



News & Views

▶ Empowering authors and publishers to create and market books

DECEMBER 2009

DECEMBER 9 MEMBERSHIP MEETING:

A gift to yourself: merging passion with business

Can you merge your passion with publishing? You bet! At our December meeting, our panel will share with you the secrets and stories behind their publishing endeavors. You'll hear from Sean R. Muhammad, founder and CEO of PK Publishing, about his biography of his grandfather, Negro League Baseball player Prince Joe Henry. Jack Eggmann will reminisce with some Hall of Fame tennis tales and Barbara Davis will discuss her adventures with elephants and other endangered animals which led to her writing *Darkside of Debonair—The Bushmeat Trade*. Get inspired for your next title!

You can also give a special gift to yourself or someone else at our Holiday Bazaar. We'll have SLPA merchandise and publishing reference books, plus all attendees are invited to bring copies of their books to sell. Check out our sweatshirts, totebags and backpacks, browse the titles and chat with other publishers and authors as you sip hot cocoa and munch on cookies. This is our merriest meeting of the year!

Join us Wednesday evening, December 9 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.

Featured Speakers

Sean R. Muhammad is the founder and CEO of PK Publishing/Apparel & Merchandising, entities dedicated to preserving the life of his late grandfather, Prince Joe Henry, Negro League Baseball's greatest entertainer and ultimate showman. Muhammad's book, *Princoirs: Official Memoirs of Prince Joe Henry, Ex Negro Leaguer*, is a detailed account of the iconic legend.



Muhammad's scholarly efforts have been well received. He is the 2009 recipient of The Jerry Malloy Negro League conference's Robert Peterson Recognition Award for a body of work that increases public awareness of the Negro Leagues. Critics have dubbed Princoirs "inevitable" and "vital." In June, 2008, Muhammad traveled to Orlando on behalf of his grandfather to

attend MLB's amateur draft, present during Henry's ceremonial draft by the St. Louis Cardinals.



Jack Eggmann is a 1962 graduate of Washington University in St. Louis, where he played on their men's tennis teams of the late 1950s and early 1960s. His father Teddy was quite well known in the 1920s and 1930s, winning numerous titles at the local, sectional, and collegiate levels in both singles and doubles.

Eggmann has written numerous articles on tennis and been interviewed for other articles. He is uniquely positioned in the history of modern tennis, having acquired his father's-era flavor as well as that of the 1950s, 1960s, and 1970s, his own era. He played with, knew, observed, or was acquainted with the Buchholz brothers (Butch and Cliff), the McKinley brothers (Chuck and Bob), the Parkers (Jim and Larry), the Connors

Continued on page 2

What's ahead?

We've got exciting meeting topics, interesting speakers, and special happenings planned for next year. Check online in the coming weeks to see the SLPA calendar of events for 2010.

Mark your calendar for Wednesday, January 13! 📅

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Featured Speakers ... *Continued*

(John and Jimmy), the Flachs (Ken and Doug), Rod Susman and his wife Karen Hantze (Wimbledon champion), and other top women players including Carol Hanks Aucamp, Justina Bricka, Mary Ann Eisel Beattie, and Renee Blount. Coaches and pros in Mr. Eggmann's experience include Earl Buchholz Sr., Alan Carvell, Ed Faulkner, Larry Miller, Bill Price, and Al Rothschild.

Eggmann has been the Archivist for the St Louis Tennis Hall of Fame, where he has served on its selection committee, since its inception. He is also a member of the selection committee for the USTA-Missouri Valley section. He helped resurrect and run the award-winning JAYCEE tennis program for children at Tower Grove Park, St. Louis, in the late 1960s-1970s with the help of many of the above-named famous players.



Barbara Davis' publishing adventure began with a vacation desire: a return trip to Africa. While researching locations and planning the logistics, she discovered a familiar word being used in a new way.

Bushmeat, a universally used term of indigenous people of Africa to describe the meat of animals was being coined by conservation groups to describe the unsustainable commercial poaching of endangered animals, such as chimpanzee, for human consumption worldwide.

