

Spring Catalog 2013



IPNE

**Independent Publishers
of New England**
www.ipne.org

April 19–20
IPNE Annual Publishing Conference

October 7–8
NEIBA

October 20–22
NELA

October 19
Boston Book Festival

Digital Publishing Developments
by Dan Nigloschy

**The IPNE Catalog: A New Opportunity
to Promote Books**
by Steve Carlson

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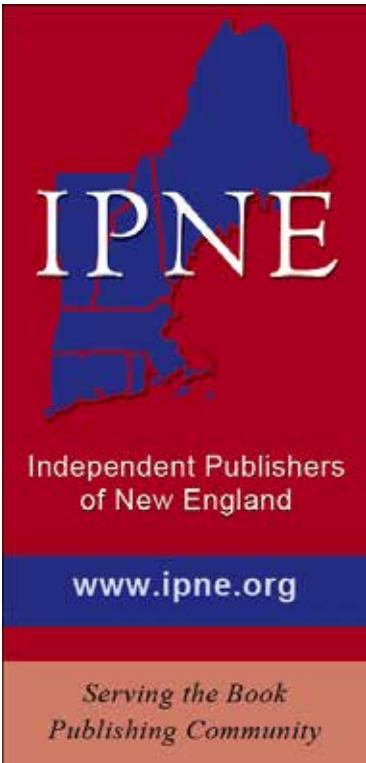


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IPNE — Independent Publishers of New England
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IPNE's mission is to provide opportunities for education and networking for those engaged in independent book publishing and related activities in the six New England states.

IPNE offers educational programs, networking, marketing opportunities, advocacy, and information about publishing. The organization is supported primarily by membership dues and other income substantially related to its purpose.

Our organization covers 6 New England states and we support our members by exhibiting at trade shows and conferences, and by providing educational and networking opportunities.

Whether you're an experienced publisher with many titles, or a newer publisher with one book, or a vendor that supports the publishing field, you'll come to enjoy our active group and the camaraderie and business growth opportunities that come with it! We also welcome authors who self-publish to our group.

Our members are available to do presentations on independent publishing at libraries, bookstores, schools, conferences, and literary/book festivals.

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Welcome

Dear Conference Attendees,

It is with a feeling of pride that I write and welcome attendees to the 2013 IPNE Annual Publishing Conference. Last year I prefaced my remarks by saying that that "These are exciting times in publishing".

Now I don't know for certain how things are these days in other industries. It may be the case that their markets have come to be continually disrupted by new technologies, products and methods. I do know about publishing where that has surely been the case for several years. For the moment the pace shows no sign of slowing down. Exciting times indeed.

This disruption poses dramatic challenges. Yet at the same time it provides significant new opportunities. At our conference we are going to hear from authors,

publishers, and experts in promotion, public relations, money matters, digital publishing, social networking, and more. We'll learn firsthand from these industry leaders how they and their clients are meeting the challenges and exploiting the opportunities.

I look forward to the outstanding group of speakers and sessions of this 2013 Annual Conference, to have the opportunity to meet you in person, and to working with all of you over the next 12 months.

I'm expecting to learn quite a lot at this conference!

Warm regards,

Dan

Dan Nigloschy
Executive Director, IPNE

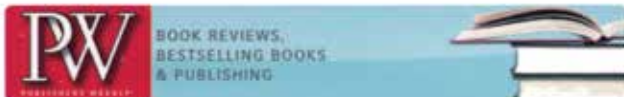
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Calendar of Events

April 19–20

IPNE Annual Publishing Conference

Southbridge, MA

May 18

Arlington Branch Meeting

Public Library, Arlington, MA

July 22

Arlington Branch Meeting

Public Library, Arlington, MA

October 7–8

New England Independent Booksellers Association – NEIBA

Providence, RI

October 20–22

New England Library Association – NELA

Portland, ME

October 19

Boston Book Festival

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Digital Media Developments

by Dan Nigloschy

By all measures it seems, we can now agree that digital media, (read eBooks in particular) was the fastest growing market segment in publishing over the last three years. Over this same period, publishers of all sizes wrestled with managing the myriad eBook options and the furious pace of change.

Today, publishers have mastered low cost production of straightforward linear-presentation eBooks and most publishers get to simultaneous digital delivery (or close to it) with the print publication. Many books are born digital, with print as a second option.

However for many types of books the choice of format and platform remain complex questions. For travel books, cookbooks, children's books, and educational textbooks the eBook options are many and the decisions can be difficult.

Enhanced eBooks

This introductory article is intended to help you guide you through the basic terrain of enhanced eBooks.

Today, any publisher considering enhanced digital media has three basic choices with one or two variants : going with an EPUB3 format, choosing an App, or, looking toward the future for books (and web-delivered content), a complete HTML5 format. These are going with an EPUB3 format, choosing an App, or looking toward the future for books (and web-delivered content) a complete HTML5 format.

