

NMBA's Gala and Annual Meeting Highlights:

AWARDS APLENTY AND NEW NMBA OFFICERS!



SWBDA WINNER: Jim Mafchir presents a SWBDA First Place Award to Tahira Ogletree of Arizona, with Sarena Ulibarri holding her winning book, *Survivors*.

Over 100,000 New Mexicans see Phaedra's book review page every month, helping put your books into the eyes and hands of readers.

Our NMBA Board was made fresh with the following officer picks: **Pi Luna** is your new Treasurer. **Elaine Coleman** agreed to be Secretary, **Paula Lozar** continues as Vice President and the primary board contact, and **Jared Gann** came aboard as an At-Large Board Member.

Jennifer Mammoli, Barbara's daughter, prepared our scrumptious food with a flavorful Italian touch. No doubt Jennifer was influenced by her Italian husband, a leader in solar research at UNM. The sun certainly shined on our Gala gathering!

Book-in-Hand Honorees



BOOK-IN-HAND HONORS are received by Editor Susan Espinoza of *enchantment*, the respected magazine of New Mexico's Electric Cooperatives Association, and Phaedra Greenwood, reviews columnist for that journal's widely-read "Book Chat"

HAPPY EXCITEMENT SPREAD throughout our very well attended June Gala and Membership Meeting at **Barbara Beasley Murphy's** view-perfect Casa Esteban home during the early evening of June 14. Pi Luna, Elaine Coleman and Paula Lozar were elected to the NMBA Board of Directors. Jim Mafchir presented this year's Southwest Book Design and Production Awards to 18 honored books and their publishers.

All SWBDA Winners and First Finalists are listed in this issue. University of New Mexico Press books captured an astonishing ten honors this year, reflecting the outstanding quality of its book design and production staff. Other publishers in our six- state region also garnered wins for outstanding book designs.

"Book Chat" review columnist **Phaedra Greenwood** and the New Mexico Rural Electric Cooperative's *enchantment* (yes, the lower case initial "e" has been part of the journal's identity since it first appeared in 1960) both received NMBA's Book-in-Hand Honor.

Elaine Pinkerton Coleman Joins Board as Secretary

ELAINE IS THE AUTHOR of eight books, including fiction, nonfiction and memoir. She has lived in Santa Fe since 1967. Elaine holds degrees from the University of Virginia and St. John's College Graduate Institute. A writer since age ten, she has also freelanced, taught school and worked as a children's librarian. *The Goodbye Baby-Adoptee Diaries*, a new edition of *Santa Fe on Foot*, and *All the Wrong Places* are her latest works. Elaine has served ably in several NMBA positions and now looks forward to her role as our Board Secretary.





POINTS & PICAS

USEFUL NEWS FOR NEW MEXICO'S BOOK COMMUNITY

By Richard Polese, NMBA Archivist

UNM Press, the State's Premiere Publisher, Now Facing Challenges

PAUL RHETTS AND BARBE AWALT (New Mexico Book Coop and LPD Press), are alerting book people statewide about forthcoming changes at the University of New Mexico Press, where its talented staff has been cut, uncertainty about who will replace Director **John Byram**, and just how the University Press will come under control of the UNM Library.

They are encouraging all of us to come to a well-prepared "Fact Finding Lunch" on Monday, July 24, at Golden Corral Restaurant on San Mateo Boulevard in Albuquerque. The restaurant is close to Cliff's Amusement Park. **Dr. Craig White**, Interim Provost of the University, and **Dean Richard Clement** of the UNM Libraries are expected to be there to face your questions and challenges.

Barbe encourages you to arrive well before the noon start of the meeting because quite a crowd is expected. Golden Corral's lunch of many choices runs just \$10 for people who come for this important meeting.

