

Signature

Volume 16, Number 5

May 2007

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May Meeting Agenda:

8:00-8:30 a.m.

Registration and Continental
Breakfast

8:30-9:15 a.m.

Announcements, Star Time,
Committee Chair Updates

9:15-10:00 a.m.

Networking

10:00-11:00 a.m.

Speaker Program

11:00 a.m. – Noon

Round Table Discussions

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SATURDAY, MAY 19 MEETING

Presentation Skills: Learn To Speak Out!

Don't miss out on one of the best tools available for growing your business. Join us May 19 and Elaine Dumler will show you how to market yourself, and your product or service by speaking to groups and organizations.

Learn incredible techniques on how to:

- Create and organize your ideas and information so it makes sense to your listeners.
- Deliver your talk with confidence.
- NOT be boring! Use your voice to create impact!
- Choose, prepare and use visuals.
- Persuade your audience to a sale.
- Practice the skill areas you will learn.

Elaine will explain how to create and deliver your presentation and teach you how to get business from it. This "hands on" talk is packed with ideas you can use right now to make more money.

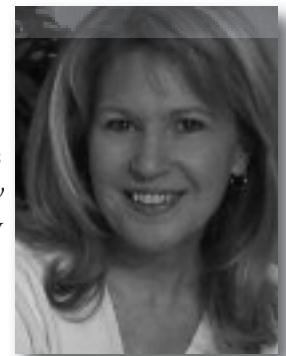
Elaine Dumler specializes in workshops that focus on business presentation skills, and corporate or entrepreneurial networking (capitalizing on your ability to talk to people). She understands the presentation and networking needs of business professionals. So it's not hard to believe that she was only 13 years old when she first spoke to 250 people. Elaine formed the company Frankly Speaking... in 1993 to work with people who wish to bring a sense of "craftsmanship" into their business presentations. She conducts workshops internationally for such organizations as General Electric, State Farm Insurance, Johnson & Johnson, and the U.S. government. She has been a featured guest on

both radio and television sharing her knowledge. Her most recent television appearance was on *The Montel Show* in honor of Military Child Month on April 12 (see story on page 9).

Elaine is best known to CIPA

members as the author of the very successful book *I'm Already Home* and the recently released *I'm Already Home...Again*. She is a co-author of the book *Marketing for People NOT in Marketing* and is published in the new *Chicken Soup for the Nurse's Soul*.

Elaine is actively involved in the National Speaker's Association, and served as president of the Colorado Speaker's Association for the 2000-2001 year.



Elaine Dumler

LOCATION

Red Lion, I-70 and Quebec, Denver,
located south of I-70 on the east side
of Quebec.

MEETING COST

Members – SAVE! Register online by
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meeting and pay \$15 (guests pay \$30).
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cost is \$20 for members (guests pay
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FROM THE PRESIDENT

We Are All Connected

By Lydia Griffin, CIPA President



I hope all of you had as much fun at the College as I did. The speakers were not only educational, but also inspiring! I was so impressed with the level of expertise and all of the enthusiasm. What an incredible weekend.

Since the college, I cannot stop thinking about our commitment to one another. The generosity of the CIPA membership is astounding. Speaker Ellie Bryant mentioned to me that she was so impressed with our willingness to help each other. And that made me think of E.O. Wilson's book *Consilience: The Unity of Knowledge* and how every discipline is not only a springboard for another but inherently

connected to that discipline.

I write children's books. Herb Tabak writes non-fiction, autobiographies, and essays. Although our genres seems miles a part, there is much to glean from each other. I always ask Herb to review my manuscripts. His insight is invaluable.

Similarly, while I was at the college, I read my latest manuscript to Mike Daniels and Cameron Fay—printers. They both asked me questions about the beginning of my book that actually forced me to rewrite several paragraphs. They were a tremendous help.

No matter my friend's expertise, if he or she is at all connected to the world of writing, publishing, designing, reading, printing, eating, whatever—basically everyone and anyone!—I get their input. The result is that I revise and revise until I have a text that is coherent to everyone. Listening to criticism about my writing, my book cover, or my author picture is critical to the overall success of my product. And with a diversity of listeners and critics, I am able to produce a better book.