The strong trend in these genres is toward interactive media. Publishers must decide if interactivity is important to their book's success, and if so, what type, and to what degree it is required. The choices start with basic video, audio, or interactive graphics. They can extend to including 2D or 3D animation, and interactive test banks, with answers, evaluation and more.

The EPUB3 Format

The EPUB3 format was accepted as a standard in late 2011 by the IDPF (the International Digital Publishing Forum.) Previously most eBooks were based on either ePUB2 or Amazon's proprietary variant, MOBI. Together these two comprise the format of the vast majority of available eBooks (excluding PDF, which for this article is not considered an eBook).

EPUB3 brings major enhancements to the eBook. Significantly, it is a standards-based specification, meaning it is open source and not proprietary to one vendor. Any vendor wanting to develop a Reader can develop to meet the EPUB3 standard.

This is important for several reasons. It means as a publisher you'll be able to prepare books in fewer formats, stan-

dardizing production to one common standard and distributing it to multiple platforms. It should also mean that as a consumer of digital media one should expect to have a similar quality reading experience across the spectrum of Readers that support EPUB3.

That's the goal anyway; the reality is quite different. Most Readers today vary widely in their support of features for EPUB3. (BISG, the Book Industry Study Group, provides an excellent online resource listing Readers and their capability. Go to BISG.org and search for the EPUB 3.0 support grid.)

The current state of confusion in EPUB3 support is similar to the browser wars of the early web days. Visiting one site with different browsers could give wildly different results. This worked itself out over time as will the platform support for EPUB3.

What's important for EPUB3 is the new capability it provides. It defines standards for implementing interactivity, audio, video, better navigation, accessibility, improved typography, internationalization (reading direction, character set, pronunciation), and text and audio synchronization. It incorporates standard technologies such as HTML5 and CSS3 modules, SVG graphics, OTF and WOFF font types, JavaScript, XML and more.

Sony has provided partial EPUB3 support for its Android Reader app, as have Barnes and Noble and Kobo. Amazon as usual is resisting the standard and pushing its own proprietary format KF8. Adobe has been relatively quiet on its intentions.

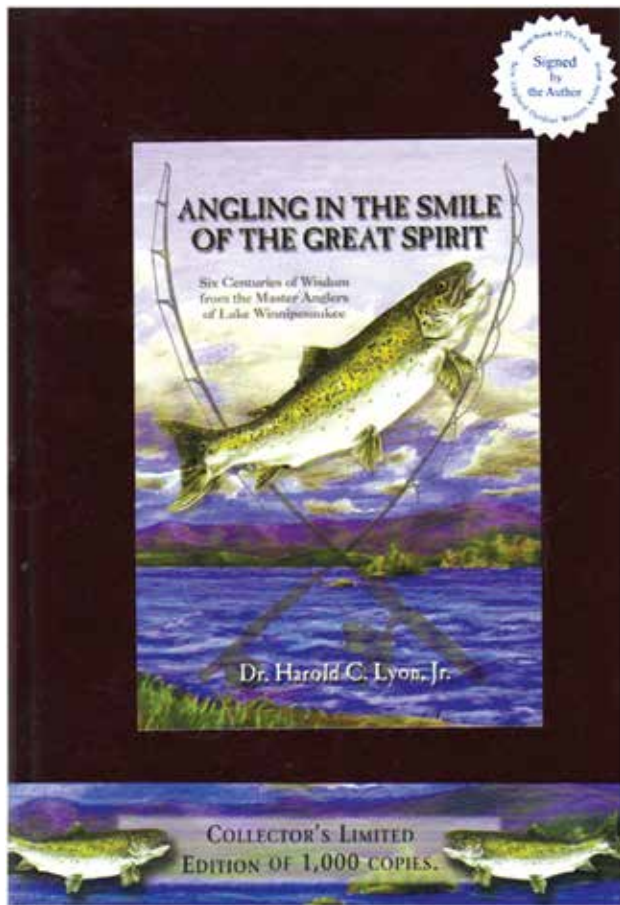
Apple platforms support many, but not all, features of EPUB3. Apple has chosen to provide an alternative production tool, iAuthor. This is a straightforward production tool capable of creating very rich media with significant functionality. However, eBooks produced with iAuthor are limited to sale only in the iTunes iBookstore.

Depending on which Reader you go with, the EPUB3 feature set can be rich. That EPUB3 is an open standard is an important consideration. Publishers need be aware however regarding EPUB3 support for the time being the field is muddy, and the terrain uneven.

Apps as Books

The explosive growth of the tablet computer has fueled the growth of the "App as a book" model. The dominant players in the tablet market for the moment are Apple and Google, providing both tablets and operating systems (iOS and Android). Samsung, using the Android OS, is a rising star.

