



IPNE

*Independent Publishers of New England*

# IBPA/IPNE Publishing University

*November 7 and 8, 2008*

*Manchester, New Hampshire*



*New England publishers unite-- Independence began here!*

Independent Publishers of New England (IPNE)

P.O. Box 473  
Bennington, VT 05201  
[www.ipne.org](http://www.ipne.org)

Independent Book Publishers Association (IBPA)  
(formerly Publishers Marketing Association (PMA))

627 Aviation Way  
Manhattan Beach, CA 90266  
[www.ibpa-online.org](http://www.ibpa-online.org)

# Welcome to Manchester!

The Independent Publishers of New England (IPNE) is delighted to be co-hosting the Publishing University at Manchester, New Hampshire with the Independent Book Publishers Association, (IBPA), formerly Publishers Marketing Association (PMA). Our attendees are coming from all six New England states and as far away as South Carolina and California. The Highlander Inn Hotel and Conference Center staff have been extremely generous and accommodating as we planned this special event.

As a regional affiliate of IBPA for twelve years, IPNE is dedicated to educating and supporting small and mid-size publishers through networking, educational panel presentations, cooperative exhibits at trade shows and mutual problem-solving. In 2008 IPNE was a sponsor at the Burlington, VT Literary Festival and exhibited at venues sponsored by the Massachusetts Library Association (MLA), the New England Independent Booksellers Association (NEIBA), the Big E (Eastern States Exposition), and most recently, the New England Library Association (NELA). We also host a monthly self-help telephone conference.

Our Pub-U leads off on Friday afternoon with panelists from IPNE and the Connecticut Authors and Publishers Association (CAPA). Saturday's panelists are members of the Board of Directors of IBPA with the keynote speaker, Chris Morrow, owner of the Northshire Bookstore in Vermont.

We hope the Pub-U presentations from industry leaders will inspire and inform you about the latest developments in the world of independent publishing. Meet one another, ask questions, visit our sponsor exhibitors and get ready to learn! We hope you'll also enjoy the rest of the Veterans Day weekend by exploring the cities, seacoast, mountains and small towns of our beautiful New England.

On behalf of the IPNE Pub-U Planning Committee,

*Pamela J. Fenner, Chair*

## IBPA/IPNE Publishing University Committee

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IBPA Liaison: Steve Carlson  
Publicity: Bob Holtzman  
Facility Liaisons: Pamela J. Fenner and Douglas Johnson

Program Planning: Tordis Ilg Isselhardt  
Financial Planning: Douglas Johnson and Cate Monroe  
Website Design and Development: Inanna Arthen and Douglas Johnson  
Program Book and Postcard Design: Inanna Arthen

## About Independent Publishers of New England

IPNE is an organization of and for independent book publishers in the six-state New England region. We are dedicated to open networking, education, and problem solving; cooperative marketing, exhibiting, and representation; and mutual self-help for small publishers.

## IPNE Board of Directors

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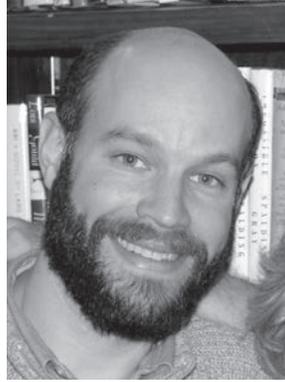
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## Our Keynote Speaker



### Chris Morrow

Owner of the world-famous Northshire Bookstore in Manchester, Vermont

Chris Morrow is General Manager of Northshire Bookstore in Manchester Center, Vermont. Northshire Bookstore was named Bookseller of the Year by *Publisher's Weekly* in 2006. He is a second generation bookseller, the store being started by Ed and Barbara Morrow in 1976.

Chris never intended to enter the book business. In fact, after seeing how much work it was growing up, he decided to go far away. College was in Ohio (Oberlin) and the Peace Corps followed (Thailand). He spent years working, studying and traveling before coming back to Vermont to join the business in 1998. Chris lives in Weston, Vermont with his wife Carrie and daughters Eva and Hilary.

The Northshire Bookstore boasted a mere one thousand square feet of space on one floor when it first opened its doors in 1976. Since then it has grown to include a huge and comprehensive selection of books along with gifts, music, DVDs, and children's activities. Special events and appearances by authors, experts and performers draw crowds, and the spacious Spiral Press Café features a gallery, community conference room, wireless internet, cooking demonstrations and live music.