❖ Amazon Grabs to Control Bookselling

MY PUBLISHING OUTFIT (Ocean Tree Books) still receives orders from two established distributors and area bookstores, but nearly 90 percent of our books are now ordered on consignment through Amazon's "Advantage" program. I first reported on this spreading trend throughout our industry in this column in 2015. It is now becoming the rule. Amazon.com demands short shipping times and lots of online paperwork.

Right now it seems Amazon's executives are not especially interested in profits. The company appears to be working toward complete control of the marketplace—not just as a competitor, but to become the single fish in the sea. I'm content to fill Amazon's orders, of course, but the era of competition in distribution may be coming to an end.



Note from the Interim Editor

Libro Book News is appreciated widely for serving everyone in the worlds of writing, authoring, graphic design, publishing, printing and bookselling in New Mexico. I compiled our first *Libro* newsletter in 1995. New eyes and fingers are wanted now. You will find this bi-monthly newsletter a happy and creative endeavor, with great professional satisfaction and exposure of your talents!

~Richard

❖ Strategic Planning by NMBA Directors

YOUR NMBA BOARD members met at **Elaine Coleman's** home on Monday, July 3 to consider a fresh statement of purpose and mission statement for our 24-year young association for book professionalism. Vice President **Paula Lozar** led the discussion, and we were surprised how we gathered together our ideas and early conclusions in harmony. Elaine is working on the new statements now. I feel we'll gather again in the weeks ahead to take the next steps. Meantime, please share with Elaine and Paula your ideas and needs from the NMBA leadership.

❖ Happy Returns to New Mexico

DURING LAST MONTH'S GALA I learned to my delight that two of our stellar book professionals are back in New Mexico. **Karen Villanueva**, previous NMBA President and top-notch book marketer, is in her new home in Santa Fe this month. **Arielle Guttman**, an earlier NMBA stalwart and author of *Venus Star Rising*, a widely admired astrology classic, had also put a foot back in the state. Yes, it is not easy to escape the Land of Enchantment for long!

P.S.: I'M AWARE that your *Libro Book News* arrived a few days late this month. This issue proved to be quite a task due to all that's been taking place recently in our Association. As I mentioned earlier, it's time for *Libro* to welcome a new editor. I'm offering you the opportunity, and with my diligent promise to help you take the helm!

WE LIKE TO FEATURE the career of an NMBA member in every *Libro* issue. Our board members and staff people came first, but now we want to share more about the rest of us. You are invited to submit a few lines about who you are and what you do. (Write in first person.) Please include one photo. Send your text and photo to: librobooknews@gmail.com.

AUTHORS SELL DIRECTLY TWO DAYS A WEEK

OUR HOME-GROWN AUTHORS made their first appearance at the Wednesday Santa Fe Farmers Market on June 28. Authors **Elaine Pinkerton**, **Marty Gerber** and **Maxine Davenport** sold books and enjoyed visiting with a new batch of locals and tourists. NMBA's Home-Grown Authors now appear at the Farmers Market in the Santa Fe Railyards each Tuesday from 6:30am to 1pm, and on Wednesdays from 2:30pm to 7pm. You are invited to join Home-Grown Authors and sell your books with them. Contact Maxine@kewa.com.

LIBRO CALENDAR OF EVENTS

ATTENTION! Calendar of Events items are best submitted to: librobooknews@gmail.com. We need to receive your entries by the middle of the month preceding publication.

JULY 2017 BOOK EVENTS

Friday, July 14: NMBA Networking Luncheon! Tiny's Restaurant in Crossroads Center, Santa Fe, 11:30am sharp! We return to Tiny's Restaurant and Lounge where you are urged to share your talents and needs with NMBA members and friends. Good meal selections. No charge, except for what you may choose to eat and drink. Come on time and bring a friend!

July 14: NMBA Board Meeting takes place at Tiny's at 1:30, following our Networking Luncheon.

Monday, July 24: NM Book Co-op Special Meeting. University officials will be asked to reveal UNM's plans for the future of the UNM Press, the most productive and respected university press in the Southwest. Golden Corral Restaurant, 5207 San Mateo Boulevard S.E. Albuquerque). NMBA people are urged to arrive before noon. Full details from Barb Awalt: (505) 344-9382, www.NMBookCoop.com.

