



Letter from the President

Keeping Up With A Changing Industry

By Mary Shafer

We're well into the second quarter of 2011, and from a business standpoint, I don't think anyone can argue that things are certainly looking up compared to the last few years. Unemployment is down markedly, though of course not as much as anyone would like. But that's a good sign of an overall improving economy, something as important to book publishers as much as anyone else.

Lots has happened in publishing since our last newsletter:

- Borders is going belly-up and trying to pull out of that nosedive, but things aren't looking good.
- Judge Denny Chin put the kibosh on the Google settlement, thought by most to be a done deal, on March 22, recasting that whole conversation.
- As of April 16, [eBooks are now the top selling book format](#), according to the Association of American Publishers
- Barnes & Noble introduced their Nook Color, hoping to give Apple's iPad a run for its money.
- We've gained six new members and quite a few renewals.
- We already exhibited at our first festival of the season in Kensington, MD's Day of the Book Festival.
- Thanks to immediate past president and current Festivals and Events Chair Sheila Ruth, we also used QR Codes for the first time in our display, allowing participating members to provide a channel for festival goers to directly interact with their websites and products.

- Thanks to new member Mike Lovell, we have our first color spring catalog for members, which was a huge hit at the first festival.
- We've filled all but two of our committee chair positions!

And those are just a few of the significant changes in our industry, with more happening every day. Just another great reason to remain an active and informed MBPA member, so we can help you stay out in front of the rapid changes that affect all our businesses! Looking forward to continuing to help guide our organization into a robust and successful future for all our members.

--

Upcoming Event

Spring Members Meeting

Saturday, May 7th • Noon-4:00 PM

Tredyffrin Public Library

582 Upper Gulph Road • Strafford, PA

610-688-7092

Program Chair Bernadene Davis has arranged for us to meet in a great, ground-level room with a side kitchen, plenty of tables, nearby restrooms and a large, bi-level parking lot. The library is conveniently located just over a mile from PA Route 30 (Lancaster Avenue) off Interstates 476, 76 and Route 202.

The meeting fee of \$25 includes:

Noon-1:00

- Catered sandwich lunch with beverages
- Ice-breaker session
- Brief business meeting

1:15-2:30

- Featured Speaker – Mike Lovell, Life ReLoaded on "Blueprint For Success: Book Publishing End to End" This fast-paced session provides a comprehensive overview of the book publishing process from manuscript acquisition through production, printing, sales, distribution and ongoing marketing. A fantastic introduction for newbie publishers to the full scope of professional book publication, and a great refresher for intermediate to advanced publishers, this

presentation will cover all the realities of today's publishing industry.

2:45-3:15

- Mini-Session – Mary Shafer, Word Forge Books on "Book Indexing: Why You Need It, How To Get It Done" Based on member response to a conversation at last summer's member meeting, Mary has put together a brief overview of why a properly executed index is essential to the success of any nonfiction title; and introduction to the two main types of indexes and when you need which; how indexing is done; and leads for a few tried-and-proven professional indexers.

Both sessions will include time for Q&A, which can be continued among members after the meeting on an informal basis.

3:15-4:00

- Our ever-popular Member MasterMind session. Send in your questions NOW to Mary, who will type them up and open up the floor for members to answer members' questions in a great exercise of our organization's brain trust. MEMBERS! Encourage other members to attend, because the more brains we have in this session, the more value for everyone participating.

REGISTER NOW!

--

Industry News

Barnes & Noble Assures Continued Support for Independent Publishers

Barnes and Noble reduced costs in late January by eliminating many regional buyer positions and that of long-time Small Press Buyer Marcella Smith. Our parent organization, IBPA, communicated its concern that this might result in fewer opportunities for small and independent publisher titles to obtain online and offline 'shelf space' with the large book retailer.

Joe Gonnella, Vice President of Adult Trade books with B&N, assured director Terry Nathan that this would not be the case. He sent the following message to all IBPA members:

Over the years, Barnes & Noble's commitment to small, university and regional presses has been unwavering. Created in 1993, our small press department handles over 6,500 submissions a year, providing support and guidance to authors and publishers alike.

Through our network of retail stores and online at www.bn.com, books from over 50,000 small, regional and university presses are represented. It is the backbone of our business.

Recently there have been erroneous reports that organizational changes within Barnes & Noble's buying group might impact the Company's continued commitment to small presses. Nothing could be further from the truth.