Now the Northshire Bookstore has become the first independent bookstore in the United States, and one of only five locations in the world, to offer an Espresso Book Machine. Redefining the concept of "print on demand," the Espresso Machine is able to print and bind a high-quality paperback book to a customer's order in minutes. The Espresso Book Machine may revolutionize book production and book selling. In his Keynote address, Chris Morrow will discuss what he sees in the future for independent bookstores and publishers.

Cate A. Monroe, CPA

*Norton & Masters*

Certified Public Accountants, PA

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## Your advice is needed!

### How can IBPA increase the value of our education programs to increase YOUR success as a publisher?

Dear University attendees:

The IBPA Board of Directors is evaluating all of our education programs, including our yearly Publishing University prior to Book Expo, and your input as a publisher is critical so we can make sure those programs meet your needs. The Board and Staff of IBPA will be conducting short one-on-one interviews on Saturday morning starting at 7:30 a.m. prior to the start of the day's sessions to learn how YOU feel about our educational programs, and we invite you to let your voice be heard!

Each interview will take just fifteen minutes and involve six to eight questions about your experience with the annual Publishing University. Whether you're a member of IPNE or IBPA or not, whether you've ever attended Publishing University or not, we still want to hear from you! You will have the opportunity to shape the future of independent publishing education and influence programming that will ultimately contribute to your success as a publisher. And all in just fifteen minutes of your time with breakfast included!

An IBPA staff member will be available at Registration on Friday from 11:00 a.m. to 1:00 p.m. to answer questions and sign you up for an interview. Don't miss the chance to put your personal stamp on educational programs that will benefit all publishers—the IBPA Board and staff are looking forward to meeting you and learning what you need so we can deliver.

See you Saturday morning!

Florrie Binford Kichler  
President, Independent Book Publishers Association (formerly PMA)

### About IBPA

IBPA, the Independent Book Publishers Association, is a trade association of independent publishers. Founded in 1983, it serves book, audio, and video publishers located in the United States and around the world.

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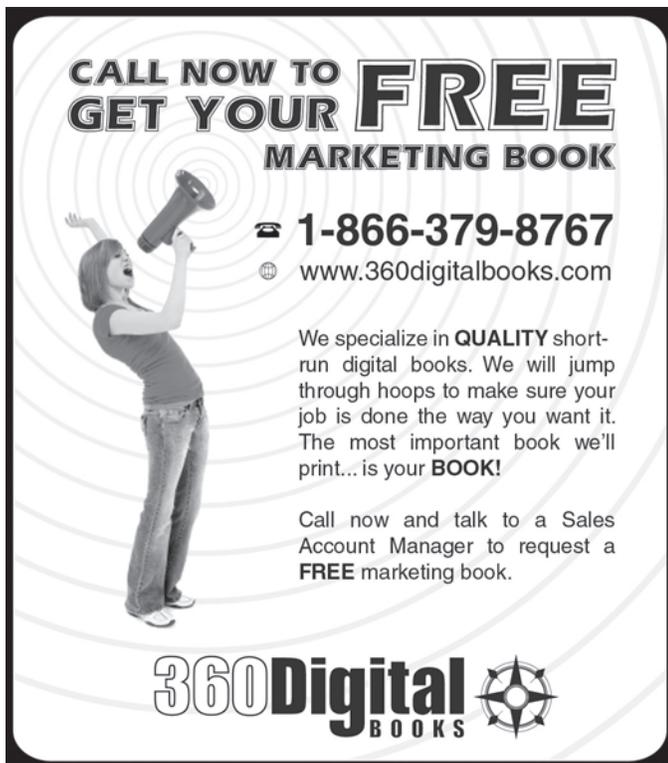
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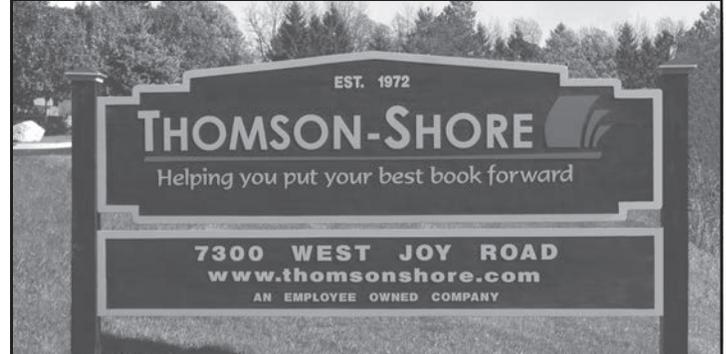
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# Program

## Friday, November 7:

11:00 a.m.