Take advantage of your fellow CIPA members and their expertise. Even if you don't think they can relate to your subject—THEY CAN! Their input is priceless. You need to hear it. You need to hear from everyone. Our topics are all interconnected. As I mentioned at the college, when I am at class at Spalding University, it seems the phrase "interrelatedness of the arts" pops up hourly. The arts are all connected and, inherently, the publishing world is inextricably linked to the arts. We are all contributing to the interrelatedness of the arts and the unity of knowledge by joining CIPA. Whether you are a graphic designer, printer, writer, publisher, publicist, illustrator, sound technician, teacher, speaker, or avid reader, you are contributing to CIPA's think tank and resource bank.

As my term as president comes to an end, I feel grateful to have all of you as friends...and consultants.

Outside Eyes: A Non-Member View on CIPA's 2007 College— and Beyond

By Vicki Hessel Werkley

I'm so pleased to have the opportunity to share my thoughts on your recent CIPA College, which I attended as a speaker.

I've been part of many conferences and conventions, mostly having to do with writing and publishing, and on both sides of the podium. I thought CIPA's speakers were excellent, both in their material and presentations. Your workbooks are a brilliant way to help attendees keep track of their own notes as well as significant points and hand-outs provided by the speakers.

Aside from the conference's "physical" aspects, I want to comment on its "feel." I found the atmosphere open and receptive, relaxed—despite the times when we were rushed—and affable. But most important to me, I saw participants becoming excited and inspired by what they were learning, gaining confidence in their own ability to launch their publishing projects successfully. I also saw the "pros" learning from each other and gaining new insights, new ideas and new courage to try fresh ideas.

Most of all, I appreciate this College's time given to the topic of editing. Not that long ago, all independent publishing—especially the much-denigrated "self-publishing"—was seen as completely without merit and unworthy of notice in publishing and book-selling domains. However, as some of us have persisted in our efforts to produce high-quality books—and as new companies provide us with publishing opportunities while the major houses become more author-unfriendly—good independent publishing is being recognized as such. Our books can now look professionally formatted on appropriate papers with terrific full-color covers; we can access fulfillment and distribution services; we can even get properly reviewed.

But, in my opinion, the one area in which independent books continue to show an unprofessional face is that of editing. This is most prevalent in author-published first books, because most writers simply don't have all the



Joyce Miller, Faye Quam Heimerl and Vicki Hessel Werkley were among the speakers who presented an editing panel.

training professional editors do. Likewise, most are unaware of the incredibly numerous pitfalls of self-editing, which is, itself, crucial but only the first step in full manuscript editing. Further, many small-press publishers may do a fine job in that role but themselves lack the ability to edit professionally; they may not even be aware of that lack.

The largest problem seems to lie with publishers and printing services where editing is "optional." It's easy to see why the uninformed might think, "I'm already over my budget for this book; I just can't afford editing. After all, I'm a PhD, and none of my colleagues who've read it saw anything wrong."

The sad truth is: Every poorly edited independent book that's published reflects badly on everyone involved with independent publishing. That's you and me, and, personally, I'm tired of it. Tired of being lumped with people who don't try hard enough or simply don't know any better. Aren't you tired of that too? Having all those thousands of poorly executed works drag like weights on us as we try to launch our own success? How can we possibly get reviewers and bookstores to even consider our independent offerings when they're convinced it's all a sea of sludge and it's far too time-consuming and labor-intensive to sift through in hopes of finding a pearl or two in all that dreck? How can bookstores gracefully refuse to carry a poor book when the author says, "But you carry other self-published books!" It's simply easier for booksellers and reviewers to refuse all "indies."

So what to do about it? There's certainly no way we can stop people from publishing their books—nor should

See Outside Eyes, continued, page 11

A Night at the EVVYs

Congratulations to all the 2007 EVVY and Tech Award winners and best of luck to next year's entries. See you at CIPA College 2008!