To ensure the continued representation of your titles, please direct new title buy sheets or promotional information to the following individuals:

Eric Burger, Vendor Manager
(212) 633-3357
eburger@bn.com

Diane Simowski, Small Press Dept.
(212) 633-3549
dsimowski@bn.com

If you have any questions, comments or concerns on how to work with Barnes & Noble, feel free to contact Eric, Diane or myself. We look forward to our continued partnership with you.

We have always believed that one of the great strengths of the book business is its diversity as an ecosystem. The small and independent publishers are the facilitators of that diversity and will continue to be supported by our buyers and booksellers as they have been in the past.

Sincerely,
Joseph Gonnella
Vice President, Adult Trade, Barnes and Noble

jgonnella@bn.com

--

SPAWN Extends Tuition Discount to MBPA Members for Self-Publishers Online Conference, May 10-12

The Small Publishers Artists and Writers Network (SPAWN), sponsors of the third annual [Self-Publishers Online Conference](#), is extending a discount to MBPA members to attend this virtual conference. SPAWN, a regional affiliate "cousin," invites ours members to visit the site and use "IBPA11" as a coupon code at the check-out stage of registration for the May 10-12 conference, to receive a 10% discount.

If you'd like to spread the word on your newsletter or Web site, here's a short blurb you can use:

At the Self-Publishers Online Conference, attendees can learn from 16 expert speakers at the comfort of their own computers, wherever they happen to be located. All that's needed is an Internet connection. Through SPAWN's unique online conference software, you can attend seminars live or via recording, learn about useful publishing resources in the Exhibit Hall, and interact with speakers and other attendees through the live discussion areas.

Any questions about the conference should be directed to [Susan Daffron](#).

--

Technical Notes

Helpful Comparison of Various Software for Book Layout/Production

One of the challenges of every small indy publisher is figuring out the best way to get a book from manuscript into final layout format for print and then from there, converted into eBook format. The latter is a topic for the next article, but the former is something most publishers who aren't trained graphic designers have struggled with forever.

Fellow small publisher John Culleton recently shared on the Publish-L listserv the result of a small project he tackled, which contrasted and

compared several programs commonly used to perform word processing and page layout by small publishers. [Compare2](#) gives examples of PDF files produced by

- TEX Source
- OO Writer
- Scribus
- Microsoft Word
- PagePlus Serif
- Adobe InDesign

The PDF document shows a page from each program in sequence, using a passage from "A Tale of Two Cities" to demonstrate how each parses similar commands to produce slightly dissimilar page layouts. It doesn't cover the entire gamut of possible software used for this purpose, but does include the most widely-used applications.

Though MBPA in its currently in-development Best Practices series of guides does not recommend the use of word processing programs to produce professional book page layouts, we recognize there are times when the output is adequate and can mean the difference between staying within a project's budget and not. This free guide could serve as a useful guide to making that happen for newer publishers not yet fully capitalized to use professional page layout applications. For that reason, we offer it here with thanks to Mr. Culleton for his generosity.

--

What's Your eBook Strategy?

by Erik Christopher

Almost every book publisher is considering what place eBooks will have in their lists, and the potentials are exciting. When it comes to creating eBooks and conversion from print files, there are a couple things that need to be taken into account:

Conversion or Original Production?

First off, are you talking eBook conversion or eBook production? They are two very different things and need to be treated as such. Conversion can be simple, but at the same time, you need to look out for quality control and errors that may occur.

Professional eBook production is complex, technical and holds eBooks to the same standards as print books. Illustrated titles and those with many images take longer to convert. There are more items to

incorporate in the eBook, and to do it right takes time.

Also, features such as audio, hotlinks, touch response -- app-like features -- are very attractive and exciting, but not all eBooks lend themselves to interactive elements. If it's going to be included, it must add value to your eBook. You need to decide how important quality is, versus just getting it out there.

Details Matter

When looking to have your content formatted as an eBook, you need to be aware of the little things, such as metadata. It drives discovery of your content in the digital world. Without it, nobody can find your eBook, and your sales are affected. Metadata contains information about the ingredients in your eBook: keywords, subjects, ISBN, price, etc. It needs to be there or your content has nothing to support it.