At the time, there were less than a dozen dedicated web pages. Many were not much more than a few paragraphs. But there was enough information to sound an alarm that every world citizen should hear. The crisis was discussed among various conservation groups, but had not reached the general public and this was the catalyst for Barbara's novel *Darkside of Debonair - The Bushmeat Trade*.

This winner of The Benjamin Franklin Silver Medallion for Popular Fiction weaves the facts of the Bushmeat Black Market throughout an entertaining adventure-thriller and love story.

Barbara has expanded the story-line by adapting the context into a movie script, currently being circulated in Hollywood; an audio book (on pause for the moment); and a graphic novel script that is currently in production with Brazilian artist Elias Martins.

Her passionate undertaking has opened doors to people and organizations with influence and resources. They are also work to curb and stop the illegal poaching of endangered animals: Renowned primatologists Dr. Michael Huffman of Tokyo Japan, chimpanzee sanctuary founder and author Shiela Siddle of Zambia Africa, legendary activist Jane Goodall and wildlife

conservation giant Anheuser-Busch have all connected with Barbara and her passion to disperse knowledge and help with the issues.

Barbara Davis is SLPA's Display Coordinator and has been a member since 2001 and the owner of Red Barn Press of Fenton, Missouri.

Grannie Annie Seeks Submissions

The Grannie Annie Family Story Celebration is currently seeking submissions for its fifth annual anthology. Students in U.S. grades 4 through 8, and homeschool and international students ages 9 to 14 are invited to interview their family storykeepers to learn about their family's history, and then write a short story about something interesting they learned. Young writers are encouraged to share their story with their family, school, and community with The Grannie Annie.

The **submission deadline is February 1, 2010**. Submitted stories are considered in two age categories, and stories selected for publication in the anthology will be announced April 1. Books will be published in May, and authors whose stories are chosen for publication will receive two complimentary copies of the book. There is no cost to participate. Complete details, submission forms, and resources are available at **www.TheGrannieAnnie.org**. Stories published in the four previous Grannie Annie anthologies are online at **http://www.booksfromtheheart.com/grannieannie/stories.html**.


The Grannie Annie was founded by SLPA member Fran Hamilton and former member Connie McIntyre. Fran and Connie were recently discussed their project on the 90.7 KWMU radio program "St. Louis on the Air."

Publishing fact of the month

Did you know that Google announced in October that its Google Edition program, which will let publishers sell in-print digital books directly to consumers, will launch in the U.S. and Europe in June 2010? According to MarketWatch, the program will also launch in Japan by the end of 2010. It is hoped that 10,000 e-books will be available when the service launches.

Source: Elizabeth Hains, CITE blogspot

2010 International Book Awards Final Call for Entries

The 2010 International Book Awards has issued a final call for entries. The awards are designed to become a promotional vehicle for authors and publishers to launch their careers, open global markets and compete with talented authors and publishers throughout the world. All books published in English between 2008 and 2010 are eligible. Titles must be published in the English language with an ISBN and currently available for sale online to global consumers. The competition includes over 150 categories, including first-time author and design categories and boasts over \$10,000 in cash awards and prizes. The event is sponsored by JPX Media. Winners & Finalists will be announced in May 2010 at BEA in New York. Visit www.internationalbookawards.com/2010callforentries.html for more information. 

President's Corner by Lynette Schuepbach Giving? Receiving? Or both?



Receiving has always been difficult for me. I would have much rather given a gift to someone else than to receive one, until I realized that by receiving, I was actually giving a gift to the giver. I knew how much pleasure I got from giving gifts. By receiving gracefully, I was able to give that same pleasure to the giver. It may be a twisted way of dealing with

embarrassment, fear of an inappropriate response, avoiding the spotlight, or feelings of not being worthy of the gift, but it's made me a better, more comfortable receiver, and I am able to give more pleasure to the giver.