**Registration opens**

1:00 p.m.

**Welcome to Publishing University**

1:15 - 2:30 p.m.

**The Buck Starts Here**

Every year, more books are sold to buyers in market segments outside of bookstores than are sold in bookstores. And they can be sold more profitably on a non-returnable basis. Are you getting your share of these sales? In this session you will discover how to find new markets for existing titles, locate new users for your existing information, find new uses for your basic information and increase your sales and profits. In particular, you will learn insider secrets to selling large quantities of books to corporate buyers from a person who does it every day.

*Brian Jud, Book Marketing Works*

2:45 - 4:00 p.m.

**Creative Book Marketing: Fiction and Nonfiction**

Marketing techniques from experienced book marketers of both fiction and nonfiction. Specifics of what we'll cover depend on YOU. Possible topics in the presentation include: publicity in traditional media...successful bookstore events...using Facebook, Twitter, and other social media to promote books...seven different models for book-promotion websites.

*Shel Horowitz, FrugalMarketing.com*

*Inanna Arthen, By Light Unseen Media*

4:00 - 4:30 p.m.

**Insights from the Front Line**

Packing for the Show, Getting Set Up, Engaging Attendees, Striking the Set.

*by Trade Show Veterans Tordis Ilg Isselhardt (Images from the Past)*

*and Pamela J. Fenner (Michaelmas Press)*

4:00 - 5:30 p.m.

**One-on-one help sessions**

Sign up at the Registration table for short sessions about using Quickbooks with Cate Monroe or Microsoft Excel with Inanna Arthen.

5:30 p.m.

**Reception hosted by IBPA**



## Saturday, November 8:

7:30 a.m.

**Registration opens**

**IBPA Interviews**

IBPA board and staff will interview individual volunteers for ideas on how we can improve our educational programs, to help you to succeed in publishing. Continental breakfast will be provided for volunteers.

8:45 a.m.

**Welcome and Introductions**

9:00 - 10:15 a.m.

### **Tips for Tough Times: How to Keep Your Publishing Business Alive and Growing**

Even the most successful publishers endure periods of boom and bust. How can you survive the slow times while gathering the resources to publish your next best-seller? A publisher must follow a sound business plan, manage resources carefully, choose the right books, and market with gusto. Our panelists offer sound advice on how to maintain that balancing act.

*Frank Gromling, Ocean Publishing*

*Mitch Muncy, Institute for American Values*

*Cevin Bryerman, Publishers Weekly*

10:30 - 11:45 a.m.

### **Distribution & Wholesaling Options: What Publishers of All Sizes Need to Know**

According to Bowker, 411,000 books were published in the US last year. A tiny minority of those have made it to the shelves of even the biggest bookstores. What can you do to beat the odds for success in the book trade? Should you even try? Those are important questions for every publisher, and you may be surprised by the answers from our panel of experts.

*Nancy Stewart, Ingram Book Company*

*Jeanne Kramer, National Book Network*

*Norm Goldfind, Basic Health Publications*

12:00 - 2:00 p.m.

### **Luncheon with keynote speaker Chris Morrow**

#### **“Print On Demand and Independent Publishers”**

An exploration of where retail level POD is right now and how independent publishers can benefit from this exciting development.

2:15 - 3:30 p.m.

### **Book Promotion in a Digital World—Social Media and Beyond**

In a recent survey of IBPA members, this topped the list of issues publishers said they needed help with. We've all heard that we can no longer promote books effectively without making good use of blogs, RSS feeds, e-zines, Facebook, YouTube, e-mail promotions that survive the spam filters, etc. Which of these media are most effective? Our panel will help you through the learning curve to figure out which options make the most sense for your book titles.

*Maggie Lichtenberg, Open Heart Publishing*

*Steve Mettee, Quill Driver Books/Word Dancer Press*

*Dave Marx, Passporter Travel Press*

3:45 - 5:15 p.m.