As you research eBook conversion or production services, you also need to keep distribution in mind. What platform will you sell your eBooks on? Will that affect which format your eBook should be made into -- epub, mobi or both? Does it make sense for your content to be in one retail channel or another? There are companies that help provide distribution, and some just produce the eBooks. Know this before you work with one -- it will save you time later on.

New Revenue Stream

As with any content, you need to set a retail price for your eBook. Choosing the correct price for your eBook can be challenging. Do you go as high as your print version? Should you give it away for a short period to generate interest and momentum, then set it at a reasonable price point? How does the agency model work, and which eRetailers work with it? How will you get paid? In which countries do you have the rights to sell the eBook?

eBooks need to be looked at as another stream of revenue. As such, you need to take into account marketing your eBooks to increase sales, as you market your print books. There are a variety of ways to market an eBook: Research and learn which companies can assist you, and what they do. There are many that create, market, and distribute eBooks as a single-provider option.

It's a lot to consider, but all of these factors will help you decide the right path for your content and the right eBook course for your company.

--

Erik Christopher is an eBook engineer and digital publishing strategist with [J.H. William](#), A Digital Workshop.

--

Member Article

If You're Going to New York City: PubU and BEA Tips for First-Timers

By Annmarie Kelly

Last year, courtesy of IBPA and MBPA, I attended my first IBPA Publishing University. I was so excited and see/do/hear everybody and everything. Fortunately, I've been to enough conferences to tell myself to calm down, take a step back and think.

Now I'm suggesting the same to you, so you'll go to New York and be strategic so you can leave with great benefits. Here are my top ten tips for getting the most out of your first PubU and BEA experience.

1 – Make hotel reservations early and carefully. Last year, I made my reservations through the website. Then I started to think about it. After a call to the hotel and a conversation with a knowledgeable and friendly hotel desk clerk, I changed my plans. New York City has incredible taxes, which added a lot onto the bill. While the rate itself was reasonable for New York City, the taxes kicked the cost way up.

Consider instead finding a hotel in New Jersey. There are many in the Secaucus/Meadowlands area. They are comparatively cheaper, near food and shopping, and the bus to NYC usually picks you up right at the hotel.

If you're driving just for the day, I recommend going to the same area and parking. It's not unusual to pay \$50/day to park your car in NYC. Add that to the \$6.00 cost of the Lincoln Tunnel, plus food, and you're spending some serious cash just for one day. Instead, for about \$20, you can drive to the Secaucus Park and Ride and [take the bus](#) into the city. They run frequently during the day and night, and so do the buses.

2 – Set goals. What do you really want to accomplish? Do you want to (1) network with other publishers, (2) meet vendors, (3) Learn about

a particular topic, or (4) something else? Decide your three top priorities. Doing so will help you sort the days out and focus on what you need/want most while you are there.

3 – Dress comfortably but professionally. You'll see all kinds of dress from suits to jeans, so anything will be acceptable. BUT you don't know who you're going to meet. Business casual is the safest bet. And wear *uber-comfortable* shoes because you'll be walking around a lot – especially at BEA. Nothing will zap your energy more than tired tootsies.

4 – Bring your business cards – lots of them – and one or two of your books. Again, you don't know who you might meet. Keep your cards in the pouch that holds your name badge so they're easy to get when you need them.

5 - Study the IBPA brochure and plan your visits. Based on your goals, circle the breakouts and venues you most want to attend. If there are speakers you want to meet, make a list of who they are and when/where they are speaking. Keep the list with you and make sure you get into their sessions. Drop off your books at the end of one session to save your place for the next session.

If you plan to connect with a speaker, I suggest doing it either after they are set up or after the session. If you try to talk to them while they are busy setting up their presentation, they won't be focused and you'll be disappointed. If you time it right and ask for what you want clearly and briefly, most of the time they are happy to connect with you afterward and will give you a way to contact them.

Last year, I wanted to meet Sara Nelson from *O Magazine*. She was on a panel and I sat in front and made eye contact with her during the presentation. I also made a point to write down some things she said that I liked. At the end, I went up to her and told her one of those things. I showed her a book and asked her how I could connect with her to get it included in the *O* book reviews. She gave me her information and told me to write PUB U in the subject line. Caveat: I did email her several times and she didn't respond. However, I took a chance – one I wouldn't otherwise have had.

