



Making Waves

Summer
2007

The Voice of the MidAtlantic Book Publishers Association

President's Message

Staying Connected Is The Challenge

By Sheila Ruth

As you would expect, technology took center stage at Book Expo America. Everywhere on the show floor there were examples demonstrating how technology is changing our business—from the prominent Google Books' booth to the demonstration of the Long Pen which allows authors to do book signings without leaving their homes.

The Internet has changed our businesses and our lives in ways we couldn't have imagined 20 years ago. In this world where we can instantly connect with people around the globe, is there still a place for a regional publishing organization? That's the issue that our Board of Directors has been grappling with, in planning for the future of the MidAtlantic Book Publishers Association.

MBPA has a difficult challenge: We're fairly spread out for a regional organization, making face-to-face meetings difficult. Yet, if we become a strictly

virtual organization and only conduct our business online, how are we any different from the national publishing organizations?

The answer we've come up with is to use the power of the Internet to keep members connected, but to keep the emphasis on the region. MBPA members are joined not only by proximity, but also by a shared geography and history. Whether we are publishing regionally-oriented books or just looking to market in the region, there are many ways we can help each other out. Sharing information about regional vendors and booksellers, and regional co-marketing programs are just a few ideas that immediately spring to my mind.

We've started this newsletter as a way to educate, inform, and communicate. We also plan to start an email discussion group to facilitate communication between members and build a sense of community.

continued on page 2

In Memoriam

Jan Nathan: Champion of Independent Publishers

We would like to express our profound sadness and grief upon the recent loss of Jan Nathan, Executive Director of PMA. Jan was an integral force behind the initial creation of our PMA Affiliate Organization, the Mid-Atlantic Book Publishers Association. She will be sorely missed by us and by thousands of other people around the globe. The following obituary was distributed recently by PMA.

Jan Nathan, the Executive Director of PMA, the Independent Book Publishers Association since its beginning in 1983, passed away June 17, 2007. She was 68. The cause was a year-long battle with cancer, the family said.

PMA, the Independent Book Publishers Association represents 4,200 book, audio and videotape publishers. As the largest association of independent publishers in the United States it assists

continued on page 3



Sheila Ruth, MBPA's fearless leader, enthuses over the PMA booth's many member offerings at this year's Book Expo America. This year, it was held at the Jacob Javits Center in New York City.

All photos in this issue courtesy Al Canton. Al is president of Adams-Blake Company, Inc., creator of Jaya123, the Web-based 'back office' solution for small businesses. Order-entry, accounting, billing, and more... all on the Web for a few dollars each month.

*Try the free demo at
<http://www.jaya123.com>.*

*For a more detailed accounting of BEA 2007, visit Al's blog:
http://asaturdayrant.blogspot.com/2007_06_01_archive.html*

In This Issue

President's Message

Staying Connected
Is The Challenge **1**

In Memoriam

Jan Nathan, Champion of
Independent Publishers **1**

Doing It Already

Companies Harnessing Technology
to Move Publishing Forward **2**

BEA Recap

Technology is the Watchword at the
Industry's Largest Trade Show **2**

Photo Gallery

BEA In Retrospect **5**

Vendor Profile

Victory Graphics **6**

About Your Association

MBPA Mission Statement **6**

Did You Know? **6**

President's Message

continued from page 1

We're considering regionally-oriented marketing opportunities, such as a catalog mailing to booksellers in the region. We're also looking into educational opportunities, such as teleseminars. In all these things, we'll be looking for ways to keep the emphasis on the MidAtlantic region.

We haven't thrown away face-to-face interaction, however; we still plan to have meetings and events a couple of times each year. We're currently in the midst of planning a networking event that we're very excited about for the Baltimore Book Festival. We'll release details as soon as we get confirmation from the festival organizers.

There's a new energy in the MidAtlantic Book Publishers Association, and we're excited about the possibilities for the future. I hope that you will join us in building an organization worth belonging to. Please feel free to contact me with questions, suggestions, or offers to help. You can call at 888-203-4068 or email me.

