



News & Views

▶ Empowering authors and publishers to create and market books

FEBRUARY 2009

FEBRUARY 11 MEMBERSHIP MEETING:

Pimp your online presence: insights and trends in online marketing

A panel of experts shares insights and trends in online marketing. Learn what's happening from professionals who build some of the coolest Web sites and what you can apply to your own.

Farzad Wafapoor, Directing Manager of Advantech Media (creators of the SLPA site) and **Doug Wick**, Interactive Creative Director at Momentum Worldwide, will share ideas, answer questions and do on-the-spot brainstorming for attendee's sites. Bring your books, your elevator speech and your URL.

Here are just a few of the things you'll learn:

- What you absolutely need to do to get noticed online
- How social networking can drive people to your site
- What you can do to increase repeat traffic to your Web site
- How to drive online purchases


Featured speakers:

Farzad Wafapoor has more than a decade of media production knowledge and experience, including newsroom experience at Channel 5 (NBC) and 30 (ABC) in St. Louis. Farzad's experience ranges from interactive design to online course development as well as virtual reality and 3-D design. He is an adjunct lecturer at the University of Missouri in St. Louis, where he teaches cinema, digital editing, and other aspects of media. As a producer, Farzad has managed more than 300 CD/DVD titles and Web sites for publishers, businesses, and non-profit organizations. His independent films have shown locally, nationally, and internationally. He was the 1996 Emmy Award® — Mid America Chapter winner for producing and directing "Plight of the Refugees."

Farzad's company, Advantech Media, built the current SLPA site. Advantech specializes in Web development, interactive multimedia design & development, software engineering & development, marketing consulting, audio/video production and other creative services. Go to: www.advantechmedia.com.

Doug Wick is a Digital Creative Director at Momentum Worldwide, leading digital brand-building initiatives for clients including Busch Entertainment Corporation, Anheuser-Busch, Intel and Microsoft, among others. Doug's degree in Computer Science is augmented by his extensive skills in graphic design, Flash animation and development, motion graphics, and typography. In addition to his work for Momentum, Doug works one-on-one with smaller clients.

Doug is a self-admitted tech junkie whose constant search for emerging technologies makes him an insightful leader in the digital space. His work can be seen on www.momentumww.com and on his personal site, www.wickworx.com.

Join us Wednesday evening, February 11, at the Lodge at Des Peres. Doors open for networking at 6:30 p.m. Meeting begins at 7:00 p.m., the formal meeting concludes around 8:30 p.m., with networking continuing until 9:00 p.m. 

Publishing fact of the month

Did you know that between 8,000 and 11,000 new publishing companies are established each year?

Source: *BookStatistics.com, ISBN.org*

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President's Corner by Lynette Schuepbach

The last frontier




Lynette Schuepbach

Calling all explorers, who want to catch a glimpse of the last frontier! Do not go forth on your expedition of independent publishing without this road map to success on the Internet. If you have a published book, the experts at the February SLPA meeting will give you some interesting tips on using the Internet to design your Web site so that it sells your books. If you do not have a book completed at this point, the timing is perfect for you. Plan your book with Internet marketing in mind so that all avenues lead to success.


There are many ways of marketing your books on the Internet. You can have your own site and you can participate on other sites. Your company's site becomes a virtual storefront. It's a billboard to advertise specific events. It's a place to establish yourself as an expert in your particular field of interest. It's a necessity in the future of your success as an independent publisher. By participating in other related sites, you provide a link to your own site and reach many more potential buyers.

At February's meeting, you will not only have experts speaking to you about your individual Web site, but also SLPA board members will show you the benefits of the St. Louis Publishers Association Web site. SLPA members can take advantage of the wonderful benefits provided there. The online catalog is a way to flash your book cover on the home page as well as provide the contact information for your company and individual Web site. The Speakers Bureau will give you an opportunity to advertise public speaking as part of your marketing platform. If you have a book signing or speaking engagement, SLPA can advertise it for you on our Calendar of Events.

Join us in February for networking opportunities, information to make the Internet work for you, and the chance to connect with other people who are passionate about independent publishing. See you there! 