6 – Study the BEA brochure. BEA is so big that it's really easy to get lost, dazzled and distracted. It took me a couple years to really be productive. Here's how BEA is organized and how you can plan your time strategically:

- **Classes:** There are some really good presentations at BEA by people you might want to learn from and/or meet – like about book clubs, Amazon, Google or digital everything. The presentations are on the exhibit floor and also in classrooms. Figure out what you want to learn and list the date and time. Study the floor plan and, when you get there, walk around and find the stages or classrooms. If you have a PDA that will buzz you, set it for fifteen minutes before the class and get there early. Some classes have tons of space while others are standing room only or closed.
- **Signings:** There are free books in abundance and two kinds of book signings: Author events and the autographing area.
- **Author events:** These are on the exhibit floor and are part of a publisher's booth. The day and time the author is signing is listed in the BEA book (which you get at registration, but can also download online). Go early to your signings. In 2010 there were some publishers who limited the number of books.
- **Autographing Tables:** There are like cattle lines. The more popular the author is, the longer the line. The line for the Duchess of York's newest book was so long that it took about an hour. It was the same for the "stars" in every genre. Be prepared.
 - **FYI:** You can meet a lot of people in line while waiting. I've met book reviewers, reading group leaders, etc.
 - **FYI2:** You'll get more books than you know what to do with...and you really don't want to cart them around all day. So take a suitcase for your books. You can't bring it into the exhibit hall, but there will be places you can check your suitcase and fill it as needed; the fee is nominal.

7 - **Food:** There are places to eat, including a food court in the Javits Center. I find that I'm usually so busy that taking a lunch is bothersome – not always because of the time it takes to eat, but because of the long lines. I suggest that you eat a decent breakfast and then pack some snack bars, nuts, or trail mix and bottle of water – enough to tide you over. You can keep them in your purse or, if you don't want to be carrying them around, in the suitcase you check.

Then, when you go to unload the books you got, exchange them for food and water.

8 - Special Events: Some publishers hold special events, like wine and cheese parties. If they are open to everyone, they'll be listed – usually at day's end. Sometimes, if they fit into your schedule, they are fun and worth doing.

9 - Follow-Up: When you get back to your hotel at night, make a list of whom you met and want to contact when you get home. This is really, really important. If there is one place that I've missed opportunities, it's here. Sometimes a follow-up goes nowhere, but other times it's led to an interview or something equally important.

10 - HAVE FUN! It's easy to get so overwhelmed that you forget that Pub U and BEA are learning vehicles. If you take the time to follow these suggestions and chunk each event into your own "best fit" pieces, you'll have a great time and meet some really cool people. Enjoy it!

I started a topic about this at <http://bit.ly/g5kL96>. If you have any suggestions of your own for first timers, please post them to the forum.

--

Member Announcements

IBPA Publishing University Scholarship Winners

[Patti Kerr](#) of Along The Way Press and Mike Lovell of [Life ReLoaded](#) are the winners of this year's two member scholarship berths to attend the IBPA Publishing University in New York City in confluence with Book Expo America. The MBPA Board encourages those who tried but didn't win to apply again next year. It was a very difficult choice from among several very good applications. Congratulations to both winners for turning in excellent applications and essays, and we all look forward to learning from what you bring back to the group. In this way, we're all winners.

Doing Good By Doing Well

Proceeds from 2009- 2010 sales of Cheryl Cotton Smith's first self-

published book, [*Obedience Is Better Than Sacrifice: How To Obey God When His Instructions Don't Make Sense*](#), provided much-needed bibles, devotionals and toiletries to homeless women of the Community for Creative Non-Violence shelter in downtown Washington, DC.

Cheryl Cotton Smith will be attending the Gaithersburg Book Festival, May 21, 2011 on the grounds of City Hall from 10:00am to 6:00pm, to introduce and sign her new book, *For Your Good: Even If They Meant It For Evil, God Will Cause It To Be For Your Good*, which examines Romans Ch. 8, v. 28. *For Your Good*, Cheryl's second book, will be available May 1, 2011. For more details, visit the author's [website](#).

--

Book Contest Entries

Publisher Zorina Alliata proudly announces that [*In All My Sad Dreaming*](#) by John Caulfield, one of the titles from her Better Karma Publishing, has been nominated for Foreword Magazine's Book of the Year Awards. Winners will be announced at the ALA conference this summer.