2007 EVVY Winners

Title	Author	Publisher
> Autobiography/Memoirs		
1st Born Again Irish	Fred Caruso	CGI Books
> Biography/History		
1st Dirt, Water, Stone	Kathleen Fiero	Durango Herald Small Press
2nd SUMMIT: A Gold Rush History	Mary Ellen Gilliland	Alpenrose Press
3rd Photographing Mesa Verde	William Howard, Doug Hamilton, Kathleen Howard	Durango Herald Small Press
Merit Book Fire on the Mesa	Tracy L. Chavis	Durango Herald Small Press
Merit Book New Deal Days	Duane A. Smith	Durango Herald Small Press & Ronald Brown
Merit Book The Wetherills	Fred Blackburn	Durango Herald Small Press
> Business/Finance		
1st If You Don't Have Something to Say...Don't Say It	Paul Dahlstrom	Arthur Hunter
2nd The War Chest	Gary W. Buehner	Outskirts Press, Inc.
> Children's		
1st The Most Important Thing	Rhonda Roth	Crossing Guard Books
2nd Me, The Tree	Ann Louise Ramsey	Crown Peak Pub
3rd Smiletown's Big Snow Day	Chris Kauflin	Smile a Lot LLP
Merit Book Aidan's Shoes	Brent Sampson	Outskirts Press
> Juvenile		
1st Galahad 2: The Web of Titan	Dom Testa	Profound Impact Grp
2nd Unsinkable: The Molly Brown Story	Joyce B. Lohse	Filter Press, LLC
3rd Haunted Hill	Andrew Oliver	Adams-Pomeroy Press
> Diet/Health/Fitness		
3rd The Chocolate Therapist	Julie Pech	Trafford
> Fiction		
1st Closer Than You Think	Mara Purl	Haven Books
2nd Ride, Boldly Ride	Mary Ramstetter	C Lazy Three Press
3rd Wake Up With Fleas	Carla Kienast	Outskirts Press
Merit Book Full-Bodied and Peppery	Christine Feller	Outskirts Press
Merit Book The Literary Six	Vince A. Liaguno	Outskirts Press
Merit Book Into The Light	Debra P. Whitehead	Outskirts Press
Merit Book Fly Me to the Moon	H.E. Logue, MD	Outskirts Press
> How To		
1st Turn Eye Appeal Into Buy Appeal	Karen Saunders	MacGraphics Services
2nd Xmas Tree Advent Calendar	Ruthy Sturgill	Outskirts Press
3rd See Sally Kick Ass	Fred Vogt	Outskirts Press
Merit Book The More the Merrier	Faith Evans, Chris Cavert, Sam Sikes	Doing Works, Inc.
Merit Book Guía de la Ley de Educación Especial	Randy Chapman, Esq	The Legal Center
> Inspirational/Self-Help		
1st Relationship Rules	Janice Hoffman	Venus Publishing
> Humor		
1st All My Patients Have Tales	Jeff Wells	Hadley, Inc.
> Legacy		
1st Colorado Rascals, Scoundrels and No Goods	Mary Ellen Gilliland	Alpenrose Press
> Miscellaneous		
1st Mesa Verde Centennial Series	7 volume set - various authors	Durango Herald Small Press
2nd Guía de la Ley de Educación Especial	Randy Chapman, Esq.	The Legal Center
3rd The Most Secret Window	Natalie Vanderbilt	Random River Press
3rd The More the Merrier	Faith Evans, Chris Cavert, Sam Sikes	Doing Works, Inc



L-R: Jeff Wells (with Rebecca Finkel), Karen Saunders, Mara Purl (with Vicki Werkley), Fred Caruso and Dom Testa were pleased to accept their EVVY Awards. Far R: Annie Callanan received a speaker's gift from Judith Briles.

> **Non-Fiction/ Experiences**

1st	Class Acts	Carolyn Brink	Filter Press
2nd	All My Patients Have Tales	Jeff Wells	Hadley, Inc.
3rd	Blue Max	N.G. Brown	Outskirts Press

> **Parenting/Family**

1st	Guía de la Ley de Educación Especial	Randy Chapman, Esq.	The Legal Center
2nd	Overcoming Entertainment Addiction	Gregory Bloom	Action Publishing
3rd	Simple Successes	Rachelle Zola	Outskirts Press
Merit Book	Got the Baby Where's the Manual?	Joanne Baum, PhD.	Mountainside Press

> **Spirituality/Religion**

1st	Beyond the Resistance	Dave Wager	Grace Acres Press
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> **Political/Social**

1st	Defending Liars	Howard L. Salter	Outskirts Press
2nd	The Struggle Among Ideas	J. Ivey Davis	Outskirts Press

> **Travel**

1st	RV Rentals	Dave & Kay Corby	Outskirts Press
2nd	California Trails Northern Sierra	Peter Massey, Jeanne Wilson, Angela Titus	Adler Publishing
3rd	Arkansas River Guide	Thomas G. Rampton	Blacktail Enterprises
Merit Book	Travel Made EZ	Ev Luceris & Joann Smith	

> **Workbooks**

1st	Building a Champion Character	Susan R. Rose, M. Ed	Outskirts Press
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> **Young Authors League Winners**

1st	A Bright Light: The Story of Star, a Wild Mustang	Victoria Goodgion	Platt Middle School, Boulder
2nd	Poems	Journey Fetter	McKinley-Thatcher Elementary School