—Lynette Schuepbach, President
lschuepbach@charter.net


SLPA online updates

If you currently have book, service or speaker listings on our Web site, we can easily update your listings as needed. Please e-mail updates to Sue Sylvia at slpa@staircasepress.com. 

March is Small Press Month!

Small Press Month is a nationwide celebration highlighting the valuable work produced by independent publishers. Held annually in March, Small Press Month raises awareness about the need for broader venues of literary expression. Throughout March, independent, literary events will take place from coast-to-coast, showcasing some of the most diverse, exciting, and significant voices being published today.

Small Press Month, now in its 13th year, is a grass-roots effort co-sponsored by The New York Center for Independent Publishing (NYCIP), The Council of Literary Magazines and Presses (CLMP) and Independent Book Publishers Association (IBPA) with additional sponsorship provided by: The General Society of Mechanics & Tradesmen, American Booksellers Association/IndieBound, Association of American Publishers (AAP), BookExpo America, ForeWord Magazine, Gival Press, Hanging Loose Press, Ingram Publisher Services, National Book Foundation, Small Press Distribution (SPD), and Thomson-Shore.

This year, the SLPA will be hosting a series of how-to publishing workshops at select Borders stores in the St. Louis metro area. Look for details soon on the SLPA Web site www.stlouispublishers.org. 

Things to do for Small Press Month

1. Contact your local bookstore or library and suggest they put together a special display for National Small Press Month. You can obtain posters from: Small Press Month Coordinator, PMA, Independent Book Publishers Association, 627 Aviation Way, Manhattan Beach, CA 90266; 310-372-2732; April@pma-online.org. Orders come in units of five.
2. Suggest that your local bookstore offer a discount off Small Press titles this month. Offer a special discount on all of your titles.
3. Hold a seminar on "How to Get Published" or on a subject related to your books. You might wish to cooperate with other small presses in your area to get this event off to a roaring start. You might wish to charge a nominal fee for the seminar.
4. Contact the Book Review editor at your local daily newspaper about any events that you plan. Also speak to the Features Editor. The Business Editor is usually interested in a successful publishing story.
5. Send PMA a list of participating bookstores and libraries. PMA can send them publicity and display material.

Continued on page 3

Things to do for Small Press Month ... *Continued*

6. Be sure to inform PMA and the Small Press Center about any activities you have planned for the month. That way, we can include your plans in their national database and mention your events when we are in touch with the media. Please e-mail mark.kohut@gmail.com.

7. Get in touch with weekly papers and magazines in your area about readings or events and submit the information to the Listings Editor.

8. Approach an interviewer at a local radio station about airing a segment on, for instance, the problems and rewards of running a small press, or set one up for an author.

9. Make arrangements with any local non-bookstore outlet that is appropriate for any of your books. For example, if you publish cookbooks, a grocery store might display them up near the check-out for National Small Press Month, particularly with a special discount as an incentive.

10. Try for an interview at your local daily or weekly paper, remember that the media is always pleased to find to find that there are successful publishers and writers in the neighborhood. So pitch not only yourself, but also your colleagues.

11. If you have a personable, articulate author who is available to speak in his or her area, set up interviews with local television or radio stations.

12. Schedule an interview for yourself at your local television station for National Small Press Month. Be sure to offer visuals if available. Footage of an author doing research in a foreign country, or a sports book author on the ski slopes, for example, would be helpful to getting TV time. Focus on the unique angles of your books and authors.

13. Band together with other small presses and compile a combined exhibition of titles in a subject area. Offer your library the ready-made exhibit of locally published books in the areas you choose.

14. Find a college or university that would be receptive to a roundtable discussion on a topic like: "The Growth of Independent Media," "What is a Free Press?" or "The First Amendment and Mainstream Media."

15. A talk to elementary, junior high, or high school students about being an author could be a highlight of school programs during the month.

16. Use excerpts from a current or upcoming book on your website. An entire chapter is more engaging than just a short passage.

17. Arrange readings and signings from your list to be held during National Small Press Month at your local bookstore and library.