Apps currently offer the very best way to obtain extremely rich interactivity, tailored navigation, animation, offline accessibility, and a highly customized experience. For publishers seeking to maintain strong brand identity Apps can provide a



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ABOUT THE AUTHOR:

Dr. Harold C. Lyon, Jr. is a graduate of West Point, former Ranger-paratrooper officer, U.S. Director of Education for the Gifted, project officer for the development of *Sesame Street*, assistant to the president of Ohio University, faculties of Georgetown, Antioch, Dartmouth Medical School, Notre Dame College, Universities of Massachusetts and Munich where he currently teaches physicians to be more effective teachers. He received the Gold Medal in the 32nd International Film & TV Festival of New York, a CINDY Award, and the Blue Ribbon in the American Film & Video Festival. He's the author of 7 books and over 150 articles on eclectic subjects including military strategy, leadership, education, multimedia, psychology, research, hunting, and fishing. He's a popular guest speaker in the "Humanities On the Go" program. His book, *Angling in the Smile of the Great Spirit*, won the New England Outdoor Writers Association "Best Book of the Year Award". He's co-author of a new book to be published in August 2013 by Routledge, entitled, *On Becoming an Effective Teacher*, with Carl R. Rogers and Reinhard Tausch. He chairs the New England Outdoor Writers Association Youth Writing Contest

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Only two hundred more copies of this best-selling book (over 7000 soft-cover and first editions already sold in New England) are available in a handsome leather hardback limited collector's edition, signed and numbered 1-1000. This collector's edition of the book (list price: \$39.95) and its unique companion DVDs (list price: \$24.95) on fishing are available for book stores here at wholesale discount: www.deepwaterspress.com. The book and DVDs share the deep love that New England anglers have for fishing including their folklore, philosophy, motivations, secret techniques, the nobility of angling, and the mystique of waters. The book features interviews with the 15 master Anglers, who together have 600 years of experience fishing, five of whom have died since the author began writing their colorful histories, with their tips, stories, secrets and even some of their lies. ("We fishermen are born honest, but we get over it...")

"Part angling memoir, part history—the kind of book you can dip into at a moment's notice, or read straight through as you would novel. You'll enjoy the warm positive tone registered by author Lyon's insights. It'll make you want to fish. It'll shape your viewpoint in ways you didn't expect. Something for everyone. Scientific angling information for those who want that. Hilarious anecdotal material you'd only get by knowing these people firsthand. It's the perfect book to be sitting on your lakefront coffee table....It's there when you want a dose of insights into New England glacial water. It captures in words —and with great feeling—what the big lake has to offer."

—Steve Hickoff, Outdoor Columnist and Writer

Digital Media Developments—continued

custom look specifically tuned to the publisher's design goals. For publishers seeking to protect their content from piracy, Apps may also provide better protection than EPUB3.

Over the last 24 months the spectacular growth in the animated children's book space was powered almost exclusively by Apps. Special effects, 3D animation, games, and text to speech synchronization are critical success factors in this genre, and Apps provide far and away the best functionality in these areas.

Since an App is basically a custom program that can be made to do whatever you want it to do, Apps can offer revenue opportunities beyond what is possible with standard eBooks.

Publishers can offer items for sale after the initial purchase. This can be in the form of subscriptions or premium content. Supplemental material might include additional images, maps or collections of additional recipes for example. For children's books it might be additional games or further stories. Other options include sending or receiving updates, and driving daily connections to an author or publishers website.

There is a cost to all this. Apps are more costly to make, although production costs are decreasing as the market expands. They can take more time to develop. And if you want your App to run on both Apple and Android this further increases the cost.

Apps are clearly not meant for all books. They are an inappropriate choice for linear text. However, if interactivity or a close relationship between contextual content, graphics and sidebar material, is important, or add-on sales and branding, then Apps are among the best choice today.

HTML5

HTML5 is the current rock star of digital media. It seems as if everybody has some announcement or pronouncement to make about HTML5 being the foundation of all future media. That cynicism aside, HTML5 is quite dazzling and provides great platform mobility.

Initially seen as an environment for web content delivery HTML5 has caught the attention of publishers in a big way. It integrates audio, video, excellent font handling, graphics manipulation and games programming capability and it does so very effectively.

The host environment of HTML5 is the browser, thus it runs well on multiple platforms. It incorporates adaptive design techniques that can reformat a display and make content more readable on devices with very different screen size displays. Thus with one production format you can deliver to iOS, or Android; to desktop, portable, tablet or mobile. It's

easy to see why publishers are excited about it.

Yet, while the promise of HTML5 is significant it is not yet an agreed standard. Issues remain on file formats for video, and the use of certain tags. Coding it can vary widely, and can be complex. Browser support varies significantly.

A major question mark for HTML5 involves the online and offline access to content. Technically HTML5 can store content to a local device, which should solve this problem. However acceptance of this technique is not universal as there are some security risks. This means platform vendors, content providers, and users, all influence the control of whether content is always accessible.