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Doing It Already

These companies I talked to at BEA are using technology in interesting ways worth taking a look at:

ReadHowYouWant.com has developed software that enables them to quickly convert books from most of the standard publishing software formats to XML. From XML, the books can then be automatically output in a variety of formats, including large print, Braille, Daisy audio books, and proprietary formats designed to assist people with reading disabilities.

www.ReadHowYouWant.com

Wowio makes e-books available as free, advertising-supported downloads. Publishers and rights-holders who sign up to make their books available are compensated from ad revenues. Each digital copy of a book is stamped with a unique ID number and other identifying information, making it easy to track down abusers who are copying books illegally.

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Sheila Ruth met the owners of WOWIO, a privately owned company with headquarters in York, Pennsylvania, and engineering operations in Houston, Texas, at BEA. WOWIO is currently the only source where readers can legally download high-quality copyrighted ebooks from leading publishers for free. Readers have access to a wide range of offerings, including works of classic literature, college textbooks, comic books, and popular fiction and non-fiction titles.

Selective Recap: Book Expo America 2007

By Mary Shafer

Another BEA has come and gone, this time running from May 31 through June 3. We East-Coasters have had it easy for the past two years with the industry's signature event taking place close to home. Last year it was held at the Washington DC Convention Center, and this year at New York City's Javits Center. Hope y'all enjoyed it, because it moves to the L.A. Convention Center in California next year.

Publishers Draw Record-Setting Crowds

From the big balloon drop that signaled the show's opening, to the last lingering moments for those dichards still trying to do some business while others were already breaking down their booths (or slumped in a corner rubbing their feet as I was), it appears the show was another blockbuster. While walking the floor, I thought the show seemed smaller than last year, but PW's *Show Daily* claimed a total attendance in excess of 30,000.

There was certainly no lack of interesting content to draw such a crowd. There was the usual bevy of big-name authors creating constant lines that strung out a long way from the auto-graphing floor. To my great chagrin, my hotel shuttle was almost two hours late, causing me to miss seeing my hero, Ken Burns, speak at the Book and Author Breakfast on Saturday. (Note to self: sometimes the \$50 taxi ride is worth it.)

I was a little surprised at the length of the lines generated by some authors doing in-booth signings on the show floor. I took it as a sign that smaller publishers are doing a better job with their promotion, something that always warms the cockles of this professional marketing consultant's heart.

Technology Takes a Front Seat

Probably one of the biggest changes for the 2007 Book Expo America was the really comprehensive Web site that was put together for the event. Though it really didn't get up and running until about a month before the

continued on page 3

BEA Recap

show, after that it kept up with pre-show developments and truly made it easier to plan your trip and execute your plan (if you're the planning type.)

Even now, there are post-show links for attendees—and more importantly, for wannabe-attendees—such as podcasts recorded during live seminars at BEA. The Web site has many other tools that allow attendees to share their experiences with others. If you are interested in posting a blog about your experiences during the show, or if you are interested in uploading your show photos or reconnecting with show contacts, then you should go to www.bookexpoamerica.com.

I think the industry's largest American show will continue to leverage the power of the Internet to promote, plan and cover the show. Like all other facets of the book publishing world, BEA has been transformed by this increasingly ubiquitous technology. It'll be interesting to watch how it develops, since really, the only limitation to its usefulness is the imaginations of the site's developers.

Podcasting Stands Out

I'd like to spend a little time talking about the podcasting, because I think it signals one of the strengths of this relatively new medium. Not only did the show's producers post a preview clip from the aforementioned Burns, but they managed to capture the flavor of the event's over-

continued from page 2

all arc in a dozen other interview and presentation podcasts. From a smart repartee with *The Long Tail* author Chris Anderson to a number of other author interviews and some single-topic presentations, the podcasts allow Expo-goers to fill in the gaps a bit with all the fascinating content they had to miss, extending the value of the show for everyone.

It's not surprising that many of these podcasts also deal with technology's looming presence in the publishing industry, but what is surprising is the breadth of viewpoints covered and, frankly, how un-scary they managed to make it all. I encourage anyone who feels their floor time prevented them from gleaning all they might have from this annual mind-feeding to check out the podcasts on the official BEA site at www.bookexpocast.com.

Show producers have promised to post "a great sampling of audio podcasts from the show featuring the Special Events, Education Programs, Upfront & Unscripted Interviews, and coverage of the Audio Publishers Association Conference."

