

## FULLY FUNDED: A Panel Discussion with Successful Crowdfunding Authors

by Andrew Doty

Crowdfunding helps entrepreneurs raise billions of dollars for their enterprises, sometimes before a single item is manufactured or any employees are hired. Authors can reap the same benefits of advance fundraising for the sometimes expensive publication process, or even find the money to subsidize their writing, but it takes careful planning, strategic management, and trustworthy tactics.

On Wednesday, September 14, the St. Louis Publishers Association (SLPA) will host a panel discussion with three successful crowdfunding authors (Jamey Stegmaier, Susan Hacker Stang, and Bill Perry) to discuss their insights and observations about the unique challenges authors face in the crowdfunding arena and share advice from their own successes and failures.

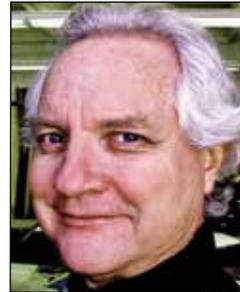
**Jamey Stegmaier** is the CEO and co-founder of Stonemaier Games and has



Jamey Stegmaier



Susan Hacker Stang



Bill Perry

run eight Kickstarter campaigns, raising over \$3 million. He is the author of *A Crowdfunder's Strategy Guide: Build a Better Business by Building Community*.

**Susan Hacker Stang** is an American photographer and was a professor of communications at Webster University for forty-one years. Her work has been collected by more than twenty-five major museums and libraries around the world and appears in numerous books and magazines. Her publications include *Encountering Florence/*

*Firenze un incontro; Kodachrome – End of the Run: Photographs from the Final Batches; and Kodachrome Notes; and her recently published book, reAPPEARANCES, was funded by a Kickstarter campaign.*

**Bill Perry** is an artist whose drawings, paintings, and sculptures can be seen at galleries, playgrounds, bike

trails, and wildlife sanctuaries throughout the St. Louis metropolitan area. He teaches drawing and painting at Central Visual & Performing Arts High School. His book, *Road Trip: A Fold-Out Adventure*, was successfully launched through a Kickstarter campaign.

Join the SLPA on September 14 for a robust and lively conversation about crowdfunding, from the basics to insider knowledge, and bring your best questions for Q&A!

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

A SELF-PUBLISHING WORKSHOP



**H**AVE YOU BEEN THINKING ABOUT WRITING A BOOK (or perhaps you have written one) and are curious about how to publish it yourself? In this four-hour workshop, we'll cover the realities of independent publishing, how editing and design can make your book look great, options for getting your book into print, sales channels, e-Book production, and tips for book marketing. Presented by the St. Louis Publishers Association.

Register online at <http://www.stlcc.edu/Continuing-Education/Classes/index> • Course: WRIT:704 • Course Code: 201625 70576 • Title: How to Publish Your Own Book: What You Need to Know • Saturday, Nov. 5 • 8 AM–12 PM • Fees: \$39

## UPCOMING EVENTS

**SEP 14: FULLY FUNDED:**  
A PANEL DISCUSSION with SUCCESSFUL CROWDFUNDING AUTHORS

**OCT 12: HAVING A BUSINESS PLAN**  
with KIM WOLTERMAN

**NOV 5: SELF-PUBLISHING WORKSHOP:**  
HOW TO PUBLISH YOUR OWN BOOK:  
WHAT YOU NEED TO KNOW  
@ MERAMEC COMMUNITY COLLEGE

**NOV 9: BEST AUTHOR BRANDING PRACTICES**  
with DONNA HECKLER

# Annual SLPA Service Vendors Showcase

by Warren Martin

No matter how you're publishing, it takes a team of publishing experts to turn a manuscript from a draft into a finely crafted book. Authors need publishers, book coaches, editors, graphic designers, printers, web designers, illustrators, and marketers.

The annual Vendors Showcase, hosted by the SLPA, will feature publishing professionals of all specialties who will be ready answer questions for inquiring authors.

Don't miss this opportunity to meet a roomful of people who can help you at every



stage of your book project. This is a chance to ask questions and get a feel for who they are and how they work.

- If you're at the beginning of your book's journey and trying to develop your concept or story, talk to one of the **book coaches** or **ghostwriters**.

- Undecided on going independent or finding a publisher? Talk with **local publishers** and find out the variety of options.

- Does your manuscript need organizing or your sentences need polishing, or do you need help with the writing process? Chat with an **editor**!
- Do you need an eye-catching cover and help laying your book out for print or uploading to Amazon? Get to know **graphic designers** with the knowledge and talent to turn your manuscript into a book.
- Need illustrations for a children's book or visual aids? Talk with an **illustrator** and check out their portfolio.
- Curious about printing options? Talk to a **local printer**!

This is a **FREE** event and open to the public.

**Wednesday, August 10, 2016**

The Heights: Richmond Heights Community Center  
The Argus Room, 8001 Dale Ave., Richmond Heights, MO, 63117

**Doors open at 6:30pm**

**Showcase begins at 7:00pm and continues until 9:00pm.**

For more information, visit our website at: <http://www.StLouisPublishers.org>.



Scenes from the 2015 Showcase

Service providers may contact Warren Martin to apply: [president@stlouis-publishers.org](mailto:president@stlouis-publishers.org).



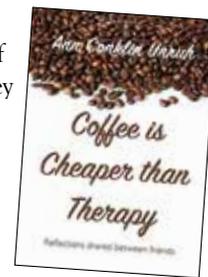
## THE BOOK CORNER

### *Coffee is Cheaper than Therapy*

by Ann Conklin Unruh

Share the observations of two friends as they navigate through their sixties. Over coffee, they examine the joys, frustrations and surprises of life as they look ahead, look back and try to live abundantly in the present. Enjoy their light hearted commentary on the ups and downs of life as they consider: What to do next. What to wear when they do it. How to make the most of it. Join them on their journey as they find life goes better with a friend and a cup of coffee because *Coffee is Cheaper than Therapy*.

Available at: [www.amazon.com/Coffee-Cheaper-Therapy-Conklin-Unruh/dp/0692524711?ie=UTF8&keywords=Coffee%20is%20Cheaper%20than%20Therapy-&qid=1470276614&ref=sr\\_1\\_1&sr=8-1#reader\\_0692524711](http://www.amazon.com/Coffee-Cheaper-Therapy-Conklin-Unruh/dp/0692524711?ie=UTF8&keywords=Coffee%20is%20Cheaper%20than%20Therapy-&qid=1470276614&ref=sr_1_1&sr=8-1#reader_0692524711)



MEMBERSHIP DUES  
\$60 in 2016

## SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS  
COMMUNITY CENTER (THE HEIGHTS)  
The Argus Room  
8001 Dale Ave.  
Richmond Heights, MO 63117  
(Child care available at The Heights)

Doors open for networking at 6:30pm  
Program begins at 7pm

The meeting concludes around 8:30pm  
Networking until 9pm

Regular meetings are free to members.  
Guests: \$10 at the door.



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