AUGUST 2017 BOOK EVENTS

Friday, August 11: NMBA Networking Luncheon. Tiny's Restaurant and Lounge, Santa Fe, 11:30am to 1:15pm. Share your talents and needs with NMBA members and friends. Good lunch choices, but arrive on time to find a good seat. No admission charge. Tiny's reserves the nice dining area by the outdoor courtyard just for us. Friends are invited.

Friday, August 11: NMBA Board Meeting starts at 1:30 in an assigned booth at Tiny's, immediately after our Networking Luncheon.

Wednesday, August 16: LIBRO BOOK NEWS Deadline for your September-October issue. Send your member news and announcements (including pictures) to: librobooknews@gmail.com. Cover picture of your new book is most welcomed! Flyers and announcements may also be mailed to: NMBA Libro, P.O. Box 1285, Santa Fe 87504.

ON THE HORIZON

Sept. 29-Oct. 1: Southwest Festival of the Written Word, Silver City, New Mexico. "Word Travels Fast" will be this year's very inviting theme. Email info@swwordfiesta.org or contact Southwest Festival, P.O. Box 1767, Silver City, NM 88062.

Oct. 12-14: MPIBA opens its "Fall Discovery Show" at the convenient Renaissance Denver Stapleton Hotel. Mountains and Plains Independent Book Association is one of NMBA's key affiliates. Find more and how you can participate by reaching Project Manager Kathy Keel, info@mountainplains.org, (970) 484-3939 and (800) 752-0249.

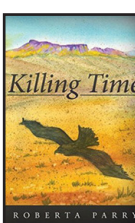
MEMBER NEWS

• **Cam Kattell** explores the life of William Bent (Bent's Fort) in her new book, *At the Confluence of Two Cultures*, and how the movement West affected the life of his mixed-blood son. Here you will find Manifest Destiny revisited in fascinating ways.

• **Lori Robinson** received her book, *Wild Lives* (Skyhorse Publishing) in April. Jane Goodall wrote of Lori's work: "Almost every day we hear one or more story about a species facing extinction, a habitat destroyed. And indeed a planet inspired by these stories. You will realize there is hope for the future, if we join the fight and each of us does our part."

• **Rosemary Zibart** promoted her book *Forced Journey* at the Jewish Librarians Conference in New York and then the National Foster Care conference in Houston where she introduced Kit Coyote in her presentations on "How Stories and Storytelling Can Help Foster Children." She says "It was great to mix and mingle with two very different crowds!"

• **PenPower Book Marketing**, with direction from Jeanie C. Williams and Margaret Weck, recently released Carolyn Coarsey's debut work of spiritual fiction, *Beyond Dark Skies*. Dr. Coarsey will do a related workshop at La Fonda Hotel August 23-24. See www.penpower.com.



• **Roberta Parry** reports her novel *Killing Time* placed number two in adult fiction in the New Mexico Press Women's 2017 Communications Contest in Las Cruces early this Spring.

ENCOURAGE YOUR FRIENDS TO JOIN NMBA now and they will be aboard until January 1, 2019. That's right—almost a year and a half in good standing for \$50! Visit nmbook.org, or Susan Waterman at admin@nmbook.org.

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INTRODUCING... PI LUNA

PI LUNA IS THE AUTHOR OF three books that combine math, art and stories to make finance fun and easy to learn. Her first book, *Life Savings: Navigate the Financial Course* took a 2016 New Mexico/Arizona Book Award, and is now used as a financial literacy textbook at Monte del Sol High School. She teaches a series of financial workshops to local organizations including Meow Wolf, Creative Startups, WESST, YouthBuild, Santa Fe Chamber of Commerce, and Young Fathers of New Mexico. Pi earned a Masters degree at Goddard College in Interdisciplinary Art and now has over ten years teaching/tutoring experience at Santa Fe Community College.