I have always been fascinated by the traditions and lore of Native Americans...especially their practice of gifting. Gifts are a major part of their being. Many tribes practice a tradition of giving gifts to their friends on their own birthdays, anniversaries and other dates of celebration rather than receiving gifts themselves. After hunting or gathering vegetables, a gift is given to the animal who gave up his life for the tribe, or to the earth for producing the vegetables. Gifts are a vital part of life and benefit the giver and the receiver.

At this month's SLPA meeting, we will discuss sharing gifts with others through the publication of books about passions. I can only speak for myself, but the accomplishment of producing my children's books has been one of my greatest pleasures and a definite gift to myself. I LOVE being a part of and seeing how a child's mind absorbs information and how they revel in the excitement of learning something new. I LOVE being part of that



process. However, when I watch a young mind read the books, I realize they see the books as a gift also. I receive the same pleasure by watching the child learn as I receive by putting my passion into print. The process is a gift for me. The finished product is a gift for them. And their reaction is a gift for me again. It is a win for everyone.

Prepare for passing on the Native American tradition of giving gifts to all of your friends on your next birthday, anniversary or holiday at the December SLPA meeting. Members will have their published passions for sale. Talking with them about their passions will be a gift for your growing mind. SLPA will offer sweatshirts, tote bags and backpacks. And light refreshments from your SLPA Board members will leave you with a sweet taste in your mouth.

The biggest gift you can give yourself and all of the other SLPA members is YOUR membership in SLPA. An organization is only as strong as its members. Give SLPA the gift of YOU! See you there. 


—Lynette Schuepbach, President
President@stlouispublishers.org

Left Bank Books' Reading Group Appreciation Night

Left Bank Books is once again hosting their popular reading group appreciation night on **Wednesday, January 20, at 7 p.m.** The



event will be held at the St. Louis Public Library, Schlafly Branch located at 225 N. Euclid in the Central West End. The evening will feature National Book Award Finalist Jayne Ann Phillips for the paperback tour of her wildly successful novel, *Lark & Termite*. Plus, representatives from publishing companies will be on-hand to discuss great

reading group picks. There will be giveaways of books and other items, along with light refreshments. For more details or to make your reservation, e-mail danielle@left-bank.com. 

PUB LEGAL**Limited Liability Companies**

By Jessica Hille for the St. Louis Volunteer Lawyers and Accountants for the Arts

C is for Company

LLC stands for limited liability company—NOT corporation. While an LLC is an

unincorporated entity, it does share one important feature with a corporation: limited liability. This means that, in general, members of an LLC are not liable for the debts, obligations, or liabilities of the company just because they are members. There are exceptions for fraud and other illegal activities, when individuals can be held responsible for their activities on behalf of the LLC.

An LLC is also similar—though not the same as—a partnership, particularly in regards to taxation. LLCs, like partnerships, qualify for pass-through taxation, where the members report company earnings as personal income through their tax form 1040. This allows LLCs to avoid being taxed as a separate entity, though they still file a tax return. The VLAA generally recommends LLCs over partnerships, so you can take advantage of the limited liability provisions that are generally not granted to partnerships.

Individual publishers and self-publishing authors can be LLCs. If you are a one-person operation, you may still be able to be a limited liability company if you take the steps described below.

Federal law does not recognize the LLC as an entity for tax purposes. When filing federal taxes, an LLC will be classified as either a partnership, or a sole proprietorship or a corporation. By default, the IRS treats an LLC with more than one member as a partnership, while an LLC with only one member is treated as a sole proprietorship. It is possible to treat an LLC as a corporation but this would require an election to be filed with the IRS. The IRS Web site has more detailed instructions about LLCs and federal taxation at <http://www.irs.gov/businesses/small/article/0,,id=98277,00.html>.

Missouri LLCs

LLCs are governed by state, not federal, statutes. In Missouri, LLCs must register with the office of the Secretary of State for Missouri. Registration may be completed online at www.sos.mo.gov, and there is a \$105 filing fee. In order to become an LLC in Missouri, the company must have an office and agent in Missouri.