In Conclusion

Publishers considering enhanced eBooks must weigh the alternatives in view of their market, their goals, and their best target platforms in the short and mid term. If Amazon is likely to be the best marketplace for your readership then you'll need to work with the KF8 format. If the iBookstore seems right then iAuthor is an attractive option for producing enhanced eBooks for sale on iTunes. If rich media, custom features, branding, and add-on sales are prominent in your plans, Apps are a good choice on both Apple and Android.

EPUB3 and HTML5 offer significant future promise and they are not in competition. EPUB3 shares many elements of HTML5. These are the technologies where major publishers and their vendors are placing their money and their bets. The technology is taking form, but results are not yet conclusive; the trend is not yet established and the best choices are not yet clear.

Smaller publishers have the advantage of being more nimble than the giants. They can react more quickly to market developments. That does not have to mean sitting idly on the sidelines and watching.

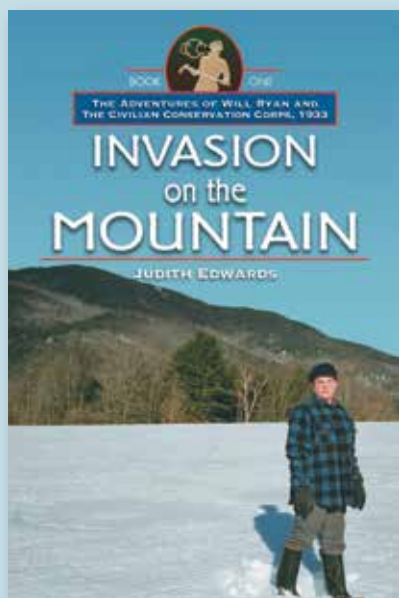
The one common underlying element to all the formats we discussed in this article is XML. For publishers who have content with any kind of a significant shelf life getting their content into an XML format should be a goal.

That way when the trends become more evident, and decisions must be taken, with an XML format vendors can easily transform your data to the appropriate format. With that step you've taken a big step in future proofing your content.

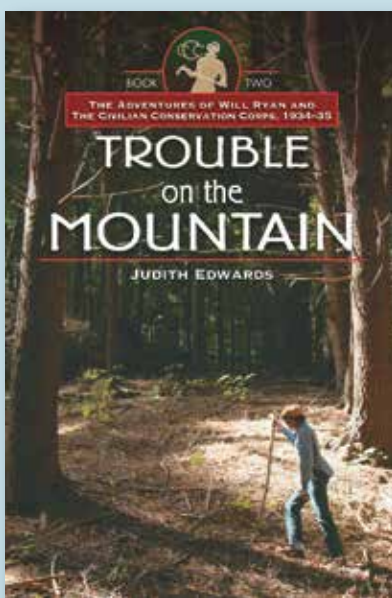


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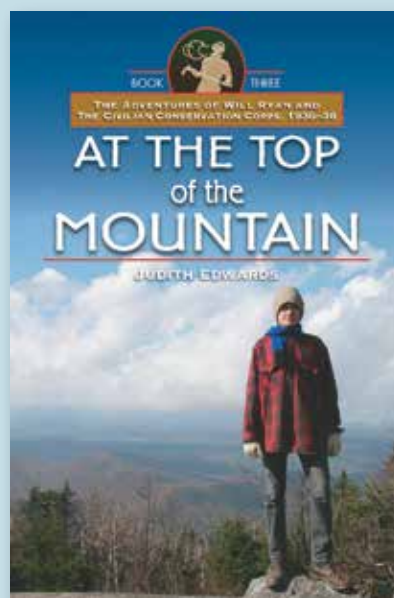
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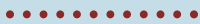


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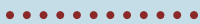
The adventures of Will and his CCC friends include floods, rescues, and a fire, along with plenty of fun. Will also participates in the traditional tasks of rural Vermont – planting crops and helping neighbors – and new pleasures and pastimes such as movies and dances. By the end of the story, after years of hard work and danger, the boys of CCC Camp 129 have reached the top of the mountain. As the corpsmen celebrate the completion of the summit road and prepare to move to another CCC camp, Will Ryan and his best friend Carrie ponder what the future may hold after their upcoming last year of High School.



The Civilian Conservation Corps, one of President Franklin Delano Roosevelt's New Deal programs, between 1933 and 1942 employed and trained over three million young men nationwide. They planted three billion trees, built roads and trails, shored up dams, created lakes, and built stone buildings in both state and national parks and forests nationwide.



Judith Edwards, author of *The Great Expedition of Lewis and Clark* (Farrar, Straus and Giroux) and twelve other young adult, middle grade, and children's books, lives in southeastern Vermont near Mount Ascutney State Park – one of many parks nationwide whose roads, stone buildings, and campsites were created by CCC corpsmen in the 1930s.