For a complete list of podcasts, including interviews with more than 80 new and notable authors from the BEA Authors Studio, click on over to <http://bookexpocast.com/2007-podcast-schedule>.

*Mary Shafer, Word Forge Books
publisher@wordforgebooks.com*



Internet behemoth Google® was present in a big way at BEA, promoting the Beta version of its much-vaunted Book Search product. The company joins competitors Microsoft and Amazon.com — spaced diplomatically far apart on the show floor — in pursuit of the increasingly lucrative online book trade.

All three book search technologies offer a slightly different version of the ability for users to "page" through an online offering much as they would in a brick-and-mortar bookseller, to see if, indeed, they want to buy.

Due to policies that sometimes appear to contain sweeping rights grabs, such technology has been the ongoing source of much concern for large and small publishers alike. Increasing involvement of publisher advocate groups such as PMA, SPAN and others has resulted in a softening of these search providers' hard line tactics, dialogue to make the technology useful for users and equally profitable for the search engines and the content providers, and a flurry of new government scrutiny and legislation around intellectual property issues.

In Memoriam

A Tribute to Jan Nathan

continued from page 1

in marketing the membership's titles to the trade (bookstores, libraries, reviewers), presents educational seminars to assist publishers in understanding all aspects of the business, and acts as an advocate for publishers' rights in the industry.

Initially Nathan had been President of Manhattan Publishing Company (creating inflight magazines for regional commuter airlines). In 1983, just as she established Jan Nathan & Associates, a company to manage professional trade associations, a group of 15 Southern California publishers joined together to send Jan to the trade show of the American Booksellers Association, now called BookExpo America (BEA).

As Howard W. Fisher, President of PMA from 1989 to 1990, stated: "Jan Nathan gave independent publishers a voice and support in an industry dominated by large publishers. She was the right person for the time in creating a national vision. The beginnings of this group coincided with the first desktop publishing computers that created an explosion of publishers, all who needed help growing every aspect of their business."

That group of 15 then formed Publishers Marketing Association which was renamed PMA, the Independent Book Publishers Association in 2005. Bob Alberti, the second PMA President, remarked that when his predecessor turned over the reins, he said: "You have one charge. Keep Jan Nathan, no matter what it takes."

In addition to leading the organization in the many and varied marketing and educational programs and spearheading advocacy issues, Nathan personally:

- acted as a voice for the independent publishing community
- was quoted as an expert in trade magazines such as *Publishers Weekly* and *Library Journal* and in various non-trade publications, notably the *Wall Street Journal*, *New York Times*, *Atlanta Constitution* and *Inc. Magazine*

continued on page 4

Jan Nathan, Champion of Independent Publishers

- spoke on all aspects of book publishing throughout the United States at various conventions and trade shows
- acted as expert witness in publishing-related cases
- acted as representative for more than 300 publishers at international book fairs and annually negotiated the sale of foreign rights
- since the 1988 creation of the *PMA Independent*, the organization's newsletter, wrote a monthly column and acted as its publisher
- instituted industry reports addressing pressing topics affecting members: fact sheets, white paper reports, "The Rest of Us" (a groundbreaking report showing that in excess of \$30 billion in revenues generated by independent publishers previously were not reported)
- established The Benjamin Franklin Awards, now in its 19th year
- created the Trade Distribution Program, providing juried members with a distribution program experienced by the major publishers.

Jonathan Kirsch, Esq., Legal Counsel for PMA, stated: "It is not overstating to say that Jan Nathan is among the most crucial and decisive figures in the media revolution that turned independent publishing into the thriving industry that it is today. Over her long and accomplished career in publishing, she proved herself to be both a visionary and a practical problem-solver, a ubiquitous and beloved figure at every venue where the publishing industry gathered."

Don Tubesing, President of PMA from 2002 to 2004, said: "Jan's enthusiasm and warmth, her patience with answering the most basic publishing questions over and over again, and her consistent focus on encouraging us all to produce books of the highest quality, made her an unmatched force in the growth of independent book publishing. The thousands of publishers and exquisite books produced by PMA members remain as her tribute. The current health

of independent publishing remains as her legacy."

