



## 2024 SLPA Vendor Showcase An Opportunity to Build Your Publishing Team

Are you an author looking for an editor, proofreader, indexer, photographer, illustrator, layout professional, or website designer? Are you a provider of such services seeking authors to work for and colleagues to partner with? The SLPA has an event for you!

Our annual SLPA Vendor Showcase, where service providers display examples of their work and explain what they do, makes it easy to connect. Authors will have the opportunity to check out the work of vendors who can help make their books read and look their best. Service providers will meet potential clients from among SLPA authors.

This year's SLPA Vendor Showcase will be held at 7 p.m. on Wednesday, Mar. 13, at The Heights. It's a great way for authors to meet the people who can contribute to the look and content of their

March 13, 2024  
The Heights



books, and help them reach the goal of getting published with books that attract readers. It's also a great way for vendors to meet new clients and colleagues.

The event is free for authors to attend.

Refreshments will be provided. Parking is free.

*If you want to go fast, go alone. If you want to go far, go together.*

—African Proverb

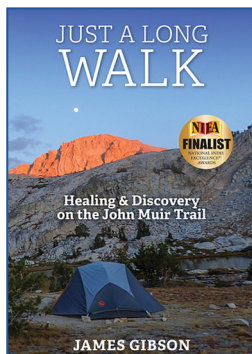
*I'm not the smartest fellow in the world, but I sure can pick smart colleagues.*

—Franklin D. Roosevelt

Check the SLPA website for information about upcoming events:  
[stlouispublishers.org](http://stlouispublishers.org)

### The Writing & Marketing a Book — and featuring "Lessons Learned in the Trenches" by James Gibson

The SLPA's April 10, 2024 program will be a personal, practical, and straightforward description of James Gibson's journey as he wrote and marketed his award-winning book, *Just a Long Walk*. The book chronicles his wilderness journey on the 225-mile John Muir Trail, one of America's oldest and most famous long treks. The story includes his mountain experience, tales of people he met in the wilderness, the history of the Sierra, forest fires, a mountain lion encounter, and meeting the love of his life.



Gibson will discuss what motivated him to write the book, how it changed over time, and his somewhat unorthodox writing process. It is an intimate story that began as a journal, then morphed into a book at the urging of a close friend. He will share the highs and lows, literally, he went through to bring the book to fruition. He will also disclose some of the best advice he received, what the editing process was like, and the input and suggestions

he accepted and rejected, and why. Practical considerations of dollars, taxes, liability, and other real-world issues will be covered. Marketing — important and often discounted — will be discussed as well, including what worked and what did not. Critically, he will explain why he did, and did not, do certain things, and his regrets.



James Gibson

Anyone who is writing a book or is contemplating taking the leap will benefit from Gibson's presentation, his lessons learned, and thoughts about what the experience has meant to him.

*James Gibson's professional experience includes 40 years of developing and leading national sales teams. A lifelong hiker and backpacker with experience worldwide, he is currently concentrating on writing and public speaking.*

*His award-winning memoir, Just a Long Walk, describes his life-changing solo journey on California's 225-mile John Muir Trail, considered "America's greatest trail."*

### ZOOM

Sign-up is free. Join from your smartphone, computer, or tablet. If it's your first time, follow the prompts and allow it to access your camera and microphone. Use this link for the meeting: <https://zoom.us/j/94227448734>.

Meeting ID is 942 2744 8734. Passcode is 563402.

### UPCOMING EVENTS

Live-Stream the monthly meeting  
<https://zoom.us/j/94227448734>

March 13, 7:00–8:30 p.m.

SLPA Vendor Showcase

@ The Heights

8001 Dale Avenue, Richmond Heights, MO

(doors open at 6:30 p.m.)

April 10, 7:00–8:30 p.m.

Writing and Marketing a Book —

"Lessons Learned in the Trenches"

by James Gibson

@ The Heights

8001 Dale Avenue, Richmond Heights, MO

(doors open at 6:30 p.m.)