2007 EVVY Tech Awards

> **Cover Design**

1st	I'm Already Home	MacGraphics Services	Frankly Speaking
2nd	Turn Eye Appeal Into Buy Appeal	MacGraphics Services	
3rd	The Confidence Factor	Mikell Yamada	Mile High Press

> **Book Design**

1st	Turn Eye Appeal Into Buy Appeal	MacGraphics Services	
2nd	My Lasting Wishes	MacGraphics Services	McWidget Publishing
3rd	Money Smarts	WESType - Ronnie Moore	Mile High Press

> **Illustration**

1st	BeBa and the Curious Creature Catchers	Stephanie Lostimolo	Laffin Minor Press
2nd	SUMMIT: A Gold Rush History	Mary Ellen Gilliland	Alpenrose Press
3rd	Travel Made EZ	Shannon Parish	

> **Printing**

1st	Money Smarts	Friesens	Mile High Press
2nd	California Trails	Sheridan Books	Adler Publishing
3rd	All My Patients Have Tales	Sheridan Books	Hadley, Inc

> **Editing**

3rd	The Most Secret Window	Robert McDowell	Random River Press
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CIPA Transforms the World

By Mara Purl, 2007 College Dean

Our annual CIPA College had just concluded and I sat for a moment to sense the mood. As with the ending of every huge endeavor, there was a mixture of exhilaration and exhaustion. But there was also a shift, like when a gong stops ringing. New thoughts had resonated and now everything was sounding different.

Was it just me? No. I noticed expressions on participants' faces. Eyes were wider, grins tugged at mouths. Hands still scribbled notes. People gathered in conversation groups. Hands gestured in the air, voices rose. Some sat in clusters around the speakers who were still in the room. Some chased down speakers as folks began to spill into the hallway.

The signs were everywhere: the unmistakable signs of transformation.

So what about you? When you sit down every day to work on your next book project, what are you up to? Are

you creating a work that will inspire others? Are you writing and/or publishing something that will make a difference?

Of course you are! This is what fuels the dream of publishing.

So what if each of our books gets published? What if each of them is written passionately, edited professionally, proofed meticulously? What if each contains every bit of publishing compliance like a Library of Congress copy-right, a PCN, and a CIP block? What if each has a knock-your-socks-off cover? What if each is targeted to its perfect niche and marketed so effectively it reaches its tipping point?

What would be the result? Each of our books would be transforming its readers. And then we would no longer be surprised to read the headline: "CIPA Transforms the World."

The Perfect Equation: Form Meets Content

By Mara Purl

Imagine this article beginning with a cartoon. On the left, one character says, "So what if you spent ten years writing your book? If you don't sell it, what's the point?"

This is the very point that attracted me to CIPA in the first place—a practical, dynamic approach to the marketing of books. The majors used to do a good job for the mid-list author. As we know, that hasn't been the case now for several years, as the big publishing houses get bigger, gobbled by corporate takeovers and re-invented as organizations focused more on the bottom line than upon the printed word.

Each year—both at the annual College, and at monthly programs—accurate, empowering information is shared with us by experts. This year was no exception. Rick Frishman, John Kremer, Barry Spilchuk, all had vital things to say about how, where, and to whom we should be marketing.

Now imagine the rest of the cartoon. The second character says, "So what if you spent \$100,000 to market your book. If it's not structured, written, edited and proofed well, what's the point?"

This is the "what" of publishing. This is where we threw more of the weight at this year's College, bringing these two sides of the equation into a perfect balance.

Ellie Bryant, Vicki Werkley, Linda Seger, all shared passionately about a rigorous, relentless approach to content. Last year I attended one of John Kremer's professional semi-

nars at BEA. One of the things he said I'll never forget. "Let's say you do all this marketing. Okay, but if your book isn't all that great, they're going to find out."

The design of this year's College will stand you in good stead throughout all aspects of your career. We balanced an Editing Panel with a Media Panel. We presented cover design and printing options juxtaposed with developing a speaking career and creating effective bookstore events. We offered the wisdom of two book shepherds: Judith Brile's self-empowering and Ellen Reid's handholding, both yielding fully-realized professional products. We featured Kenn Amdahl as author-publisher-performer not only talking about but actually performing a unique creative voice—the one thing that distinguishes you from the crowd and makes your book a must-buy. And then we featured Barry Spilchuk not only explaining but demonstrating what it looks like to discover your niche, then mine it so effectively you own it.