Additional marketing programs of the organization are numerous. A few are:

- advertising at shared-cost and greatly discounted rates in the major trade journals (*Publishers Weekly*, *Library Journal*, etc.),
- direct mail offerings to bookstores, book reviewers and libraries, and
- exhibiting titles of the members at book fairs worldwide (BEA, American Library Association convention, and book fairs in Frankfurt, London, Guadalajara, and Tokyo)

The educational programs are equally numerous, including:

- PMA/BEA Publishing University, just prior to the annual BookExpo America, with 75-plus seminars over a three-day period, covering all areas of publishing: management, editorial, design, production, marketing, publicity, and distribution
- Publishing University Online, an outgrowth of the PMA/BEA Publishing University
- Mid-size Publishers Seminar, educational programming to meet the needs of the larger members of the organization
- *PMA Independent*, the 48-page monthly information-filled newsletter covering all areas of publishing
- Affiliate publishing groups that handle the local or regional needs of publishers across the country who are assisted through monthly meetings, attendance at regional shows, and regional publishing conferences.

Nathan had an infectious personality that raised the spirits of all those who came in contact with her. According to Judith Appelbaum, editor of the *PMA Independent*, Nathan would call her prior to submitting her column and would end by saying—no matter what subject she was exploring to help PMA members—with the energy and enthusiasm so typical of her, "It's really interesting."

As a champion for independent publishers, she often reacted to the news of the day. When it came to her attention that a rebinder of books was assigning its own ISBN numbers to publishers' books they were rebinding — and selling them into the library market without permission, Nathan took on the cause of hundreds of publishers affected. She involved PMA'S legal counsel and encouraged the media to pick up the story. Eventually, the rebinding company bowed under the pressure and agreed to everything asked.

Although PMA was nearest and dearest to her heart, Nathan was concerned with all aspects of independent publishing. With the Small Press Center in New York City (now the New York Center for Independent Publishing), she was integral in the formation of Small Press Week (March 24-30, 1996), now Small Press Month.

Her passion for lifetime literacy and first amendment rights caused her to establish connections between PMA and other major trade groups, such as The Media Coalition and The Book Industry Study Group, for whom, at the time of her death, she served as Treasurer.

Born January 7, 1939, she grew up in Brooklyn and Freeport, New York and later attended Ithaca College and Stanford University. Nathan and her family moved from Massachusetts to Northern California in 1965, later relocating to Hermosa Beach in Southern California in 1973. Her love of the beach kept her there.

She raised six boys virtually single-handedly and yet found time to pursue higher education and create a successful business that she leaves behind.

Somehow she always had time to satisfy her passion for the game of bridge, was very active in the American Contract Bridge League (ACBL), and was ranked in the top two percent of all players in the ACBL. In 2003, she was the manager of the highly successful North American Bridge Championships Tournament, held in Long Beach for tens of thousands of participants.

In Memoriam

continued from page 4

Jan Nathan

A woman of grand and sweeping passions, Jan Nathan hauls in a 27-pound Chinook salmon in Tillamook, Oregon.



She is survived by her mother, Lillian Huebner of Redondo Beach, Calif.; six sons: Tom Nathan of Canyon Lake, Calif., Mark Nathan of Redondo Beach, Corey Nathan of Kihei, Maui, Hawaii, Terry Nathan of Redondo Beach, Chio Baldocchi of Hermosa Beach, Calif., and Tome Baldocchi of Torrance, Calif.; a husband, Steve Mager of Hermosa Beach; and ten grandchildren.

A public celebration of the life of Jan Nathan took place on August 18th at the Portofino Hotel in Redondo Beach, California. The program was led by former association president and Jan's longtime friend Don Tubesing. All attendees had the opportunity to share their memories of Jan. This fall, PMA will host another memorial ceremony in New York City.

In order to benefit the many causes to which Nathan was devoted, PMA has created the Jan Nathan Memorial Fund. Donations may be made payable to Jan Nathan Memorial Fund and sent to:

PMA, Attn: Jan Nathan Memorial Fund
627 Aviation Way
Manhattan Beach, CA 90266

The Fund will be managed by the PMA board of directors and Terry Nathan, a member of the family and a director of PMA.

People are invited to share thoughts and memories of Jan Nathan on the website created in her memory at <http://jannathan.pma-online.org>.