Naming the LLC

When it comes to choosing a name for your LLC, you must first determine that no other company, corporation, or

partnership is using the same name. You can check name availability on the Missouri Secretary of State Web site listed above. The name must include “LLC” or “LC” or “Limited Liability Company,” but may NOT include “corporation,” “incorporated,” “limited partnership” or any abbreviation of those terms, such as “Ltd.” The goal here is to avoid confusion and misrepresentation of your company. If you have a name in mind that you would like to use but you have not officially formed your LLC yet, you may reserve a name with the Secretary of State for up to 60 days for a fee of \$25.

Articles of Organization

When you are ready to register your LLC, you must submit articles of organization to the Secretary of State. The Missouri Limited Liability Company Act specifies that “the articles of organization shall set forth:

- (1) The name of the limited liability company;
- (2) The purpose or purposes for which the limited liability company is organized, which may be stated to be, or to include, the transaction of any or all lawful business for which a limited liability company may be organized under sections 347.010 to 347.187;
- (3) The address, including street and number, if any, of the registered office and the name of the registered agent at such office;
- (4) A statement as to whether management of the limited liability company is vested in managers or in members;
- (5) The events by which the limited liability company is to dissolve or the number of years the limited liability company is to exist, which may be any number or perpetual; and
- (6) The name and physical business or residence address of each organizer.

A sample articles of organization form can be found on the Secretary of State’s Web site with the Limited Liability Instructions sheet (<http://www.sos.mo.gov/forms/corp/llc1.pdf>). If you register your LLC by using the Missouri Secretary of State’s on line service, the registration process will take you through all of the required steps to create your articles of organization.

Articles of organization should not be confused with the operating agreement. The operating agreement spells out how the LLC will be organized and run in regards to membership, management, finances, etc. An operating agreement can NOT be filed in place of Articles of Organization.


Members and Managers

As noted above, the Articles of Organization must specify if the LLC is to be managed by the members or by one or more managers appointed by the members to manage the LLC. A “member” is anyone who is admitted to the LLC as a member,

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Limited Liability Companies ... *Continued*

signs the operating agreement and has an ownership interest in the LLC as spelled out in the operating agreement. An LLC can be managed directly by its members, with decisions typically made by a majority of the members according to procedures spelled out in the operating agreement. Alternatively, the LLC can have its business conducted by one or more managers who would be selected by the members. A manager may be a member but need not be. Management of an LLC by one or more managers would be similar to management of a corporation by a board of directors. Terms for selecting and removing the manager and detailing the authority of the manager should be included in the operating agreement.

Though it is not required that an attorney file articles of organization or otherwise assist with registration, it is best to consult an attorney and/or an accountant when forming your LLC. 

Jessica Hille is a legal intern for the St. Louis Volunteer Lawyers and Accountants for the Arts. ©VLAA. All rights reserved. This article was written for educational and informational purposes only and is not legal advice or a legal opinion. Only your attorney can advise you about which laws are applicable to your specific situation. For more information, visit www.vlaa.org.

How to Stay Spam Free on Twitter

By Nathan Hangen

Twitter spam and phishing attacks are on the rise, which is unfortunate because it's causing a lot of people to lose friends, often times unknowingly. For instance, last night I received nearly 25 spammy DM's (direct messaging), all of which were from people that I don't talk with on a regular basis. It left me in an awkward position because I didn't have time to DM them all back to give them an update, but I knew that most of them were probably losing followers by the hour.

It all started with auto DM's and Mafia Wars games. People would sign up, give access to the application, and then it would DM spam every one of their followers until either they all unfollowed them or they removed the application.

From there, it moved to more sophisticated attacks, such as the recent "Hey, is this you?" type of messages. There's also the "hey, check out this I.Q. quiz thingy." Although the links

might seem harmless, they are actually bait to get you to click the link, give up your info, and then let your account be used against your will in the same way as before.