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The IPNE Catalog

A New Opportunity to Promote Books by Steve Carlson

IPNE strives, in many ways, to help our members sell the great books they publish. It's a complex job, because our membership is diverse. Any individual member may be positioned mainly to sell through bookstores, or to libraries, or to special markets, directly from our Web sites, in specialty stores, in the back of the room when we give talks, or any combination of the above. Yet through IPNE's programs, we all work together to reach our main markets better and to find new ones.

The new IPNE catalog serves a number of functions, but its biggest objective is to provide yet another way to connect books with readers.

About the Catalog

The catalog will be published at least twice a year, spring and fall. It will also be posted prominently on our Web site, and distributed at all of the major events that IPNE leads or participates in. Therefore, it will be shared with large numbers of people who are enthusiastic about books, including librarians, booksellers, reviewers, and avid readers.

Planned Book Listings

Beginning with the next (fall) issue, IPNE members will have a chance to add listings of their frontlist titles, including cover graphics, identifiers, brief descriptions, notes about awards or reviews. These listings will not be free—it costs money to print and distribute a full-color catalog—but offered to our members at an exceptionally low price, beginning at just \$25.

Each of these listings will be published for a full year. In other words, if you begin in the fall issue, your listing will appear the following spring as well, at no extra charge, for exposure to the full yearly cycle of IPNE activities. It will be seen by librarians at NELA, bookstore buyers at NEIBA, avid readers and opinion-leaders at the Boston Book

Festival, the diverse crowd of book enthusiasts at next year's Conference, and any number of other shows and outreach efforts throughout the year.

We did not have the mechanism in place yet to offer the listings for this first issue of the catalog, but watch for an announcement shortly as we prepare for the larger fall catalog.

You have probably noticed that this first catalog does have a handful of space ads for books. This will be another option for all members, again at an affordable price, for those who would like larger-sized promotions of their own design. Several of our more established members jumped at the opportunity to purchase these ads, recognizing what a good deal they are.

A Complement to your Other Promotions

Don't get me wrong. Advertising in the IPNE catalog is not a magic bullet for book promotion. All successful publishers constantly seek out more ways to expose their books to their target audiences. This is just one more way, but a good and affordable one.

For example, if a publisher wants to promote to New England librarians, a catalog listing will be seen at NELA, but is no substitute for actual representation of the book there by IPNE, or for mailings and other ways of reaching out. In my experience, librarians (using them again as an example) are like other book lovers—the more times they see or hear about a book in a positive context, the more likely they will be to buy it.

A listing or ad in the IPNE catalog will be seen by large numbers of people who you want to know about your book. It is a great complement to other promotions. There are few if any other ways to effectively promote a book for as little as \$25, so watch for the announcement of more details in the near future.

Conference Program

Friday, April 19, 2013

3–8 p.m. **Registration • Exhibits Open**

3:00 **WELCOME**

Tordis Ilg Issehardt, IPNE President

Images from the Past

3:15 **SESSION 1: Overview Of Publishing Today:**

“Independent Publishing in the Rapids of Change”

Bill Schubart, Author, VPR Commentator & Retired Businessman

4:00 **SESSION 2: Adapting To Publishing Challenges Today**

Tordis Ilg Issehardt, Images from the Past

Peter Sarno, PFP Publishing/AJAR Contemporaries

Cheryl Wilfong, Heart Path Press

5:00 **INTRODUCTIONS / COFFEE BREAK / EXHIBITORS**



5:30 **GEORGE L. GEERS**

Career Journalist, Publisher at Plaidswede Publishing, and
Executive Director of the New Hampshire Writers' Project

*“The Outlook Has Never Been Better:
How a Book Publisher Began in Southbridge”*

FEATURED SPEAKER

6:30–8 **CASH BAR RECEPTION**

Visit with exhibitors and networking

Saturday, April 20, 2013

- 7:30 a.m. **Registration • Exhibits Open**
- 8:45 **WELCOME/ ANNOUNCEMENTS**
- 9:15 **SESSION 3: Marketing Today**
Pamela J. Fenner, Michaelmas Press,
Moderator
Steve Fischer, New England Booksellers'
Association of New England
Brian Jud, Book Marketing Works
Kate Sullivan, Candlemark & Gleam
- 10:15–45 **INTRODUCTIONS / COFFEE BREAK**
- 10:45–12 **SESSION 4: The Digital Landscape**
Dan Nigloschy, Media Entities, Moderator
Jenny Hudson, Merrimack Media
John Rodzilla, Emerson College
Kate Sullivan, Candlemark & Gleam
- 12–12:45 **KEYNOTE LUNCHEON (Buffet) — Vision Restaurant**

**Keynote Luncheon sponsored by
Friesens Book Manufacturing**

- 1:00–2:00 **KEYNOTE ADDRESS:** Auditorium
ARCHER MAYOR
Vermont-based author of the 23-book Joe Gunther mystery series and winner of the New England Independent Booksellers Award for Fiction in 2011
*“That’s no iceberg. That’s opportunity!
and other mangled metaphors applicable
to modern publishing.”*