### **IBPA Brainstorm Panel: A panel of experts will answer your most pressing questions.**

Now comes the fun part. This interactive brainstorming session is often considered the highlight of IBPA conferences around the country. Bring your books, your drafts, your cover designs and your questions. We encourage you to ask for feedback about anything that concerns you in the publishing industry: the feasibility of a new project, a marketing challenge, a business management issue. Please be brief (try for one to three minutes) in presenting your issues for discussion, so that as many attendees as possible may take part. The panelists, all members of the IBPA board, will respond with feedback we hope you will find helpful. Everyone will learn by listening, too!

*IBPA Board of Directors*

*Florrie Binford-Kichler (moderator)*

*Steve Carlson*

*Mary Ellen Lepionka*

*Maggie Lichtenberg*

*Dave Marx*

*Steve Mettee*

*Mitch Muncy*

*Nancy Stewart*

# Panelists

## Inanna Arthen



Inanna Arthen is the owner of By Light Unseen Media, an independent press dedicated to publishing fiction and non-fiction on the theme of vampires. She is the author of the Vampires of New England series, including *Mortal Touch* (2007) and *The Longer the Fall* (2009), and will be publishing first novels by two new Canadian authors in 2009. Inanna is an expert on vampire folklore, fiction and fact and maintains an online bookstore offering nearly 700 titles. She is a member of Broad Universe and New England Horror Writers and is a contributing writer for Blogcritics.org.

## Cevin Bryerman

Cevin Bryerman is Associate Publisher of *Publishers Weekly*, the leading international trade magazine for book publishing. He is a member of the advisory board for Netgalley, Books for a Better Life, Center for Small Independent Presses, and Green Press Initiative. He has been a guest speaker at Northwestern University and Columbia University on book and magazine publishing. Cevin is treasurer of IBPA and has served as a board member for the past two and half years.

## Steve Carlson



Steve Carlson co-founded Upper Access, Inc., Book Publishers, in 1986, and has served as publisher ever since. He limits publication to no more than two or three new titles per year so that he can personally direct all aspects of publication, from editing to typesetting to design to marketing. He also publishes business software used by more than a thousand other book publishers. Steve has served on the IBPA board for three years, focusing on improving and modernizing its marketing programs. He has previously served as a political consultant, a congressional employee, and a journalist.

## Norman Goldfind

Norman Goldfind has been in the trade book publishing business for 50 years. He is the founder, president and publisher of Basic Health Publications, Inc., a trade book publisher located in Laguna Beach, California, specializing in health, nutrition, alternative medicine, diet, fitness and environmental issues. Prior to founding Basic Health Publications, Mr. Goldfind held a number of executive positions with other publishing houses including vice president and publisher of Pyramid Books, president and publisher of Baronet Publishing Company, vice president for special sales, Bantam Books, president and publisher Sabco Communications, president and publisher of Bart Books, co-owner, president and publisher of Keats Publishing, and vice president marketing and product development, for Avery Publishing Group a division of Penguin Publishing Group. Mr. Goldfind who resides in Laguna Beach, California, is married, has one daughter and two grand-children. He is a graduate of Brooklyn College, and holds a BA degree in economics.

## Frank Gromling



Frank is the publisher of Ocean Publishing, a traditional small press in Flagler Beach, Florida. He is the immediate past-president of the Florida Publishers Association, a member of the board of directors of the Independent Book Publishers Association (IBPA), and a Commissioner in his home town. In 2006, Frank was responsible for the design and implementation of an Internet-based education program for IBPA's publisher members, and others within the book publishing business across the nation. Publishing University Online utilizes top professionals from book publishing to provide quality education in book production, marketing, business operations, and legal affairs.

Prior to starting Ocean Publishing, Frank was the owner of an international security company. He is a frequent public speaker on a variety of subjects, including, among others, book publishing, marketing, leadership, personal protection, and business organization. He can be contacted at Ocean Publishing, P.O. Box 1080, Flagler Beach, FL 32136 (888-71-OCEAN), [www.ocean-publishing.com](http://www.ocean-publishing.com), [publisher@oceanpublishing.com](mailto:publisher@oceanpublishing.com).

