

LEARN WITH PI LUNA IN MARCH, AND JOE BADAL IN APRIL!

BOOK BUSINESS AND CHARACTER WRITING

TWO EXCEPTIONAL PRESENTERS are treating NMBA members and friends to the best at special Workshop Programs in March and April. **Pi Luna** and **Joe Badal** bring exceptional backgrounds and teaching qualities you'll appreciate.

Pi Luna will conduct "The Author's Business" on Thursday, March 23. Indeed she knows her business, and will help you put your screws and bolts together. Meet her at Fellowship Hall, Unitarian Universalist Church, 107 W. Barcelona Road, Santa Fe, from 6 to 8:30pm. NMBA members pay only \$25 (non-members \$30). We will have a small break for drinks and snack. Best to give Susie a reservation now: admin@nmbook.org.

Joe Badal is all set for his NMBA talk on fiction character building on Thursday, April 20, also from 6 to 8:30pm. He will explore how to keep a book series character fresh, exciting yet believable and growing. His program is also at the welcoming Unitarian-Universalist location in Santa Fe.



SWBDA and Harris Award creator Jim Mafchir engages with UNM Press Director John Byram and author William duBuys, holding certificates honoring *Enchantment and Exploitation* at our Winter Fiesta in January.
Photo by Jared Gann

NMBA WINTER FIESTA PACKED THE HOUSE!

NMBA MEMBERS AND FRIENDS filled the house at Bourbon Grill for January's Winter Fiesta. **Paula Lozar** led the ceremonies, highlighted by Jim Mafchir's presentation of our Richard Harris Award to *Enchantment and Exploitation*, an exceptional and enduring book in every regard. Accepting the Award were the University of New Mexico Press Director **John W. Byram** and the book's celebrated author **William deBuys**. Through our Harris Fund and the generosity of UNM Press we select deserving libraries to receive copies of the book at no cost.

Susan Waterman was also honored with a Special Recognition for her continuing diligent service for all NMBA members. **David Froebel** received a Certificate of Appreciation for his hands-on work with our programs and services.

Special thanks to our Co-Sponsors Collected Works and Casa de Snapdragon, and co-hosts International Women's Writing Guild (IWWG), New Mexico Book Coop, Society of the Muse of the Southwest (SOMOS), and all who make it great when book people come together!

Enter Your Best Designs by March 31 and Save \$10

EARLY BIRD DEADLINE for every category in the **Southwest Book Design and Production Awards** is just ahead: Friday, March 31. Send your entries now and save!

All entries must be mailed to the NMBA post office address. Member's Early Bird entry fee for each title is just \$35 (\$10 less than the \$45 standard fee). Want to enter that dazzling book in second category? It's only \$30 more and doubles your chances for a top SWBDA honor.

Your books must have a 2015 or 2016 copyright date. Pack and send two copies of the book with the SWBDA Entry Form and modest entry fee to: SWBDA, New Mexico Book Association, PO Box 1285, Santa Fe 87504. Find your Entry Form on our www.nmbook.org website. Jim has made it simple for you to complete.

Southwest Book Design and Production Awards are open to publishers and designers from Arizona, Colorado, New Mexico, West Texas, Oklahoma, and Utah. This is the eighth year that these coveted recognitions will reward excellence and creativity in book design and production. Awards are given to the publishers, designers, and creators of the most outstanding books produced in the past two years. Judges are experienced book professionals and knowledgeable volunteers.

April 29 is SWBDA's final entry date. Winners and the top finalist in each category will be honored at our June Gala. Sporting our publicity and a gold award seal, your honored book is sure to get special attention in the marketplace.

Read the Points & Picas column on Page 2 for all eleven (count 'em!) SWBDA categories this year.



POINTS & PICAS

USEFUL NEWS FOR NEW MEXICO'S BOOK COMMUNITY

By Richard Polese, NMBA Archivist

Stepping Up to the Plate for the Future of Books

OUR STATE BOASTS a most talented, lively and diverse gathering of book-producing and book-loving people in the nation. Census of our mere two million belies New Mexico's profound and enduring presence in the nation's literary world. And it continues growing. New Mexico Book Association, our statewide non-profit, supports your works without pre-judgement, be you a writer, editor, designer, librarian, publisher, book printer, or bookseller. NMBA is truly your team.

Right now, a few more of you are needed to maintain this profile that benefits us all. Do you have a standout talent in Organizing? Publicity? Communicating? Editing? Bookkeeping and Finance? Our currently short-staffed leadership team wants and needs you to stand up to the plate now to help assure that NMBA's 22-year common mission moves forward to support and energize all our book-rich endeavors.

We need a fresh handful to smile and step up to the plate! Contact Paula, Susie, Janet (or Richard, Sandi, Barbara, Melanie, whoever you know best). See how to reach her or him in the Staff Box in this issue. Now is your moment!

KLA Concepts Departing in Style

Kendra Arnold states, "I've been in business in New Mexico for over seven years. It's been amazing and I have really been blessed to be successful and constantly growing every year." However, she was recently given "a wonderful opportunity and an amazing position I just can't say no to." So Kendra will be closing KLA Concepts and moves to Connecticut at the end of May. Alas, a real loss for us.