18. Plan a group reading or event with other local independent presses and make night out of it.

19. Take National Small Press Month posters to your local bookstore or library and be sure that they are displayed and distributed.

20. Join with other small and independent presses and take out a co-op ad in your local newspaper.

21. Be sure that every local organization to which you belong to displays a poster about National Small Press Month and has your catalogue available as a handout for Small Press Month.

22. If you have one, keep your alumni magazine up to date about you and your small press.

23. Host a wine and cheese party in your office for the press, booksellers and other friends of your publishing house. Celebrate National Small Press Month!

24. Gather together all your press cuttings and document the successes of National Small Press Month and please send to Mark Kohut for use next year. Send care of the Small Press Center, 20 West 44th Street, New York, NY 10036.

25. Link to the Small Press Month website from your own: www.smallpressmonth.org


26. Send out e-mails to your customer mailing list announcing the approach of National Small Press Month, and the events you have planned. A weekly digest of news would be an effective way to keep the momentum going throughout March.

27. Contact other small and independent arts organizations in your area—record labels, theaters, and art galleries, for example—and link to each other's websites, promote each other's events, and support the independent arts community!

28. Run a contest through your e-mail newsletter, asking for ten titles of famous independently published books. The winner can receive one of your books, or a collection of them.

29. Contact other independent publishers and set up together a small book fair during the month at a local college or community center

30. Evaluate authors' pitches—offer to set up a program at a bookstore or library where authors, on the understanding you are there to give general advice, can make a five minute pitch to you about their manuscript.

31. Look over the previous 30 suggested ideas and let us know which ones provided the most response. 

Consumer product safety regulations include children's books

A letter from the Small Publishers Association of North America:

January 14, 2009

Hello Everyone,

We all have been reading about the impact of the Consumer Protection Safety Information Act of 2008 (CPSIA) on publishers and other companies that make and sell children's products.

SPAN has put together Web pages providing information and guidance on CPSIA for publishers at www.spannet.org/cpsia-info-2009.htm. Here is a summary.

CPSIA and Publishers

As most of you know, CPSIA requires items sold for children, manufactured after February 10, be tested and certified for lead levels by an independent lab.

A Consumer Product Safety Commission (CPSC) letter, dated December 23, 2008, affirmed children's books are included in category of products that need to be tested for lead. Products in inventory (in storage and on bookstore shelves) do not need to be tested, but retailers can be fined if the products are found to have excessive levels of lead.

Testing and certification takes place at the book printer level. Publishers of children's books need to check with their printer if they have books in the printing process.

What to Do

Although the CPSC's current policy of requiring all children's books to be tested may change (and can be changed by our grassroots action), publishers of children's books should work to comply with the Feb 10 deadline. Check with your printer.

Also, our lawmakers and the Consumer Product Safety Commission need to hear from us. You can follow the links below to find contact information to your representatives. Send an e-mail or call right away!

Find your representatives and senators:


House: www.writerep.house.gov/writerep/welcome.shtml

Senate: www.senate.gov/general/contact_information/senators_cfm.cfm

Consumer Product Safety Commission

Write the CPSC: www.cpsc.gov/about/contact.html

Thanks,
Scott Flora, Executive Director

Scott Flora is Executive Director of SPAN—Small Publishers Association of North American. SPAN is a nonprofit professional trade association dedicated to enhancing the image and profits of authors and independent presses in the U.S. and Canada. 

A printer's perspective on lead certification in children's books

Letters from IBPA executive director

Terry Nathan and Malloy's Joe Upton

January 16, 2009

Information about the Consumer Product Safety Inspection Act continues to roll in, and the outcome is anything but clear. One thing that does seem clear is that this Act applies only to books manufactured after February 10, 2009.

I encourage you to 1) contact your printer for input on this issue, and 2) contact your representatives in Washington, DC to voice your concerns. I am including a list of representatives below.


We have been reaching out to our colleagues in various key segments of the industry for information and are continuing to monitor this issue on a daily basis. We will keep you updated.

Below are some of the more useful bits of information we have been gathering. Note that the message from Joe Upton of Malloy is lengthy (see page 5), but we felt the information contained therein from a printer's perspective was important to include.