For more details, contact:
Alice B. Acheson, AliceBA@aol.com or
Florrie Binford Kichler, President of PMA, the Independent Book Publishers Association at fkichler@patria.press.com.

BEA IN RETROSPECT

For those of you who couldn't attend, we offer a few glimpses of the extravaganza that was BEA 2007 in New York City this past May.



Above: Al Canton, founder of Jaya123 enterprise software for small businesses and provider of the photos in this issue, discovers America on the BEA show floor at the Javits Center in New York.



Above: Marcella Smith, director of small press and vendor relations at Barnes & Noble, shares her market knowledge at one of the many interactive events during the industry's premiere North American trade show.



Above: There was no shortage of hype for hot properties such as Harry Potter, Captain Underpants and, shown here, Disney's Pirates of the Caribbean. These swarthy buccaneers and their winsome lass added some visual interest as they strolled the show floor.



Above: Veteran book cover designer Mayapriya Long poses with two of her designs at one of the hundreds of exhibits in the enormous hall at the Javits Center. Mayapriya is always in demand, and is an active participant in the Publishers Forum online listserv, along with Al and quite a few others.

Vendor Profile: VICTOR GRAPHICS

This is the first article in an ongoing segment profiling local vendors. We hope you will find this information useful, and we encourage you to submit your own profiles of local vendors with whom you have worked recently. Please send your articles to Jennifer Stein, jstein@bookendsconsulting.com.

If you've ever driven I-95 just south of Baltimore, you may have noticed a giant pineapple looming over the side of the Interstate. What you may not have realized is that this pineapple sits on the roof of Victor Graphics, a Baltimore-based book printer. This summer, I had the pleasure of working with Victor Graphics for the first time, as they printed the new paperback edition of *The Dark Dreamweaver*. While there's no need for publishers to limit their business to printers in the region, it was nice to be able to work with a local printer for a change, and I was pleased that they came in with the lowest bid for the job.

Victor Graphics specializes in short and medium-sized book runs. They have sheetfed and web offset presses, and they can also do short run digital printing in quantities from 50 to 500. They have a wide variety of binding options, including perfect bound and Smyth sewn. They have ancillary services, such as CD/DVD replication and labeling for insertion into books.

The company was founded in 1983 and has a strong commitment to its employees and to the environment. They have an environmental policy on their Web site, which includes extensive recycling and reducing toxic waste wherever possible. Principal Owner and Chairman, Tom H. Hicks, even drives a low-emission hybrid vehicle. The mission statement, also on the Web site, affirms Victor Graphics commitment to its employees and its customers. The pineapple is their symbol, and in addition to the giant pineapple on the roof, visitors can view a room full of pineapple memorabilia and art from around the world.

I was very satisfied with the work that Victor Graphics did for us. The customer service was excellent and very responsive. The turnaround time was very reasonable, and most importantly, my books look great. I highly recommend that you add Victor Graphics to your bid list for future jobs.

Sheila Ruth, Imaginator Press • sruth@imaginatpress.com

Victor Graphics Inc. • www.victorgraphics.com • 1211 Bernard Dr. Baltimore, MD 21223 • 410-233-8300

About Your Association

MBPA Mission Statement

The MidAtlantic Book Publishers Association is a community of independent publishers located in the Mid-Atlantic area. We welcome all independent and self-publishers in Maryland, Delaware, Pennsylvania, Virginia, West Virginia, and Washington, DC.

MBPA is a regional affiliate of PMA, The Independent Book Publishers Association. We offer networking opportunities, education, cooperative marketing programs such as participation in the Baltimore Book Festival, and more. MBPA members can also join PMA at a discount from the regular price of membership, and are eligible for other benefits from PMA.



c/o Sheila Ruth, President
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Board of Directors

Sheila Ruth, President
Jennifer Stein, Secretary
Donna Wessel, Treasurer
Mary Shafer
Shelley Wilks Geehr

Did You Know?

Your PMA annual membership includes numerous benefits. Some examples are listed below.

- Free access to Industry White Paper reports designed to assist the Independent Publisher
- Subscription rates of nearly 50% off the cover price of *Publishers Weekly*

Check back here in each newsletter for additional benefits!