- 2:15 *Three (3) Concurrent Sessions*
- SESSION 5: What Are Publishers Looking From In Writers?**
George L. Geers, New Hampshire Writers' Project
Sid Hall, Hobblebush Books
- SESSION 6: New England Media:**
How to get noticed regionally
David Tirrell-Wysocki, Executive Director, Nackey S. Loeb School of Communications
- SESSION 7: Advanced Digital Workshop**
Bruce Kulik, Media Entities

- 3:30 *Three (3) Concurrent Sessions*
- SESSION 8: Money Matters**
Robin Haywood, Sellers Publications
- SESSION 9: Flash Fiction**
Walter Bird, Worcester Magazine
Suzy Geers, Plaidswede Publishing & Rock the Vote
Kelley Landine, Quinsigamond Community College
- SESSION 10: Creating Videos**
Kitty Werner, for Phil deMarne of Phil deMarne Productions
Christopher Gilbert, Lamp Post Media

- 4:30 **WRAP UP**

Speakers



George L. Geers, a career journalist and book publisher, has been executive director of the New Hampshire Writers' Project since 2010. Geers has been involved with the Writers' Project, based on the campus of Southern New Hampshire University, for 17 years. He joined its board of trustees in 2000 and served as president 2006–2007.

He began his newspaper career as a college intern at Foster's *Daily Democrat* in Dover and left there in 1979 as managing editor to become executive editor of *The Southbridge (Mass.) Evening News*, then editor of *The Chronicle* in Willimantic, Conn. In 1994, he was named editor of *The Telegraph* in Nashua. In 2000, he returned to his hometown of Concord, N.H., to form Plaidswede Publishing, which specializes in New Hampshire and New England books.



Archer Mayor is the *New York Times* bestselling author of the highly acclaimed, Brattleboro, Vermont, based series featuring detective Joe Gunther, which the *Chicago Tribune* describes as "the best police procedurals being written in America." He is the recipient of the New England Independent Booksellers Association Award for Best Fiction—the first time a writer of crime literature has been so honored. Mayor was raised in the US, Canada and France, and since graduating from Yale, has been variously employed as a scholarly editor, a researcher for TIME-LIFE Books, a political advance-man, a theater photographer, a newspaper writer/editor, a lab technician for *Paris-Match Magazine* in Paris, France, and a medical illustrator, volunteer firefighter and EMT. Archer is a longtime Deputy Sheriff and an death investigator for the Windham County, Vermont, State's Attorney's office.



Walter Bird is the senior writer for *Worcester Magazine*. He is the former executive editor of Stonebridge Press Newspapers, where he oversaw newspapers in CT and MA. It is not all work and no play, however. Walter is a diehard "Walking Dead" fan, a fantasy baseball geek, and a movie buff who possesses the completely useless talent of being able to quote dozens of movies. He is also forever 80s and still listens to Billy Idol.

Phil de Marne started as a radio producer creating a new programming format, Classic Rock, that is still used throughout the country today. He worked as a television producer in Cleveland (where he won an Emmy), Cincinnati and Seattle. Since leaving television 12 years ago, he traveled the country producing over a thousand videos for state and federal agencies and corporations. He formed deMarne Productions producing book trailer videos. www.pchildemarne.com



Pamela Johnson Fenner is celebrating 22 years as an independent publisher. Michaelmas Press produces award-winning parenting and education books, several focusing on Waldorf education. In 2007, she branched out into history with a book and pamphlets on J. G. Whittier, poet and abolitionist. Pam is a founding member of IPNE and a Past President of the Board. www.michaelmaspress.com



Steve Fischer worked for Harper & Row as a sales rep then transferred to Harper's international sales department. After 6 years of travel he returned to manage the B&N account, later worked as sales and marketing director at Tuttle Publishing, and Red Wheel Weiser. Since 2007 he is the Executive Director of the New England Independent Booksellers Association, the non-profit trade association representing the interests of all independent bookstores. newenglandbooks.org



Suzy Geers is a writer and VP of operations for PlaidSwede Publishing of Concord, NH. Her career in journalism started in 1999 working in the music business where she helped produce an online magazine, Noizepollution.com doing publicity and content writing with Aerosmith, Marky Ramone, Faith Hill, Radiohead, even Tommy Lee for Warner Brothers Records, Warner Brother Records/ Nashville, MTV's Rock the Vote, *The Pulse Magazine*, among others. plaidswede.com



Chris Gilbert's travel experiences in the Middle East, Europe, the Soviet Union, Japan, Canada, and the US, confronted him with the complexities of culture and the value of a good story in bridging diverse human experience. Chris has produced more than 100 short film stories for European and US institutions, and many short promotional web videos for individuals, businesses and authors. Chris also teaches video editing, adjunct, at Salem State University, on Boston's North Shore. lamppostmedia.net



Sidney Hall, Jr. is the owner of Hobblebush Books, and he specializes in fine book design and production for Hobblebush and other publishers. He has been nominated for a Pushcart Prize for his poetry. His book reviews have also appeared in the *Los Angeles Times Book Review*. He is the author of three books of poems, *What We Will Give Each Other*, *Chebeague*, and *Fumbling in the Light*, and a book of memoirs, *Small Town Tales*.