In the future, you can expect things to get worse, that is, unless you do something about it. That's why I want to educate you here, because it's spam like this that can open your account to virus attacks, malware, or worse.


1. Don't click DM links unless they are from someone that you talk to often or that you trust won't fall prey to these attacks. If you see the same message over and over again, it's a phisher. If you aren't sure, then send a DM back and ask about the message. Most of the time, they won't even know they sent one.

2. Check your outbound DM's on a daily basis to make sure you aren't spamming people. If you are, head to the next step.

3. If you do find your account compromised, then change your password immediately. In fact, it's good practice to change your password often to avoid things like this. If your account does become compromised, it's possible that you might lose access completely. If this happens, you'll either have to appeal to Twitter to save your account...or you'll have to start over from scratch.

4. Check your application preferences to see who you've allowed to access your account. Click on Settings -> connections to get that menu. If you can't tell who's using your account to spam others, then remove each one and start over. Only give access to programs you trust. Only use applications that use OAuth to access the Twitter API. If you don't see it, then go elsewhere.

The problem with Twitter spam is that it often kills someone's credibility and unless someone is kind enough to tell you that you are spamming them, you'll see your follow counts dwindle without a clue as to why.

The best way to protect yourself is just to be smart and use common sense. If you see someone caught in a spam attack, let them know before you drop them. If that doesn't work, then kindly move on. Remember, if the link looks suspicious, then it probably is. 

Nathan Hangen is a social media consultant and Internet entrepreneur. You can follow him on Twitter at twitter.com/nhangen.



SLPA Announcements

► Only one more learning module left

At our December meeting, Sue Sylvia, publisher/book designer and Christine Frank, editor will conduct a ten-minute learning module about editing, design and illustration. Christine and Sue will be donating the editing and design services for the manuscript that is chosen for publication in our "Get Ready/Get Published" contest.

► The SLPA Annual Survey

Thanks for participating in this year's Annual Survey. Your responses provided valuable feedback and ideas that have helped us plan the programs for SLPA's 2010 year.

► Get LinkedIn with SLPA

Are you a member of LinkedIn? Connect with the SLPA online by joining the St. Louis Publishers Association on LinkedIn. The group is open to anyone—members and nonmembers, so spread the word, share insights, and gain a broader understanding of the state of independent publishers in our area! Here's the link that will land you on the SLPA LinkedIn page: <http://www.linkedin.com/groups?gid=2233330>.

► SLPA publishing contest ends January 20

The SLPA "Get Ready/Get Published" contest is now just one month away. If you've been dying to get your book in print, clean up that copy and submit your entry. The contest is open to all SLPA members (18 years or older), whether published or unpublished. Manuscripts, however, cannot be previously published.



The winning author will see his manuscript transformed from raw words into saleable product. The grand prize, valued at \$8,900, includes editing, proofing, design and other production services, ten copies printed by Lightning Sources, a reading by industry professionals, layout of sales and marketing promotional materials, a one-year SLPA membership, and much more! Complete details and downloadable entry form are available at www.stlpublishers.org. **Deadline for submission is January 20, 2010.**

Resources to help you beware of literary scams and schemes

Copyright infringement, literary agents, POD self-publishing services, contests—these are a few of the topics where writers and publishers can fall prey to a scam. To stay on top of these issues, we recommend that you check out the Writer Beware section of the Science Fiction and Fantasy Writers of America Web site. It even includes a "Whom Not to Query" list of agents and publishers, plus a section on legal recourse for writers who feel they've been defrauded. The URL is <http://www.sfwaweb.org/for-authors/writer-beware/>. Also visit their blog at: <http://accrispin.blogspot.com/>

Happy Holidays from all of us at SLPA!



You are invited to submit items and articles to *SLPA News and Views*.

Next deadline: December 21

Don't be late – no kidding!

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

Questions about SLPA?

Contact membership chairperson:
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