



Saturday, March 8, 2008

The Bay Area Independent Publishers Association

Welcomes Writers, Publishers, and Editors to San Anselmo's

SF Theological Seminary for our 2008 Independent Publishing Institute

Get Published!

An intensive one-day institute on independent publishing and book marketing

8:00 – 8:30 A.M. Registration, continental breakfast, socialize with participants, attendees, and sponsors.

8:45 A.M. Welcome & Presentation of Book Awards and Pete Masterson Award
Co-Presidents Margaret Speaker Yuan & Lin A. Lacombe

9:00 – 9:45 A.M. Keynote Address

The Six Hats of Being an Independent Publisher Annamaria Farbizio

Do you have what it takes to be a successful independent publisher? After 25 years of experience in publishing and printing, Annamaria thought she did, but she soon met an overwhelming number of obstacles on her path to publishing profits and prestige. She'll share her triumphs and pitfalls in this presentation that will help you:

- decide whether independent or traditional publishing (or a combo) is the best path for you
- wear the six hats of publishing without losing your identity
- align yourself with the six attitudes demonstrated by successful publishers
- uncover hidden markets for your books and develop a targeted map to find that buried treasure

10:00 – 10:45 A.M. An Overview of Independent Publishing Pete Masterson

A discussion of the options for becoming published, including traditional, subsidy, and true independent publishing. Pros and cons of each method will be covered. A discussion of the Print Quantity Needed (PQN) business model will also be included.

11:00 – 12:00 P.M. Morning Breakout Sessions

12:00 – 1:00 P.M. Lunch

1:00 – 1:45 P.M. Internet/Web Sylvia Todor

Gain new insights into the six major areas of Internet Marketing: Keywords, Site Content, Submissions to Search Engines, Link Strategy including Online PR, Paid Search, and Email Marketing. Learn some of the basic steps you can take with online marketing to increase traffic to your website.

1:45 – 2:45 P.M. Afternoon Breakout Sessions

3:00 – 3:45 P.M. Design and Production: "You Have a Book!"
Panel of Designers/Production Experts: Pete Masterson, Desta Garrett

Panel members will provide an overview of book production and design activities, including editing, cover design, typesetting, printing, and avoiding costly delay by planning. After each panel member makes brief comments, questions from the attendees will be answered.

4:00 – 4:45 P.M. How to Produce the Book YOU Want Lin A. Lacombe & Paula Hendricks

Publishing a book is an exciting and complex process. Knowing deep down what you want to accomplish, setting goals and planning makes the rather daunting effort more effective, efficient and, hopefully, less expensive and more satisfying. Lin and Paula will provide several real-world examples and how knowing what you want will make a big difference. Q+A at end of presentation.

4:45 – 5:00 P.M. Closing remarks BAIPA Presidents pass the gavel

For advance price, please register by February 20, 2008.

You may register at the door any time the day of the institute

The Institute Speakers

Anna Maria Farbizio Armadillo Press

At the age of 24 Charles E. Merrill publishing offered Annamaria a position as a mathematics editor for their award-winning school textbooks. A 10-year career as a developmental editor and product manager in educational publishing was launched and in 1987 she and her husband left the corporate world to form their own design and printing company, Armadillo Press. In 2004 they created a publishing imprint, Leaping Antelope Productions. In 2007 they licensed the rights to their Christmas book: *The Snowman's Song: A Christmas Story* to Imagine Nation books for a print run of 35,000 books.

Desta Garrett D G Ink Book Design

Desta Garrett has an established track record of producing tasteful, attractive books with covers and interiors that clearly communicate the author's intent and vision. For 18 years she worked for a historical foundation, assisting in research, editing, and produced all of their publications from rough draft to final books. She started her publishing business in 2001 to produce her husband's original music on CDs. Over the years since, she has designed and produced many documents and books for BAIPA members and other authors and publishers, including two books under her own publishing imprints.