## Shel Horowitz



Shel Horowitz's seventh book, *Grassroots Marketing for Authors and Publishers*, has been endorsed by Dan Poynter, John Kremer, Marilyn Ross, Fern Reiss, and other indie-publishing gurus. He's spoken to publishing groups around the country (Bay Area, NYC, St. Louis, and elsewhere), and to writing/publishing conferences including Book Expo America, Infinity Publishing's writers conference, and National Writers Union events. His sixth book, *Principled Profit: Marketing That Puts People First*, has been resold to publishers in India and Mexico, sold 1000 copies prepub to Southwest Airlines, and currently has 81 endorsements ranging from Jack Canfield to former US Secretary of Labor Robert B. Reich. He's been covered in the *L.A. Times*, *Chicago Tribune*, *NY Times*, *Wall Street Journal*, *Entrepreneur*, *USA Today*, *Reader's Digest*, *Woman's Day*, and many other publications. He is a member of NWU, IBPA, SPAN, and SPAWN, and the founder of Independent Publishers of New England. Shel also walks writers through the complex process of becoming published authors. <http://www.frugalmarketing.com>.

## Brian Jud

Brian Jud is an author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC (<http://www.bookmarketingworks.com/>). He is the author of *Beyond the Bookstore* and The Marketing Planning CD-ROM that accompanies it. Brian is the editor of the *Book Marketing Matters* newsletter on special sales topics. He developed and introduced the Special-Sales Profit Center, the web-based, targeted-marketing system that helps deliver incremental sales and profits. This system is being used by publishers around the country and by R. R. Bowker to sell books to non-bookstore markets. Brian is the producer and host of the television series *The Book Authority* and has aired six hundred shows. In addition, he is the author, narrator and producer of the media-training video program *You're On The Air*. Brian is a regular speaker on marketing topics at IBPA-University, the annual SPAN Conference, and for publishing groups around the country. He is the founder and president of the Connecticut Authors and Publishers Association.

## Florrie Binford Kichler



In 2000, Florrie Binford Kichler founded her own company, Patria Press, specifically to restore to print a classic children's book series first published 70 years ago. The company's Young Patriots Series has since won 10 national awards for excellence. Florrie is president of the Independent Book Publishers Association (formerly PMA) and represents IBPA on the board of the Book Industry Study Group. She is a member of the Children's Book Council, and serves on the boards of the Indiana University Women's MBA Advisory Board and the ACLU of Indiana. Florrie earned BA and MBA degrees from Indiana University, and is an alumna of the Stanford Professional Publishing Course. She lives in Indianapolis, Indiana.

## Jeanne Kramer

Jeanne Kramer, Vice President of Marketing, heads up National Book Network's Account Management department. With over twenty-five years of book sales, marketing and publishing experience in a variety of executive positions with Random House, Simon & Schuster and Prentice-Hall, she provides strategic planning, marketing and publicity consultation to NBN's client publishers. Jeanne has served as an Adjunct Instructor of "Marketing for Publishing" at the NYU School of Professional Studies.

## Mary Ellen Lepionka



Mary Ellen Lepionka is a writer, presenter, and publisher of professional books for academic authors and editors. Her company is Atlantic Path Publishing, founded in Gloucester, MA, in 2003. She is the author of *Writing and Developing Your College Textbook*, 2nd Edition (2008) and *Writing and Developing College Textbook Supplements* (2005). Mary Ellen also conducts workshops and tele-seminars on topics in academic authoring and higher education publishing. Her background includes classroom teaching and curriculum development at the college and secondary levels and in adult education. In her 30-year career in educational publishing, in-house and as an independent contractor, Mary Ellen has worked on 83 textbook manuscripts, including 30 first editions. Her publisher clients have included Pearson Education, Prentice-Hall, Allyn and Bacon, Houghton Mifflin, McGraw-Hill Higher Education, John Wiley & Sons, Sage, Inc., and others; her corporate clients have included the Canadian Securities Institute, Neighborhood, Inc., and Flat World Knowledge along with other entrepreneurs in online education. Mary Ellen is also an active member of the Text and Academic Authors Association (TAA).

## Maggie Lichtenberg



Maggie Lichtenberg, PCC is publisher of Open Heart Publishing and a book publishing coach. A former marketing and sales publishing company executive for twenty years in New York and Boston (Simon & Schuster, Bantam, Grove Press, Beacon Press) from Santa Fe, New Mexico, Maggie works with aspiring and seasoned independent publishers to successfully publish, market, and distribute their books through a customized program of ongoing telephone appointments. In addition, as a result of unexpected open-heart surgery, Maggie has launched Open Heart Publishing which specializes in a series of patient and caregiver education books and other products to ease home recovery from open-heart surgery and other major surgeries quickly, and with less stress. [www.maggielichtenberg.com](http://www.maggielichtenberg.com).