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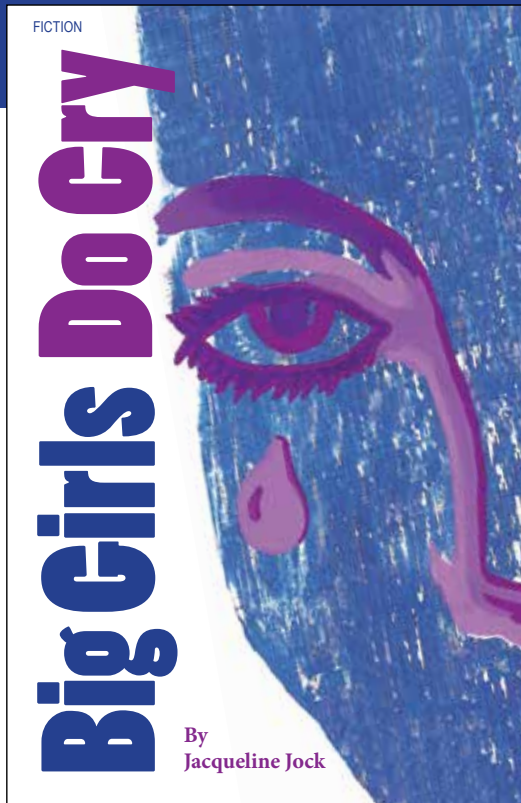
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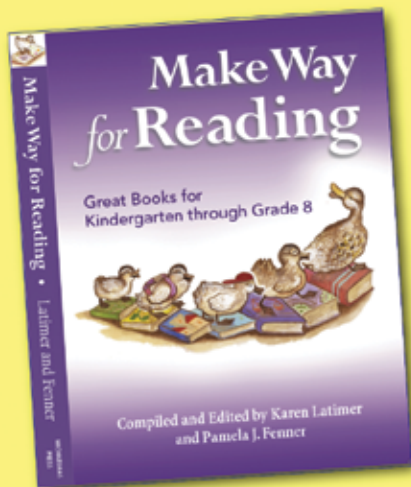
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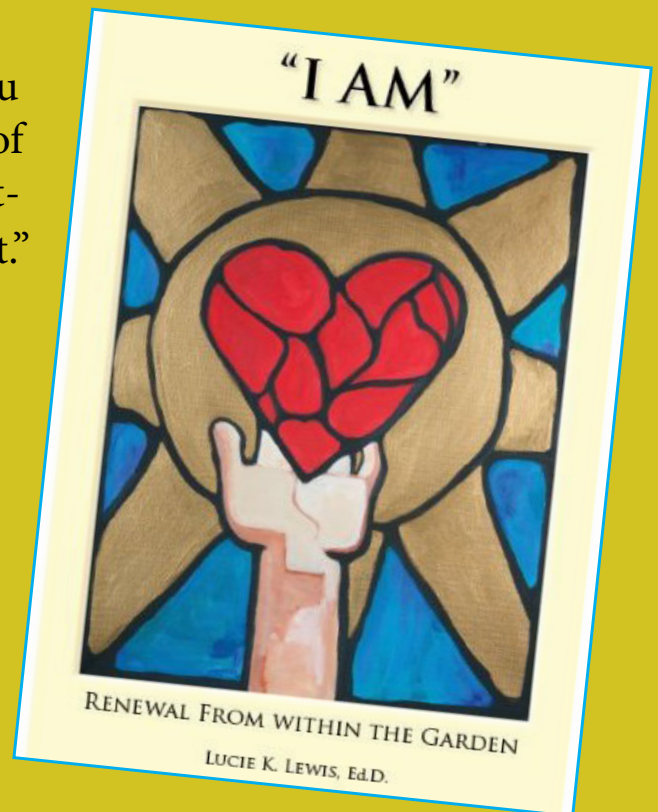
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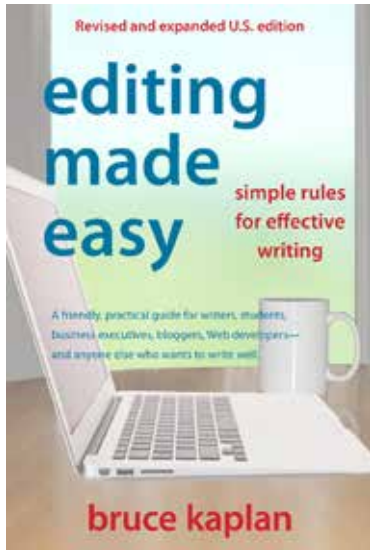