If you attended the College, use your Workbook to review the programs and see where form meets content in your own projects. If you missed the College, think about this balance and see how our monthly programs can help you create it in your work.

True success comes from this dynamic integration where form meets content. That's the point.

College Auction Helps ELF

By Dom Testa

The silent auction at this year's CIPA College was a smash success, and many thanks are due to many people.

First, thanks to all of you who walked down the long row of auction items and bid on the terrific merchandise. Even if you did not end up as the high bidder, I really appreciate your participation. That's what a silent auction is all about! Let me do my individual thanks before I (drum roll) announce the final record tally.

My auction team from CIPA was fantastic, and I was extremely fortunate to have so many talented and hard-working people on the job. Nancy Mills and Sue Hamilton produced the gorgeous, colorful sheets that described each item. Didn't they look awesome? Nancy came up with the concept and layout, then did most of the production. Sue was a total champ at the end, even firing up her computer and printer for emergency repairs! Thank these two ladies when you see them.

Victoria Munro designed the display, and I heard tons of comments about how attractive and professional it looked. I watched Victoria walk in with a bunch of broken-down boxes, some decorative paper, some ribbon, a couple of boxes of Christmas lights...and the next thing I know the back wall of the room was transformed into an irresistible exhibit. She's amazing.

It was suggested that I pursue Anne Fenske to be on the team, and I'm so glad I did. Anne helped in so many areas, including the final paperwork and distribution of items, and generally made that entire process hum. Thanks, Anne.

Herb Tabak...well, I think we all know that CIPA could never repay Herb for everything he does. Once again he was invaluable in the auction details and legalities. Herb puts up with a lot of my undisciplined ways!

Shannon Parish, her son Chris Palmer, and Carol Kirkwood were terrific, with both computer and organizational skills. They never complained once when I ran in with a new emergency. Faye Quam Heimerl and Lydia Griffin pitched in to help build the display and offer their artistic eyes, and Madge Walls came on board to help us distribute at the end.

Lots of people in CIPA helped to either contribute items, or round them up. I thank each and every one of you, truly. In particular, however, I must acknowledge two women who brought in multiple items and were responsible for sizable donations: Judith Briles and Debra Gano. Judith is my neighbor and an amazing inspiration to me in the industry; Debra is my ladyfriend and sounding board. Both of them helped to make this auction a hit.

If I've accidentally left someone out, I'm so sorry. (See the above notation on discipline!)

And now, the envelope please. I'm very happy to announce that this year's silent auction at CIPA College raised \$5000 for the Education and Literacy Foundation (ELF). Thank you again so much! Your donations will help CIPA continue to work with other non-profit organizations and programs, including our very own Young Authors League. When you factor in the money raised during a one-day sale on Mix 100 Radio's web site, the total climbs past \$6500.

Whew. Now we've REALLY raised the bar for next year!

Dom Testa is ELF's president and can be contacted at dom@domtesta.com

STAR Program Invites EVVY Winners To Apply

By Doris Baker

Congratulations to all 2007 EVVY winners! By being a winner, you receive a special invitation to submit your award-winning title to the CIPA STAR Program. Not every EVVY Award book is selected for the STAR Program and not every STAR book is an EVVY winner. But winning an EVVY Award is the shortest route to consideration in the STAR Program.

The STAR Program will receive new energy when Mike Daniels resumes leadership of the program in 2007-2008. Look for new and exciting opportunities to come from his commitment. In the meantime, send a copy of your book and the complete application found at <http://www.cipabooks.com> to Doris Baker, P.O. Box 95, Palmer Lake, CO 80133. There is no fee for this CIPA program.

Doris Baker is the STAR Program chair for 2006-2007. She can be contacted at doris@filterpressbooks.com.

And the Young Authors League 2007 Book Competition Winners Are...

By Faye Quam Heimerl

...Victoria Goodgion, from Nevin Platt Middle School, Boulder Valley School District, and Journey Fetter, from McKinley-Thatcher Elementary, Denver School District.

Victoria, a sixth-grade student, under teacher Susan Toll's direction, wrote *A Bright Light: The Story of Star, a Wild Mustang*. Victoria tells us, "Star is a young wild filly. At six months of age, she is playful, and she is still attached to her mother. One day, in the early winter, Star's herd is attacked by a mountain lion and her mother is killed. Star is on her own until another herd adopts her. She is quite happy with them, but one day, they meet up with her original herd. Which herd will Star choose?"