# How to Publish Your Own Book: What you Need to Know

Have you been thinking about writing a book? Or have you written one and are curious about how to publish it yourself?

In this online event, explore the realities of independent publishing in this one-session course. Discover how editing and design can make your book look great. Review options for getting your book into print, finding sales channels, doing e-book production, and marketing your book.

This course is part of the SLPA's ongoing partnership with the St. Louis Community College Continuing Education services.

**Saturday, April 6, 2024**

8:00am - 12:00pm | Online

Fee: \$45.00

To learn more and register, go to :

<https://applications.stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT>

## KUDOS CORNER

### Share Your Good News!

For the Kudos Corner of the SLPA newsletter, we would like to hear from members with good news about your successes, such as new publications and upcoming presentations or events. Send items, including images such as book covers or author photos, to newsletter editor Ruth E. Thaler-Carter at [Ruth@writerruth.com](mailto:Ruth@writerruth.com). Publishing announcements may include links to your books.



## LAST MONTH'S RECAP February Speaker Outlines History of Issues in Inclusion

It isn't always easy to provide "Accessibility and Representation in Publishing," but authors and editors who care about including all potential readers in their publishing work should "lean into your discomfort because that is how we learn," according to [Mary Fashik](#) in her SLPA presentation about that topic on February 14.



Mary Fashik

"To truly understand (this topic), you have to understand disability history," Fashik said. "We cannot move forward in disability rights without talking about [the past]."

She provided an overview of key moments such as the "Ugly Laws of 1729," which allowed people with disabilities who appeared in public to be punished. The first American ordinance relative to people with disabilities was in place from 1867 through 1974 in San Francisco, "with a broader topic of begging" incorporated in later years, as well as additional effects on people who were unhoused.

Although the federal government required action to prevent discrimination in contracts via the Rehabilitation Act of 1973, Fashik said, "disabled individuals did not have civil rights [and] were one of the last groups to have civil rights in the U.S. We still see that today in making [the environment] accessible."

The Americans with Disabilities Act (ADA) was signed in 1990 after the disability community organized the Capitol Quorum, where disabled people "climbed out of their wheelchairs and climbed up the Capital steps, among other events that brought relevant issues to light in previous years, Fashik said. There was opposition from religious organizations and businesses due to the cost of accommodations.

"We were always expected to be thankful for being able to enter a building or use a bathroom," she recalled.

Today, "there are still inequalities — employers can pay (disabled workers) below the minimum wage; there is no marriage quality; insurance can be very difficult to get, especially with a pre-existing condition."

In the near future, "we will see a shift in the definition from long Covid effects," Fashik predicted.

Technology has made it possible for people with various disabilities to participate more fully in publishing and other areas, but challenges remain. Authors and publishers can make a difference by including realistic disabled characters in their work, advocating for inclusion of disabled people in the publication process and industry, calling out and correcting instances of discrimination or offensive imagery and descriptions, etc.

For more of Fashik's insights into the role of publishing in enhancing accessibility and representation, members can see the program recording at the SLPA website:

[www.stlouispublishers.org](http://www.stlouispublishers.org)

## The SLPA Needs You!



Interested in being more involved? We need volunteers for these leadership positions. Contact President Andrew Doty at [president@stlouispublishers.org](mailto:president@stlouispublishers.org) for details.

- o Graphic Designer
- o A/V Manager
- o Treasurer
- o Social Media Manager



Meetings are on the  
second Wednesday  
of every month

**In-person meetings have resumed  
at The Heights**

Free to SLPA members, \$10 to nonmembers.

Zoom access is free to all.

## Admission and Membership

- Monthly meetings
- [Membership is \\$60 per year.](#)

Visit: [stlouispublishers.org/join](http://stlouispublishers.org/join)  
[stlouispublishers.org/benefits](http://stlouispublishers.org/benefits)

### SLPA News & Views

Editor: [Ruth Thaler-Carter](#)

Designer: [Carolyn Vaughan](#)

Webmaster: [Sean Gold](#)