## Dave Marx



Dave Marx is the publisher at PassPorter Travel Press, and co-author of several of the company's guidebooks. PassPorter is one of the foremost publishers of information about Disney vacation destinations. PassPorter guidebooks have received over a dozen awards and honors, including IBPA's Bill Fisher Award (best first book by a new publisher), several more Benjamin Franklins, ForeWord Magazine Book of the Year awards, and an ABA BookSense Pick. PassPorter's Walt Disney World guidebook is consistently ranked as one of BookScan's top 50 travel books. Dave also serves on the Board of Directors of the Independent Book Publishers Association (IBPA) and is chairman of MouseFest, an annual Disney fan convention held at Walt Disney World. He's spent 35 years in the media - books, radio, television, music production, and online. Dave lives in Ann Arbor, Michigan with his wife and partner-in-PassPorter, Jennifer, and their four-year-old son Alexander.

## Steve Mettee



Stephen Blake Mettee is founder and publisher of Quill Driver Books and the author of *The Fast-Track Course on How to Write a Nonfiction Book Proposal*. Quill Driver Books publishes nonfiction books on writing and publishing, business, health, and other genres. QDB has had Book-of-the-Month Club selections and a NY Times best-seller. QDB's authors include Dr. Ruth Westheimer, veterinarian Michael W. Fox, and America's most popular medical columnist Peter H. Gott, M.D., as well as first-time authors. QDB is recognized by industry periodical *Book Marketing Update* as one of the "Top 101 Independent Book Publishers" in the United States and by *Writer's Digest* as one the 100 most new-writer friendly book publishers in the U.S. Mettee is always in the market for exceptional nonfiction books.

## Cate Monroe

Cathy A. Monroe is a Certified Public Accountant and a former publisher. She and her husband, Bob Holtzman, established and ran Moon Mountain Publishing from 1999 to 2006. Moon Mountain published 22 children's books including several award winners. Cate wore many hats during this time including that of business manager, accountant, and art director. She currently works for Norton & Masters CPAs in Rockland, Maine and does tax preparation and advice, QuickBooks consulting, and business consulting.

## Nancy Stewart



Nancy Stewart holds the position of Lead Buyer at Ingram Book Company where she has worked since 1989 and oversees the buying and operations of a wide variety of publishers. Previously she was General Manager of Mills Bookstores, an independent bookstore group in Nashville Tennessee. Nancy is past president of the Women's National Book Association and currently serves as WNBA representative to the United Nations. She has served as Volunteer and Book Sales Director for the Southern Festival of Books and president of the Nashville Area Booksellers Association. She is serving in her first year as IBPA Board Member.



*Please take the opportunity to visit our exhibitors' tables  
and talk with our vendors and sponsors during the session breaks!*

## IBPA Scholarship to National Publishing University

The 2009 Publishing University will be at Book Expo America in New York City in May, 2009. Publishing University will be held at the Roosevelt Hotel.

IBPA presents information-packed seminars developed and lead by industry leaders, who share ideas and applications you can use in your day-to-day business to assist you in improving and enhancing the profitability of your publishing company.

IBPA awards a Publishing University scholarship to one member of each Affiliate group. The scholarship includes free registration to attend the Publishing University, plus a \$500 stipend to help pay for travel expenses.

Applicants must:

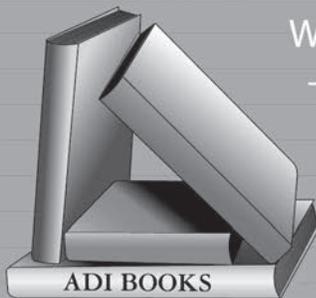
- be a member of an Affiliate group as well as IBPA.
- be a publisher, preferably in the early stages of developing his/her company.
- not be a past scholarship recipient.

To apply, IPNE members should fill out an application and submit it to the IPNE Board. We will post announcements on the IPNE website and the mailing lists when application forms for the 2009 Publishing University are available to download.

Read the reports by Jean Boggio of Colerith Press, IPNE recipient of the 2008 Scholarship, and Michael Rubin, IPNE recipient of the 2007 Scholarship, at <http://www.ipne.org>.



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