Journey, a fifth-grade student, under teacher Erika Arias' direction, wrote *Poems*. "This book is about poems," Journey said. "In this book you will learn three different types of poems and you will be able to tell the differences between them."

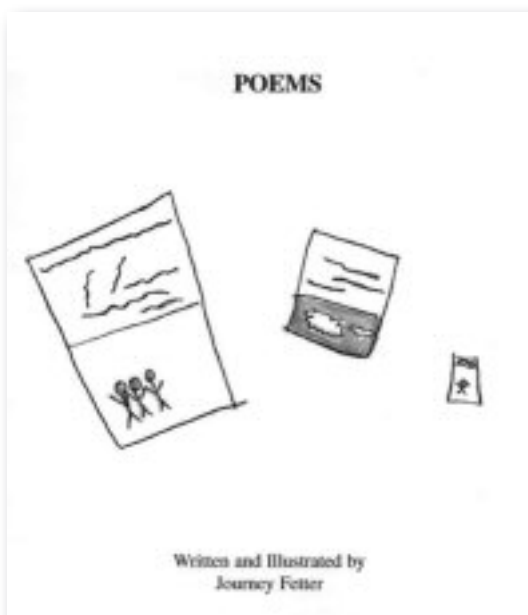
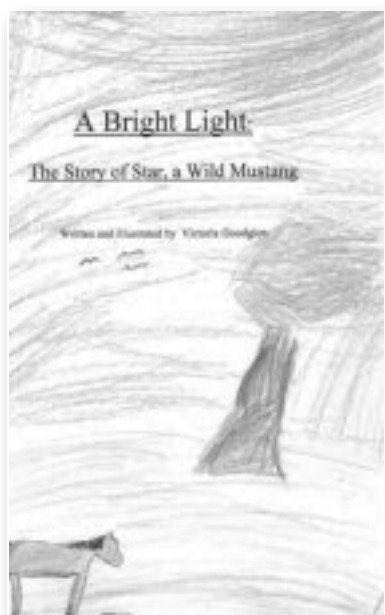
Each year YAL conducts a book contest for elementary and middle schools partnering with YAL. The purpose of the contest is to encourage, inspire, educate, and motivate schoolchildren to write and illustrate a book of their own. This becomes both a challenge and opportunity

for them to experience what is involved in writing and illustrating a book—in accordance with strict submission and completion guidelines.

The winners (one elementary, one middle school) receive an award package, which includes several professionally printed and bound copies of their book. Lifestv Publishing, Inc. (Ric Simmons, owner and CIPA Associate Service Provider) donated its services to publish Victoria's and Journey's books.

YAL director Susie Mottashed and book contest chairwoman Faye Quam Heimerl wish to congratulate Victoria and Journey as well as all of the students who participated in the contest. They also want to thank teachers, parents, YAL speakers, the generous YAL contributors, and Lifestv Publishing, Inc, for their efforts. They will make a difference for years to come.

Faye Quam Heimerl, Whistling Swan Writing, is a published writer, editor, book doctor, and writing coach, who specializes in content editing, memoirs, fiction, and children's literature. Contact Faye at Whistling.Swan@comcast.net or 303-503-3530 or at www.thewritehelp.net/faye.html



The two Young Authors League winners created original art for their book covers.

Montel Williams...Here I come!

By Elaine Dumler

I was sitting in a Starbucks when my cell phone rang and I heard someone say, “Hi, my name is Joyce (name changed to protect the target) and I’m a producer for the Montel Williams show.” Part of me was thinking that I was sure she had the wrong number. She said they were doing a program on military children and how they were coping with deployments, wanted me as an advisor-guest on the program and would I consider letting them bring me to New York City for a taping in just three days! Let’s see...ummm...OK.

I’m writing this to share some of the things I learned, and had I known them earlier, I might not have been so nervous or worried. Besides, the whole thing was a lot of fun. I learned that the producer is a member of a production “team” that will be working on different parts of the show so it helped to get familiar with each of their roles—someone for travel, someone for material and research, my own “guest liaison,” etc. I learned that travel is arranged at the very last minute (I got my out-bound flight the night before leaving, and they didn’t even have a return flight booked at that time), and I worried that it meant they were going to cancel me. See? Worried for nothing. Evidently this happens all the time. I also learned that I really like flying first class, staying in luxury hotels and being schlepped around in limos! I could get used to this.