Kind regards,
Terry Nathan

Executive Director, Independent Book Publishers Association (formerly PMA)

In addition to your own representatives, here is a list of others to contact:

1. **Sen. Chuck Schumer, NY:** Represents most publishers, 202-224-6542 or 212-486-4430
2. **Sen. Diane Feinstein,** who has been influential on the issue, 202-224-3841
3. **Sen. John Rockefeller,** who will soon oversee the committee of jurisdiction, 202-224-6472
4. **Sen. Daniel Inouye,** who will also oversee committee of jurisdiction 202-224-3934
5. **Cong. Henry Waxman,** the new chair of the House Committee of jurisdiction 202-225-3976
6. **Speaker Nancy Pelosi,** 202-225-0100 

A letter from Joe Upton of Malloy, Inc., dated 1/12/09

I can share what we have learned at Malloy about the Consumer Product Safety Improvement Act of 2008 (CPSIA). For those of you who don't know Malloy, we are a book printer in Ann Arbor, MI.

Unfortunately, the CPSIA is a concern to the entire book industry. Printers need to verify that the books they produce are compliant with the new law; publishers and booksellers, along with printers, face significant legal consequences and supply interruptions if products do not comply with the law. In addition, if the Consumer Product Safety Commission (CPSC) insists that every print-run (e.g., 1000 copies of a simple 64 page, saddle-stitched, one-color children's workbook) has to be tested and have a Certification of Conformity (COC), the cost of manufacturing books will increase by the cost of those tests, which run in the hundreds of dollars, and print schedules will be extended by the time it takes to perform the tests.

Malloy has been tracking this issue for several weeks. Unfortunately, the CPSC is still not able to answer many key questions. I'm hesitant to make definitive statements on the CPSIA, because we're getting a lot of conflicting information. However, here is some of what we know at this point:

The Book Manufacturers' Institute (BMI), AAP, and Printing Industries of America (PIA) are working in concert to present the concerns of the book industry to the CPSC. I've attached a letter sent by AAP to CPSC on Dec. 4, asking for books to be exempt from the new law (as they were under the old regulations) and seeking clarification on how the law will be applied if books are not exempted. The response from the CPSC on Dec. 23 is attached as well. The response from the CPSC on what constitutes an "ordinary book" and a statement that the law does not apply to "ordinary books" are reassuring.

Information being collected by BMI, AAP, and PIA can be found at the following web site hosted by RR Donnelley: www.rrd.com/cpsia. This is a good resource to learn more about the CPSIA and the ongoing effort to understand how the regulations will impact the book industry. Please note that the test results posted on this web site show that the levels of lead and phthalates in books are well within the bounds of the law.

Regarding the importance of the Feb 10 deadline, here is the link to an article in *Booksellers This Week*: <http://news.bookweb.org/6515.html>. An encouraging point in the article is made by Julie Vallese, director of information and public affairs for the CPSC: "The Certificate of Conformity (COC) is necessary for those [children's] products [for children up to age 12] manufactured after February 10."

Vallese stressed that COCs will have to accompany children's books that are manufactured on or after February 10, but not books that were manufactured before that date—even if the bookseller is ordering them after February 10. But, booksellers must have a "level of confidence" that the children's products they are selling comply with the law.

At the very end of the article, there is a quote from Allan Adler of AAP that pretty well sums up the current situation: "At the very least, publishers need clarification on various

We need a straightforward statement to the book publishing industry about what testing is required of books.

aspects of the law from the CPSC. 'We're trying to make it clear to the people on the Hill that, if books are an issue, they have to be explicit on how the law applies to books. How do you test books?

What parts? At what point in the assembly process? We need a straightforward statement to the book publishing industry about what testing is required of books."

Consistent with the comment from Mr. Adler, we (Malloy) have found two labs capable of doing the testing for us right now, but they are scrambling to have the correct certification. They are CPSC accredited, but in addition to that accreditation, they need certification for the specific tests involved. Since the CPSC hasn't definitively set the tests, that is hard to achieve. One of the tests the government recommended is actually obsolete and no longer accepted by the analytical community.