Pi Luna has a unique educational style that makes learning much easier (and happier) than you may now imagine. Her target audience is people who are highly creative, including artists, musicians and authors.

Founder of Pi Luna Press, she has now also written:

- *Spreadsheet Nuts & Bolts*, a step-by-step guide that makes understanding spreadsheets cheerful.
- *Budget Basics* follows the journey of a woman and her financial empowerment. Readers learn how to make a budget, understand credit card debt, and make informed decisions.

Pi was elected to our NMBA Board in June and quickly agreed to be our Treasurer. Her enthusiasm for her work and ours make her a very welcome NMBA board member and officer.

WELCOME NEW NMBA MEMBERS!

Christine Lund
Joe Schaller
Judith Beatty
William Frank
Mari Angulo
Art Tucker

Artotems Company

Authors, publishers, writers, designers, librarians, bookstore people, and related institutions may join NMBA at any time. You will have enduring connections with writing, producing, and book selling professionals throughout New Mexico and well beyond! Membership is just \$50 for a very full year. Contact NMBA Office Administrator Susie Waterman: admin@nmbook.org and (505) 660-6357.

LOOK AT YOUR CARD! Are you due to renew? You can renew membership via the website www.nmbook.org and use PayPal with your credit card. Or you can send a \$50 check with a note that you are renewing to: NMBA, P.O. Box 1285, Santa Fe, NM 87504. Do it now and you're in our lively association all the way through the year 2018!

Not yet a member? Go to www.nmbook.org, tell us your interests and activities, and include \$50 with the NMBA Membership Form.

EIGHTH ANNUAL SWBDA AWARDS: Complete Honors!

THE 2017 SOUTHWEST BOOK DESIGN and Production Awards competition produced these exceptional winners and finalists. Each received a Certificate at our Annual Meeting on June 14. Mark Rayburn, Sandi Wright and Sarena Ulibarri served as SWBDA judges this year, with able oversight from Jim Mafchir. The Winners and First Finalists:

TRADE BOOK NON-ILLUSTRATED, Winner and First Finalist:

Banged-Up Heart: Dancing with Love and Loss (Terra Nova Books)
The Girls in My Town (UNM Press)

TRADE BOOK ILLUSTRATED:

Rio: A Photographic Journey Down the Old Rio Grande (UNM Press)
Garó Z. Antreasian: Reflections on Life and Art (UNM Press)

ART AND PHOTOGRAPHY:

Abandoned in Place: Preserving America's Space History (UNM Press)
Stories from the Camera: Reflections on the Photograph (UNM Press)

SCHOLARLY AND TECHNICAL:

New Mexico Historical Encyclopedia Rio Grande Books

GUIDEBOOKS, TRAVEL, RECREATION:

North American Hummingbirds: An Identification Guide (UNM Press)
Roadside New Mexico: A Guide to Historic Markers (UNM Press)

POETRY:

Death & Passion (Be Bold Books)

CHILDREN AND YOUNG ADULT (Two Winners):

The Cooking with Kids Cookbook (UNM Press)

Lyle Got Stuck in a Tree (Rio Grande Books)

Amazing Paper Airplanes: The Craft and Science of Flight (UNM Press)

BODY, MIND AND SPIRIT:

Survivors: Celebrating Life Beyond Domestic Violence (O'Tahirah Film)

COVER AND JACKET DESIGN:

Oy, Caramba! An Anthology of Jewish Stories from Latin America (UNM Press)

The Fictions of Stephen Graham Jones: A Critical Companion (UNM Press)

DIRECTOR JIM'S CHOICE:

Santa Fe on Foot: Exploring the City Different (Ocean Tree Books)

SPECIAL RECOGNITION:

The Articulate Advocate: Persuasive Skills for Lawyers in Trials, Appeals, Arbitrations, and Motions (Crown King Books)