Before I left for New York, I had a “pre-program” interview with the producer and when we were done, I got off the phone feeling like I never stopped talking! My biggest fear now was that I would get nervous and “run off at the mouth” whenever I was asked a question. So I decided to meet with a media coach for an hour. He helped me refine my answers so that I could respond succinctly. That was a good idea, because when I was finished with the show, a guest I had in the audience told me that I had “answered without a wasted word.” So, should you consult a media coach? Absolutely.

I learned that when they tell you not to do anything with your hair because they’ll do it for you...don’t fall for that! You never know when your time will be up in the “hair chair.” Just as I sat down the producer came in and said that taping starts in 1.5 minutes and I had to go on without my hair done. So do your own hair no

matter what they say. And know that when you leave the makeup chair you’ll look like a cross between a clown and a slutty raccoon, but I guess it “mellows” out on TV.

I learned not to get too attached to the original plans. I was slated for a 3.5 minute on-stage segment being interviewed by Montel, so this was a big thing. They had me do all sorts of homework for facts, data and resources that would assist the families they were interviewing. My first mistake was thinking that was set in stone. I discovered as I was sitting in the green room (which wasn’t green, by the way) that they were making changes on the fly for the benefit of the show.

Montel had been ill earlier in the week, so they had an accelerated taping schedule for that day and my segment got cut back to about a minute and a half at the end of the show (I envisioned the closing credits running across my face) and it would be from the front row of the audience as opposed to being on stage. They put me in the big comfy chairs in the front of the audience that they call the “expert’s row.” Oh well... but he held up my book, asked me a question, and had the book cover showing behind him the entire time so it wasn’t so bad! It was *still* national TV! So don’t ever expect that things will stay as originally planned, and especially, don’t be disappointed. It’s so easy to think that you’re a huge part of the show (after all they spent a lot of money bringing you there), when in reality, you’re just one of the pieces set in place to ensure its success.

I learned that when someone else is paying to take you to an amazing city, make the most of it. My cousin Carol, whom I haven’t seen in almost three years, lives in Manhattan so I invited her to come for the taping and spend the day with me. The taping was over by noon, so Carol spent the rest of the day and evening showing me stores (Tiffany’s) and restaurants (little French bistros) that she liked. At the end of the day, I had reconnected with a long lost friend and experienced New York City like a native.

In a nutshell, here’s what else I learned. It takes a well-oiled team working together to get things done. And the reason the producers worked so well together was that they each had their own job to do, which they did extremely well, and let the others do the jobs *they*

See Montel, *continued*, page 11

Western Slope CIPA Books, Banter, and Bagels

By Sue Hughey

Our informal meeting at Main Street Bagels on Saturday, April 7, was, as always, lively and inspirational.

Those of us who had attended CIPA College spoke of how very worthwhile it had been.

We discussed plans for our next formal meeting, scheduled for Saturday, May 5. The program will consist of a panel made up of booksellers and librarians, discussing and fielding questions on how books get selected by them and their peers. Margaret Maupin, former first-list buyer for the Tattered Cover, and our own Donna Betencourt, Mesa County librarian, will be among the panel members.

Donna mentioned that a local sorority that usually conducts an annual fundraising used-book sale for the library would not be doing so this year. Darlene Wilson suggested that we offer to sell books for the library at CIPA's Farmers Market booth. Others agreed that it would draw people to our booth, while providing a public service to the community. Concern was voiced that it might detract from CIPA book sales, but we could at least give it a try. Incidentally, Eastern Slope CIPA members are wel-

come to also sell their books in our booth at the weekly, all-summer Farmer's Market.

A tentative date of August 4 was set for our membership-drive event. The keynote speaker will be Laurie Wagner Buyer, and the subject will be Wordsmithing. With following questions from the audience, the event promises to be both educational and entertaining.

Director Patrice Rowe announced that she and Carole London will be conducting an all-day workshop June 2 at the Chipeta Sun Lodge & Spa in the beautiful mountain community of Ridgway. Patrice will give suggestions on "Freeing Your Muse" and conduct writing exercises. Carole London, owner and managing editor of Lifetime Chronicle Press in Montrose, will expound on the technicalities of publishing.

Rebecca Mullen, new member and journalist for the FreePress, presented a very intriguing idea. She was wondering if CIPA could join forces with other self-publishing organizations across the country and establish a book-ordering web site akin to Amazon's. It certainly seems an idea worth considering.