Malloy's suppliers of ink, paper, film lamination, and adhesives have certified that the materials they supply to us are well within the requirements laid out by the CPSIA. It is important to note that this assurance, though encouraging, does not allow us to provide a COC that complies with the law. As stated in the CPSC's 12/23 response to the AAP letter, testing of components does not meet the requirements of the law. It is the end product that must be tested, and we can not conduct certified end product tests until CPSC specifies the testing procedure. However, the assurances we have received from our suppliers, like the test results posted on the RR Donnelley website, can give publishers and retailers the required "level of confidence" to be able to sell books currently in inventory and those produced prior to February 10th.

Our hope is that the industry will prevail on the CPSC to exempt printed books from the requirements of this legislation, as was the case for books under the prior CPSC regulations. Like all parents, we are passionately concerned for the safety of our children; however, there is no record of a child in the U.S. ever having been poisoned by a paper-based book. The test results posted on the RR Donnelley website

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A letter from Joe Upton ... *Continued*

demonstrate that this safety record isn't simply the result of good luck - books are a safe product for children. The current effect of the law is to keep children from obtaining books. When applying this law to paper-based books provides zero additional safety to our children, how can such an effect be in the public interest?

In the event that the industry is not able to have books reinstated as an exempt product under the CPSIA, our hope is that Congress and the CPSC will allow us to use data from the components that go into books to certify their safety. Such a process would be similar to that which is used to ensure chemical safety in the workplace. Documents similar to Material Safety Data Sheets (MSDS) could

Our hope is that Congress and the CPSC will allow us to use data from the components that go into books to certify their safety.

accompany shipments of the components we use and enable us to certify the safety of the end product. (This would be more than sufficient. Book manufacturing is not alchemy. There is nothing in the process of combining

the components of a book that creates lead or phthalates.) Developing an MSDS-like process will require additional time, so we also hope that Congress and the CPSC will postpone the current February 10th deadline to make it possible to develop a workable process.

We'll keep the group tied into this email informed of developments on this matter. We'll also begin very shortly to post relevant decisions on our web site.

Regards,

Joe Upton

Vice President Sales and Marketing, Malloy Incorporated

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Update from 1/14/09:

On January 9, 2009 Pat Schroeder and Allan Adler from AAP were able to meet again with G.C. Falvey of the Consumer Product Safety Commission (CPSC). Falvey agreed to issue a follow-up letter clarifying her original opinion letter. She will clarify that, with respect to the February 10 deadline for total lead content certification, we are not dealing with accredited third-party testing under Section 102(a)(2) - which has not yet gone into affect due to lack of accreditation standards—but only with general conformity certification (GCC) under Section 102(a)(1). Section 102(a)(1) allows GCC to

be based on either the kind of tests that we submitted with the industry's original request for exemption from the CPSC (and are posted on <http://www.rrd.com/cpsia>) or on results obtained through a "reasonable testing program" that she will further explain is whatever testing program the manufacturer believes is reasonable based on their knowledge of the product and its components. She will indicate that book manufacturers can confidently issue GCCs based on the kind of test results posted on the website and can even use soluble lead testing results as supportive evidence.

Although efforts continue to gain a full exemption for "ordinary books", this will certainly not happen prior to the February 10 deadline. Each book manufacturer must issue a GCC for each book title they produce beginning 2/10/09. In most cases, the GCC would certify that the book title adheres to the "CPSIA 2008—Lead in Substrate of Children's Products" regulation. If the book has "some inherent play value and constitutes a toy or has toy like features," the book may also have to be certified for the "CPSIA 2008 - Phthalates in Children's Products" requirement as well.

The GCC certificate must "accompany" each shipment of a book title. To meet the "accompanying" requirement, the certificate can be in a hardcopy paper format or available on the WWW in an electronic format. Malloy will link the GCC to the job through our Online Status Report.

The CPSIA provides that a book title can be certified through a "reasonable testing program." Each printer must come up with their own "reasonable testing program." We have established such a program at Malloy and will be prepared to issue a GCC (a form that was developed by a group of BMI members and likely to be used by most book printers) with each job we run on or before 2/10/09.