Sylvia Todor Silverado Press

In her role as the Marketing Director for an Internet services company, Sylvia Todor helps the company's small business customers understand how to gain online visibility and build traffic to their websites. She conducts several webinars each month, publishes a monthly e-newsletter on Internet marketing, and writes articles for several trade publications in the financial services industry. She also speaks at industry conferences. The principles of Web marketing apply, of course, to all industries, and is especially cost-effective when compared to offline marketing efforts. A BAIPA member, Sylvia offers Internet marketing services to small publishers. More information is available on her personal profile website at www.searchbydesign.com.

Paula Hendricks Cinnabar Bridge

BAIPA Board Member Paula Hendricks is the author of *Timber Reduced Energy Efficient Homes*, *The Tire House Book* and *September in Corrales*, a collection of fiction, poetry, essays and photographs from her time in New Mexico. As a writer, photographer, book designer, book producer, book coach, and independent publisher, she helps others produce or publish their books. Her great love of books and the written word along with her strong marketing background give her a valuable perspective on this whole business of producing and publishing books. www.cinnabarbridge.com

Pete Masterson Aeonix Publishing Group

Longtime Board Member and BAIPA Past President with over 25 years experience in the publishing field, Pete Masterson is author of *Book Design and Production: A Guide for Authors and Publishers*, winner of the BAIPA 2006 Book of the Year award. Pete has been a freelance book and cover designer for the past dozen years. Previously he managed a book-oriented typesetting service and supervised production of over 200 publications each year at NASA Ames Research Center. He also owned a small local print shop that featured desktop publishing, offset printing, and photocopying. Visit www.aeonix.com for publishing hints and resources.

Lin A. Lacombe Communications Consultants

Lin A. Lacombe is an independent literary publicist and marketing and public relations consultant, speaker (NCIBA, BAIPA, Wild Writing Women, Women's Initiative) and writer, based in Sausalito. She is co-president of BAIPA and past vice president of Women's National Book Association. Lin's expertise lies in creating successful local and national strategic public relations, marketing and media campaigns, not only in the publishing industry but in high-tech, non-profit, and financial and business services. She infuses her services with knowledge and passion and prides herself on "having her author's back."

Breakout Sessions

CHILDRENS BOOKS

Margaret Speaker Yuan

Children's writer and editor, Margaret will discuss specific requirements for writing for children.

MARKETING Lin A. Lacombe

Lin A. Lacombe will address "From Passion to Publicity," the art of publicity for independently published authors. She will present real-world examples, dos and don'ts and provide a platform for discussion at the end of her presentation.

MARKETING YOUR BOOK ON THE WEB

Michael Bremer

A simple introduction to marketing your books and publishing company on the Worldwide Web. Not tech talk, just basic marketing concepts.

DEVELOPMENTAL EDITING

Vicki Weiland

Concept—Chapter Placement—Logic—Flow
These are elements of the symmetry and grace of a well-written book. Come to hear more! Includes Handouts/Q&A

PRE & POST PUBLICATION REVIEWS AND MEDIA KITS

Sumant Pendharkar

Don't pay for an ad. Harness the power of unbiased reviews to generate sales. Learn the basics of Pre & Post publication reviews. Create a compelling media kit. Sumant Pendharkar is a BAIPA Past President and author of the award-winning book for teens, *Raising Yourself: Making the Right Choices* (www.hillviewbooks.com).

NICHE MARKET BRAINSTORMING

Paula Hendricks

Thinking creatively about niche markets and natural allies can help make the marketing and selling of your book more fun and more productive. Bring your questions and we'll brainstorm together. Go beyond book stores and traditional efforts. Paula will discuss several examples and facilitate a group discussion.

ILLUSTRATION & COVER DESIGN

The Illuminated Book: Form, Space, & Light Prartho Sereno

Illuminated is the word we use to describe William Blake's illustrated texts; *i.e.*, given light. In this session we will consider a variety of approaches to illuminating a book, taking it to a level beyond words. Topics will include color, form, space, rhythm, and correspondence of the artist's "hand" to the writer's "voice." We will look at various media, from pencil to paint, photo to line drawing, with many samples of beautifully illustrated books—and a few awkward ones for contrast—on hand.