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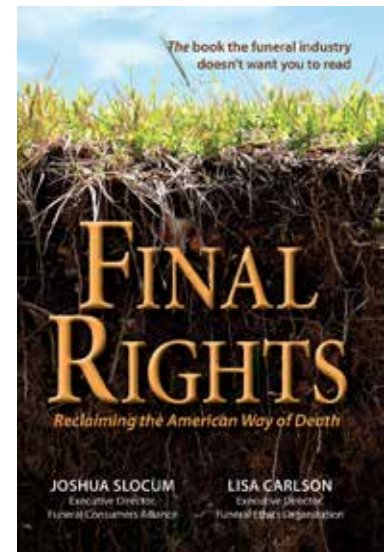
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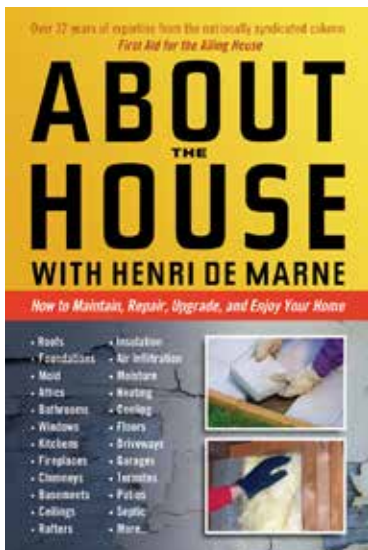
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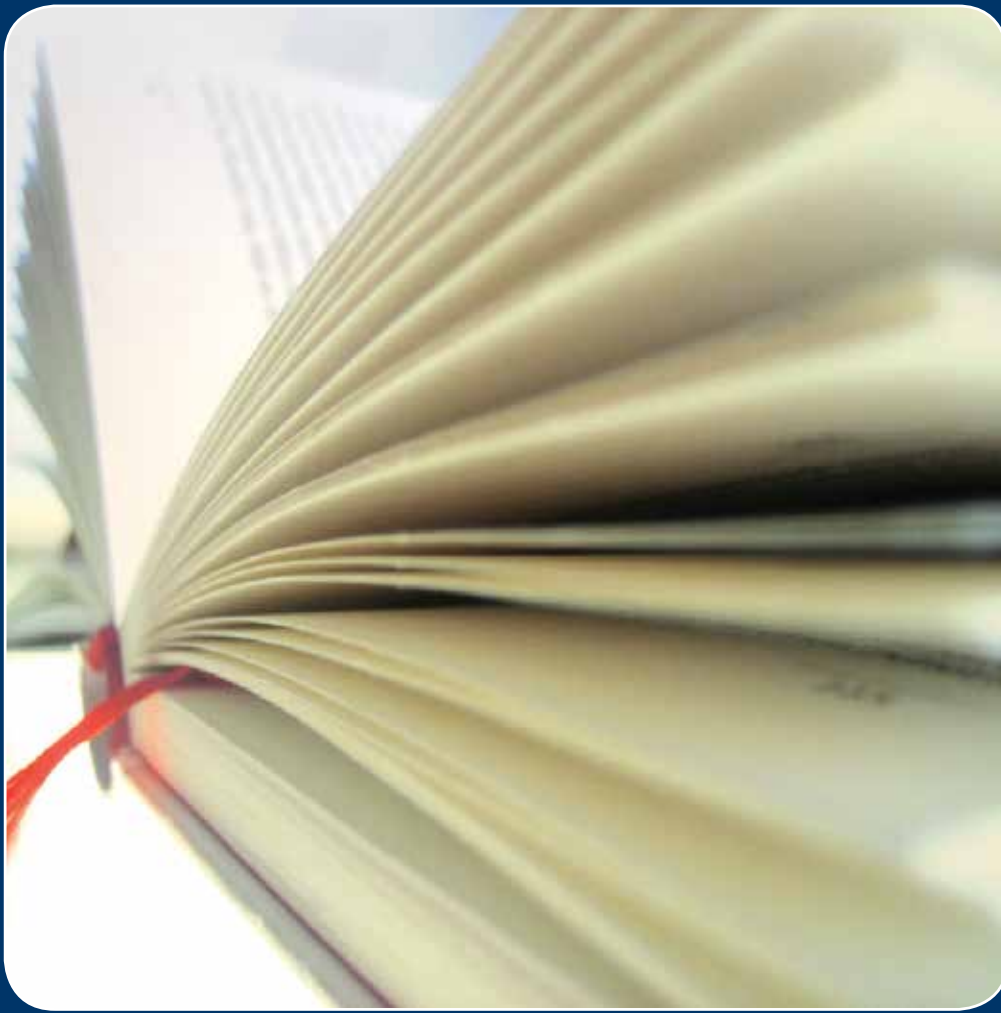
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