of [Blazing Trailers](#), will talk about the why, how and how much of creating video book trailers to promote our titles. With the growing popularity and ubiquity of YouTube and other video sites, this particular tactic is fast becoming one of the most important and effective in any indie publisher's promo arsenal.

Of course, we'll have our usual members' lunch (those of you who've attended in the past know how yummy our catered lunches are!) to help break the ice and get to know each other. Then, following the speaker, we'll enjoy another Mastermind session, one of the most popular features of our meetings. These energetic, enjoyable sessions allow members with specific publishing challenges and questions to hook up with other members who can offer solutions and answers. It's like having a mini Pub U right at your fingertips, and is no wonder I

consistently get comments from members that it's their favorite part of our get-togethers.

Speaking of Pub U, make sure to catch member Debra Finnegan-Suler's report from this year's IBPA Publishing University in this issue. It's a bit of an eye-opener for those interested in the eBook revolution.

I strongly encourage you to make the most of one of the best benefits of your MBPA membership by attending Saturday's meeting. Learn from one of the premier providers of effective video book promotion, really a must in this increasingly interactive era. Avail yourself of the company and understanding of folks dealing with the same issues you grapple with every day in your role as indy publisher. Don't go it alone! We're here to help you, and though email, Skype and our website are fantastic ways to stay in touch, there's really no substitute for one-on-one, personal interaction to help us all feel the connection everyone needs to keep us from those days when all the change going on around us just feels scary.

If you haven't registered yet, **DO IT NOW**. I guarantee you'll be glad you did, and I look forward to seeing you Saturday!

### **Board Elections**

Another great reason to attend our Saturday meeting is to be able to vote in the elections for board positions. Two seats are up for election, one due to an expiring term (mine) and one because it's being vacated early (Marc Gave's). Marc has other issues he needs to concentrate on right now, and we're very sorry to be losing his enthusiasm on our board, but we trust he'll return when he can.

Meanwhile, we need you to make nominations for these two open board positions. We'd like the election results to reflect the wishes of the whole group. Bylaws require that the voting be done in person at the meeting, so please come if you can. We can, however, accept nominations via email. Please send nominations to Eileen McIntire, MBPA Secretary, at sumcross AT [aol.com](mailto:sumcross@aol.com) no later than 3:00 P.M. Friday, November 12. Please include the full name of the member you're nominating, and make sure the person you are nominating is willing to serve a two-year term on the board. There are no special skill sets required, but anyone with talents in organization, communication and promotion are greatly needed.

Hoping to see as many of you as possible in Wayne, PA this Saturday!

- Mary

### ***Member Article***

As part of her being awarded one of this year's full scholarships to IBPA Publishing University, Debra Finnegan-Suler was required to report back on some facet of the event that she found most surprising and instructive. Here, she shares with us her experience concerning eBooks and social networking.

### **What do an (e)Book, (i)Book and (face)Book have in common? Or, How I got carried away at PUB U**

*By Debra Finnegan-Suler, Ph.D.*

*True Center Publishing*

So, I was going to write a piece about how the whole social network aspect of marketing is reaching the stage of over-hype. I was gonna say that this social network thing is oversold and is the equivalent of the tech bubble. Everybody says that everybody has got to join in...or else! Buy in now, or you'll be left behind in the stampede for exposure, a loving fan base, and loads of ensuing money!

But wait a minute. Before I go on, let me back up and explain how I got here.

Pub U Newbie

I was lucky enough to go to IBPA's annual Publishing University (Pub U) this year, as a scholarship recipient from the MBPA chapter of IBPA. I had come to the conference wondering about eBooks and Apps, hoping to learn some of the new lingo and make some good decisions about where True Center Publishing should invest its time and money.

Well, I'm here to report -- and to admit -- that I'm still grappling with what I learned, my reactions to what I learned, and -- most difficult -- my thoughts about how much of what I heard/learned was affected by the extreme revolution that seemed to be happening at that pivotal moment in time. [Read the rest...](#)

### ***Member Announcements***

Toni Albert's *Busy with Bugs: 160 Extremely Interesting Things to Do with Bugs*, was recently named a winner in [The National Best Books](#)

[2010 Awards](#) in the Children's Educational category. The BBA competition, which is open to mainstream and independent publishers, is sponsored by USA Book News. [Albert is the author of 41 books](#) and the owner of Trickle Creek Books, which publishes titles that "teach kids to care for the Earth." Her latest book, *Busy with Bugs*, provides an anthill of activity for kids who love bugs and bug adventures. The book buzzes with practical information, stunning art in butterfly colors, fun facts, and 160 exciting hands-on-bugs activities. Children can investigate bug behavior, life cycles, and habitats in their own backyards and school yards. Find out more at [TrickleCreekBooks.com](http://TrickleCreekBooks.com), where we're Teaching Kids to Care for the Earth.

