



## *Independent Publishers Working Together*

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The Colorado Independent Publishers Association is poised to present its duo of key annual events: CIPA College, March 26-28, 2009, and the Evvy Awards on Saturday evening, March 28<sup>th</sup>. Both events will be held at the Red Lion Hotel in Denver, Colorado.

“CIPA College is Colorado’s most important event for independent publishers and authors,” declared CIPA president Mara Purl. “If you have ever thought of writing a book, but are unsure what to do next, this event will be your critical turning point.” Purl, an award-winning author and national speaker in her own right, says her involvement with CIPA helped put her on a fast track to publishing success. “The big-hitters in publishing today are flying right to our Denver doorstep. They know CIPA runs one of the country’s most dynamic publishing events, so this is a chance for them to make a difference in the industry.”

Dr. Judith Briles, Dean of this year’s College concurs. “Bumpy economic times create phenomenal opportunities. Your books, your work, fill a need for others. The 2009 CIPA College is the ideal place to create and fine tune your platform for the Who, the Why, the What, the When and the Where for your book. If you’re ready to strategize how you are going to move/sell books in these challenging times, this is where you need to be.” Briles, one of the most sought-after speakers in the field of health care and author of multiple best-selling books added, “I wouldn’t miss CIPA College.”

The theme for this year’s event is “Creating Your Publishing Star Power,” and the roster of speakers truly is a constellation of stars. From publishing mecca New York: Marcella Smith, Director of Barnes & Noble’s Small Press Division; Eric Kampmann, President of Midpoint, one of the trade’s largest distributors; and NY Times bestselling author Margaret Coel. From Los Angeles, Erin Gray of television fame will discuss her best-selling book, and Jeff Keen, founder of USA Book News Best Book Awards will share critical secrets of book awards and marketing. Other mega-stars in the industry include Fern Reiss (*The Publishing Game*), John Kremer (*1001 Ways to Market Your Books*).

The climax of CIPA College is the EVVY Awards, which this year will be an elegant evening MC’d by celebrity radio talk-show host Dom Testa, a former EVVY winner. Dom’s own series of children’s books is currently being launched nationally by Tor Books in New York. Known as one of Denver’s more delightful celebratory evenings, this year’s awards banquet will provide a sparkling array of publishing stars, a sumptuous buffet dinner, and a chance to honor some of Colorado’s finest writers and publishers.

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