So, it appears that the industry now has a relatively inexpensive way to comply with the regulation that goes into effect on February 10. It remains to be seen whether our good fortune holds for the next deadline in August.

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Recommended reading on CPSIA 2008 regulations

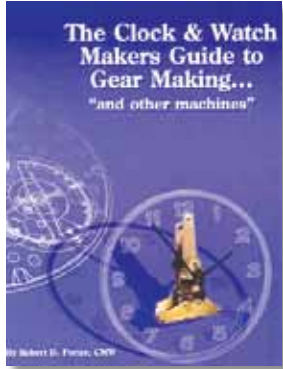
Bookselling This Week: <http://news.bookweb.org/6534.html>

PW Children's Bookshelf: <http://www.publishersweekly.com/article/CA6629950.html?nid=2788>

Stay tuned to learn what might happen... 

Member Spotlight: Robert D. Porter

SLPA member Robert D. Porter of Ellisville, Missouri has found his niche in the how-to market. A watchmaker by trade, Porter has applied his machine shop knowledge to publishing



books about watches, clocks, and tool-making. "One of the first ones was a book called *How to Make Tiny Drills*," recalls Porter. "It was sixteen pages long, with pictures. I was surprised that there was a market for something like that."


Porter states that the St. Louis Publishers Association has been very helpful to him. "I learned I did a lot of things wrong, but it has

helped guide me in how to write a little better and I'm learning every visit I make from a lot of talented folks. I wish I had known about the [St. Louis] Publishers [Association] a long time ago when I first started doing this."

One of Porter's biggest lessons has been learning which software to use. "I made the mistake of using Microsoft Publisher to write the book. Publisher is easy to work with but for most big printing shops it is not compatible with their printing systems. I found the hard way that Quark and InDesign are two programs that publishers can work with."

Since 1987, Porter has published a total of five books. *How to Make Tiny Drills* and *How to Make a Tool Grinding Attachment for the Watchmaker's Lathe for Making Gear Cutters and the Like* are two of his booklets sold by technical book publisher Lindsay Publications. His longest book, *The Clock and Watchmakers Guide to Gearmaking* (2006), is 192 pages.

Porter frequently attends meetings with his wife and biggest supporter, Lu. The couple has been married for 55 years. By attending meetings, he has met professionals who have assisted him with his publishing endeavors. "We're blessed with good editors; Christine (Frank) is helping me with one of my little projects. She's pointed out some things that I need to address."

Porter always has a project in the works; currently, he is revising one of his booklets. "You saturate a market over time, but you have to keep coming up with new ideas." 

Editor's note: Do you want to be profiled for in the SLPA News "Member Spotlight" column? How has the SLPA helped you? What inspiring story and publishing accomplishments can you share with the rest of us? To be considered for the "Member Spotlight" column, contact communications manager Ligaya Figueras via e-mail at figuerasl@sbcglobal.net.

Behind the scenes with the board

Sue Sylvia, Webmaster

Our SLPA Webmaster, Sue Sylvia, is responsible for maintaining the SLPA Website, the electronic face of our organization. Sue keeps our content updated and handles all back door issues—hosting, domain name registration, glitches,




and more. Somehow, this longtime SLPA board member is able to accomplish her Web administration duties while still handling a busy workload as a creative professional at global marketing agency Momentum Worldwide and as the owner of Staircase Press Design where she applies her years of design experience in advertising, marketing, and sales

promotion to the design of book covers and interiors for authors and independent publishers. Contact Sue at

618-558-9504 or e-mail design@staircasepress.com. 

What's Ahead?

LinkedIn is fine, but sometimes you need to sit down over coffee with a real live person. You won't want to miss our March meeting and your chance to make some great connections with members from local writing organizations and our national publishing affiliates. 

Questions About SLPA?



Contact membership chairperson:
Christine Frank at 314-205-2679

Next Deadline

February 21

Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to newslettereditor@stlouispublishers.org.

SLPA Monthly Newsletter design by SLPA member Peggy Nehmen. Nehmen-Kodner Design www.n-kcreative.com