Mary Shafer will be accepting a certificate of excellence for the press kit she created for her latest book, *Almost Perfect: Disabled Pets and the People Who Love Them*, from the [Cat Writers Association](#) at the organization's 17th annual conference on November 20. [Shafer](#) is the editor of and a contributor to the anthology of eleven true-life essays about the rewards and challenges of rescuing and living with special needs pets, which was published in October, 2008. The book's press kit is also in the running for a CWA Muse Medallion. Shafer is the publisher at [Word Forge Books](#), under whose imprint, Enspirio House, the book was published.

If you have an announcement you'd like to share with the rest of the organization, please send it to Mary Shafer at mbpa AT [wordforgebooks.com](http://wordforgebooks.com). Our next scheduled issue of *Making Waves* is early January.

### ***Nautilus Book Awards***

*We share the following announcement with you solely as a service to our members. MBPA or its board are not affiliated in any way with this award program, nor should our inclusion of this notice in our newsletter be construed as an endorsement of the competition.*

### **Now Accepting Submissions ...**

The 2011 Nautilus Awards recognizes and honors Books, Audiobooks and Ebooks that promote a Better World. Nautilus Books Awards is committed to seeking, acknowledging and honoring books that inspire and connect our lives – as individuals, communities, and global citizens. Dedicated to excellence and the highest of standards, the Nautilus Awards winners receive excellent recognition, media coverage, outstanding marketing opportunities, prestige, industry

exposure and SALES! For more information, including Guidelines for Entering, a list of Categories, a downloadable Entry Form – and more – please go to the [contest website](#).

### ***Festival Season Wrap-Up***

The fall book festival season is now behind us, and MBPA made a proud showing at two familiar festivals -- Baltimore and Collingswood - - and was a pioneer in the brand new Carlisle Celebrate the Book Fest.

Program chair Sheila Ruth reports that Baltimore, once the most productive and meaningful event at which our group exhibits, was this year something of a disappointment. Between the still-down economy and the incessant heat that turned our tent into a sauna, attendance was much lighter than usual, and attendees didn't seem predisposed to buy. That was also disappointing, since it was our first stab at offering member books for sale at such an event, but we're going to continue trying to see how it works out at other events.

Collingswood was once again a very productive show in terms of interest in our titles. Annmarie Kelly handed out ALL of our available literature packets, and there was a steady flow of traffic through the booth throughout the day. People were genuinely interested and engaged, and authors who showed up to sign books made sales.

Carlisle was a new show, so we weren't sure what to expect. The event was held indoors in late October at the Carlisle Expo Center. The great news is that central Pennsylvania is a book-interested area. Traffic was a bit lighter than we would have liked, but it was by no means disappointing. Those who did show up were actively interested. MBPA wasn't selling books, since we weren't able to qualify that value for our members ahead of time, but Mary Shafer reported healthy sales in her booth next to ours.

The upshot of the season -- in conjunction with results of the past two seasons -- is that the board has come to the agreement that it appears the smaller, more local shows are a better fit for our presence than the larger, more expensive regional festivals in terms of return on investment. That will likely drive our decisions about which shows to exhibit at from this point forward. Another result is that we're discussing the possibility of eliminating the literature packets in favor of producing a full-color, printed catalog of all member titles that we can print in large enough quantities to take to all the shows. We believe we can do so in a cost-effective manner that will allow us to

have better control over the consistency of quality and messaging in the way our group is promoted.

We'd really appreciate your input on this and any other marketing and promotion matters you'd like to bring up. Please start or continue a related topic on our online [Discussion Forum](#), so everyone can weigh in. Our large and spread-out service territory makes it difficult for everyone to participate in everything, so we rely a great deal on your use of this website to let you board know what it is you need and want to help us keep MBPA a valuable asset in your publishing world. Take a few minutes and visit there right now, won't you please?

### **2011 Newsletter Schedule**

We're shooting for a Monday, January 10th publishing date for our Winter 2011 newsletter. Please send in any photos, articles, announcements and notices of upcoming events you're participating in by Monday, January 3rd for inclusion in this issue, which will cover our activities and news for the first quarter of the new year. Barring unforeseen circumstances, we will attempt to publish the remainder of our quarterly issues on the following dates:

- Spring 2011 - April 11
- Summer 2011 - July 11
- Fall 2011 - October 10

Deadline for material submissions will always be the first Monday of the month of publication. These materials should be emailed to mbpa AT [wordforgebooks.com](mailto:mbpa@wordforgebooks.com).

***Making Waves*** is the official newsletter of the MidAtlantic Book Publishers Association, which is solely responsible for its content.