Bowker Partnership Programs

By Mara Purl, 2007 College Dean

We had a huge coup at this year's college. Our opening speaker was Annie Callahan, president of R.R. Bowker, the largest single entity in the publishing industry, owner of Books In Print and of all ISBN numbers. This was the first time Annie had spoken to any group of independent publishers. And because her experience as a CIPA College speaker was an excellent one, this was just the beginning.

For the past several months, I've been in a partnership project with Annie and Bowker, creating the Reader's Passport. Our Colorado pilot program is now under way and our website is about to go live. I'll keep CIPA posted about this. For now, I remind you that as publishers you have a UNIQUE opportunity to participate in a national program that started in Colorado. Other states will be modeling their actions after ours. To find out more, please e-mail us at ReadersPassport@msn.com.

Now we're in preliminary discussions about a new project that would create a set of standards for independ-

ent publishers. Why? To create breakthroughs in distribution, availability, and excellence. This will take a lot of work and commitment. But that's what we want. We're up to something big. We'll need your participation. We'll keep you posted.

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Outside Eyes *continued from page 3*

we—even if they're bad. What we need is a reputable system for, if I may switch metaphors, separating the chaff from the kernels of wheat. What all of publishing—but especially the independent realm—needs is a system where books can be sorted and ranked by their professional qualities. The EVVY Awards employ an innovative approach. Something similar with a standardized point system to “grade” books on such elements as design, paper, fonts, printing, cover design and execution, illustrations, text layout and—please, please, please!—editing: at the very least for inaccuracies, typos, spelling, punctuation, capitalization, hyphenation, grammar, syntax and usage, repeated and/or omitted words.

Of course, good editing involves many other elements (clarity, conciseness, consistency, “style” and “voice”—not to mention fiction’s story structure, plot, characters, settings, pace and overall length). I’m not proposing this suggested system score these elements individually, but a comprehensive score could be given in this area to set apart works that were well-edited and well-produced but lacked the essentials of a viable piece of fiction.

Creating such a system—and successfully putting it into practice—may seem daunting. Where to start? Who could have such courage? I can’t tell you how thrilled I was to hear College Dean Mara Purl and Bowker’s Annie Callanan had opened a dialogue about just

such a possible “vetting” process!

Yes, this would be a bold endeavor, requiring many heads, hearts and hands as well as great vision and persistence, but let’s make a start. Let us lead the way in this next most important evolution of independent publishing. Let’s create the standard that will allow our books to be judged by their true merits instead of their print origins.



Speaker John Kremer made listeners laugh, including l-r Rebecca Finkel, Sue Hamilton and Mara Purl.

Vicki Hessel Werkley is an award-winning freelance writer and editor, speaker (“Books Won’t Launch Without Great Editing”) and panelist (“Editing Will Make or Break Your Book”) at CIPA College 2007

Montel *continued from page 10*

were assigned. Most corporations could take lessons from how Montel’s team of producers functions. Finally, I remembered a lesson I learned a long time ago when I got married. A wise person told me that sometime during the whirlwind of the reception, I should find time to step back into the shadows and just watch what’s going on for a couple of minutes...just take it all in, because it goes by so fast. To this day, I only truly remember what I slowed down to watch and enjoy. I was told from the time of the first Montel phone call that anything could change and I shouldn’t focus on the “outcome” of the show as much as I should focus on the entire experience of being there.

I’m so glad I did because no matter what happens after the program airs, I know that I cherished every wonderful minute of an experience that I might never have again. Now that’s a gift!

Elaine G. Dumler is the author of the new expanded and updated edition I’m Already Home...Again – Keeping your family close while you’re on assignment or deployment. You can read about it at www.ImAlreadyHome.com. Contact Elaine at Elaine@ElaineDumler.com

CIPA Calendar

CIPA monthly meetings are held on the third Saturday of the month, September through June, except March (when CIPA College and EVVY Awards are held), and December.

IN 2007

- May 19
- June 16
- July-August:
Have A Great Summer!
- September 15
- October 20
- November 17

Support our CIPA members—
Check for scheduled book signings
and events at www.cipabooks.com,
and be sure to attend.

Who We Are

We are the Colorado Independent Publishers Association (CIPA), a non-profit statewide cooperative of independent book publishers. CIPA was created in 1992 for the express purpose of exchanging information on publishing-related topics and organizing cooperative marketing programs. CIPA also acts as a clearinghouse for information of interest to independent publishers. It is an affiliate of Publishers Marketing Association (PMA) and a partner with Small Publishers Association of North America (SPAN)

**CIPA Phone Number:
303.365.CIPA (303.365.2472)**

CIPA — Independent Publishers Working Together

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