DreaMerchant (Beverly Richardson, Publisher) has entered two contests for its latest title, [*The Rococo Paradox*](#). The murder mystery by Frederick Louis Richardson (ISBN 978-0-9723327-1-2) has been entered in the Commercial Fiction, Mystery category of the 2011 Eric Hoffer Awards, and in several National & Regional categories of the 2011 Independent Publisher (IPPY) Book Awards.

Maharg Press has entered [*Wounded: A Novel Beyond Love and War*](#) by author and publisher Richard Graham in the Literary Fiction and Historical Fiction categories of the 15th Annual Independent Publisher (IPPY) Book Awards contest. Results are due in May.

Word Forge Books has entered the revised second edition of its flagship title, [*Devastation on the Delaware: Stories and Images of the Deadly Flood of 1955*](#) by author and publisher Mary Shafer, in the History and Regional categories of the IBPA Ben Franklin Book Awards competition, in the History and Regional Nonfiction categories of the National Indie Excellence Book Awards contest, and in the History, Environment & Nature, and MidAtlantic Regional Non-Fiction categories of the IPPY Awards competition. The book's first edition was recognized as a Notable Book in the Reference category of the 2006

Writers Notes Magazine Book Awards, and was a finalist in both the Nature Writing and U.S. History categories of the 2006 Best Book Awards competition by USABookNews.

--

Grant Application

Rhema Publishing Company LLC author and CEO Bernadene Davis recently submitted an application for a grant to the [Cartier Women's Initiative](#). The initiative, based in Paris, France, accepts annual applications from women-owned businesses for a \$20,000 grant and a one-year mentorship. Judging happens in two rounds, and notifications to round one winners will be given in late May or early June. Those winners will travel to France for the final round of live competition.

--

Full Steam Ahead

Phenomenal One Press has built up a serious head of steam moving into this year, with author L.M. Preston getting rave reviews for her upcoming release of *BANDITS*, her YA pirate fantasy novel. Phenomenal One Press is also introducing a new author, F. Raushawn, who wrote a short story titled "Spectrum," a companion to the release of *Bandits*, and found in the back of the book. Reviews from *Foreword Magazine* are promising.

Ebook sales of previous releases, *The Pack* -- a YA Sci-Fi series -- and *Explorer X-Alpha*, Phenomenal's MG series, have risen significantly. The press was represented with a signing at Barnes and Noble's recent Local Author Day, and the ebooks were launched with a worldwide promotional price of \$0.99 for the month of April.

Phenomenal has also launched book trailers for their recent release of *Bandits* on their [website](#), and are excited by the response. Stay tuned for the Virtual Book Launch Party for *Bandits*, which will coincide with a live party and taping of the festivities!

--

Speaking Appearances

[Patti Kerr](#), self-published author of *I Love You, Who Are You? Loving and Caring for a Parent with Alzheimer's*, has been invited to speak at the Wisconsin Alzheimer's Association's annual conference in the Wisconsin Dells, May 1-3. She's also been asked to speak and/or do book signings at five other locations while in Wisconsin.

[L.M. Preston](#) of Phenomenal One Press spoke at the Maryland Writer's Conference on April 2, where she also served as conference coordinator responsible for recruiting Editors, Literary Agents and Publishers to speak. She will also appear as a speaker at an upcoming

Stop The Violence event, signing books and giving away ARCs. F. Raushawn, only sixteen and already a published author with Phenomenal One Press, will also be in attendance as a teen motivator.

One of those speakers arranged by Ms. Preston at the Maryland Writer's Conference was MBPA president [Mary Shafer](#), who participated in an agent and publisher roundtable panel on the state of the industry. She also presented a seminar entitled, "What Is A Publisher and Should I Become One?" Mary also spoke on the 1955 Delaware River flood -- the topic of her first self-published book -- at the David Library of the American Revolution in Washington Crossing, Pa., in February, to the Perkasie, Pa., Historical Society and in an interview on WDVR Public Radio in March. She will return to WDVR in May for an interview about her book, "Almost Perfect: Disabled Pets and the People Who Love Them. Mary served as a judge for Bucks County's National History Day competition at Ursinus College in Collegeville, Pa. in March.

--

Remainder of 2011 Newsletter Schedule

Following are the submission deadlines for our Making Waves newsletter issues for the remainder of this year. Please send in any photos, articles, announcements and notices of upcoming events you're participating in or ones you've recently done for inclusion in the appropriate issue:

- Summer 2011 - July 5 for a release date around July 11
- Fall 2011 - October 3 for a release date around 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.