MEET THE FEATURED SPEAKERS

— Institute Registration Form —

Early registration payment must be postmarked by February 20, 2008

Name _____ Phone () _____

Company Name _____

Address _____ Email _____

City State/Zip _____ Total amount enclosed: _____

- Check enclosed for: \$89 BAIPA member advance registration (\$99 after February 20)
 \$105 Nonmember advance registration (\$115 after February 20)
(Non-member registration includes a bonus 6-month trial membership in BAIPA)

Price includes continental breakfast, lunch, beverages, and break snacks.

Mail this form with your check made out to BAIPA to:
Bay Area Independent Publishers Association · P.O. Box E · Corte Madera, CA 94976
Questions? Phone: (415) 975-0950 (Paula Hendricks) · Email: valpub@yahoo.com

PLEASE NOTE: CONFIRMATIONS WILL NOT BE MAILED. If you need confirmation of your registration, please enclose a stamped, self-addressed postcard with your registration check and form. Registrants who cannot attend may receive a voucher for next year's event by writing to the BAIPA Board.

BAIPA is a nonprofit 501(c) (6) organization run by and for members, who share all information and undertake all activities under a shared, binding, general hold-harmless membership covenant.

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Our Purpose

The Bay Area Independent Publishers Association is a nonprofit educational organization devoted to elevating the art of publishing. We act as a liaison, clearinghouse, guide, and cheering section for those who wish to pursue independent publishing. We provide educational programs, networking, marketing opportunities, and information on industry vendors and services.

Program information is listed on our website: www.baipa.net.

Early Registration Deadline: February 20, 2008

The Bay Area Independent Publishers Association

Welcomes writers, publishers, and editors to 2008 Independent Publishing Institute
San Anselmo's SF Theological Seminary, Alexander Hall, 40 Kensington Road

Saturday, March 8, 2008

KEYNOTE SPEAKER

Annamaria Farbizio, Armadillo Press

FEATURED SPEAKERS

Desta Garrett, D G Ink Book Design

Paula Hendricks, Cinnabar Bridge

Lin A. Lacombe, publicity consultant

Pete Masterson, Aeonix Publishing Group

Sylvia Todor, Silverado Press



BAIPA

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First Class Mail

www.baipa.net

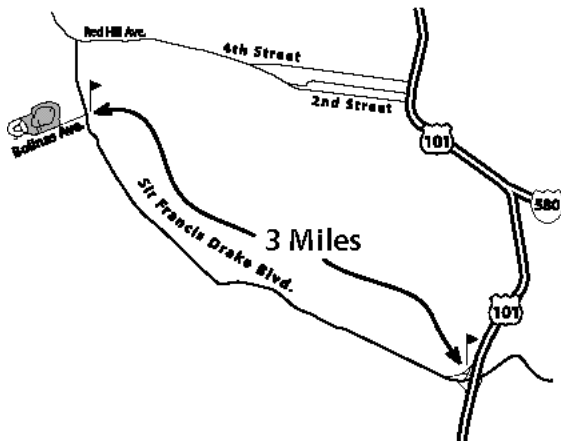
Email: valpub@yahoo.com

Phone: (415) 975-0950

Directions to San Francisco Theological Seminary in San Anselmo

From the South: Take Hwy 101 north from the Golden Gate Bridge to the San Anselmo exit. Turn off and follow Sir Francis Drake Blvd. for approximately 3 miles. Turn left on Bolinas Ave. and go two blocks to Kensington Road and make a right turn into the Seminary entrance.

From the East: Take Hwy 580 across the Richmond-San Rafael Bridge. Take the Sir Francis Drake Boulevard exit. As you approach the Hwy 101 underpass, stay in the center lane following the sign to Kentfield, which will remain Sir Francis Drake Boulevard. Stay on Sir Francis Drake for approximately 3 miles and turn left on Bolinas Avenue. Go two blocks to Kensington Road and make a right turn into the seminary entrance.



From the North: Take the Central San Rafael exit off Highway 101. Turn right on Third Street, following it through downtown San Rafael and then along Redhill Boulevard to Sir Francis Drake. Turn left on Sir Francis Drake to the fourth traffic light (Bolinas Ave). Turn right and go two blocks to Kensington Road and make a right turn into the entrance.