But not yet. Here are Kendra's final outstanding classes in the Santa Fe area: *Small Business Marketing* (March 7), *Pinterest Basics for Strong Visual Impact* (March 8), *Instagram Class* (in Espanola on March 14), *Introducing Facebook for Business* (March 23).

Here are more for you: *Twitter for Your Business* (April 4), *Facebook for Business* (Apr. 5), *Introduction to Instagram* (Apr. 6), *LinkedIn for Professionals* (Apr. 11) and *Intermediate Facebook for Business* (Apr. 18). *Email Marketing and MailChimp* (Apr. 27), and finally *WordPress* (May 2). Visit www.klaconceptsllc.com and check the Small Business Classes tab for locations and cost.

Your Eleven Design Awards Choices

Award categories for submitting your book in the SWBDA competition this season are plentiful and thoughtful. Chose one or more from among these design and production categories. Which ones will best describe your book's strengths?

1) **Illustrated trade book.** 2) **Non-illustrated trade book.** 3) Art and Photography. 4) Scholarly and Technical. 5) Guides and Travel (sports, recreation, cookbooks, gardening, crafts, how-to).

6) Gift Books and Special Format. 7) Poetry. 8) Children and Young Adult. 9) Graphic Novels. 10) Body/Mind/Spirit. 11) Cover and Jacket Design.

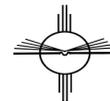
The early bird discount is available until the end of March. Find your SWBDA Invitation and easy-to-print Entry Form at www.nmbook.org. Send your entries directly to the NMBA postal address: SWBDA, N.M. Book Association, PO Box 1285, Santa Fe, NM 87504. The outcome are up to our talented judges!

NMBA Office Is Moving

We've been on the move this month! The Everyday Center for Spiritual Living building on Fifth Street, where our office has been for over a year, is now in receivership. The church's future is uncertain so NMBA is pulling up stakes at this location. Office Administrator **Susie Waterman** now operates our daily affairs from her home office in Santa Fe.

All equipment, records, show display items, desk, bookshelf, chairs, and lots of prize winning books are moving into Unit A-90 at nearby St. Michael's Self-Storage. Access is convenient. **David Froebel** helped me with the big stuff. Our large meeting table and chairs are up for sale. The table has served us well but needs a new and welcoming home.

Do you have show books resting on our shelves? Please call **Paula Lozar** to rescue your titles pronto! (505) 473-3479.



WE LIKE TO FEATURE the story of an NMBA member in every Libro issue. Board members and staff people came first, but now we want to know more about the rest of us. You are invited to submit a few lines about who you are and what you do. (Written in first person tense preferred.) Please also include a photo of yourself. Send to: librobooknews@gmail.com.

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

LIBRO CALENDAR OF EVENTS

ATTENTION! All Calendar of Events items are best submitted to: librobooknews@gmail.com. We need to receive your entries by the 15th of the month preceding publication. *Libro Book News* comes to you six times a year, plus frequent Flash-News updates for all NMBA members.

MARCH 2017 BOOK EVENTS

Thursday, March 2: New Mexico Writers Dinner. La Fonda, Santa Fe, 6pm. Officiated by James McGrath Morris. \$75 for the full dinner. Contact: Jamesmcgrathmorris.com.

Tuesday, March 7: "Small Business Marketing" KLA Concepts Class with Kendra Arnold, Graphic Sky, Santa Fe, 10am to 1pm. Visit www.klaconceptsllc.com/small-business/classes. More KLA business and tech classes on March 8, 14 and 23.

Friday, March 10: NMBA Networking Luncheon. Tiny's Restaurant at the Crossroads Center in Santa Fe, 11:30am sharp! Come and share your talents and interests with NMBA members and friends. Good meal selections too. No charge, except for what you choose to eat and drink.

March 10-11: "The Right to Write" with Julia Cameron. Unique author and artist will help you "liberate and cultivate the writer" in this full two-day workshop. Unity Santa Fe, 212 Unity Way, Santa Fe (off Hwy 599 at Marker #12). Workshop fee: \$150. For information: catherine@unitysantafe.org, or call (505) 989-4433.

March 11-12, 2017: Tucson Festival of Books. University of Arizona, Tucson, AZ. This is one of the largest literary events in the USA. Great for bookselling! <http://tucsonfestivalofbooks.org>.

Thursday, March 16: NMBA Board Meeting at our office location in the Everyday Center, 1519 Fifth Street, Santa Fe, from 1 to 3:30 pm.

Thursday, March 23: "The Authors Business." NMBA Program with Pi Luna. Fellowship Hall at the Unitarian Universalist Congregation, 107 W. Barcelona Road, Santa Fe, 6 to 8:30pm. NMBA members \$25, non-members \$30.

APRIL 2017 BOOK EVENTS

Tuesday, April 4: "Twitter for Your Business." KLA Concepts Class with Kendra Arnold, at Graphic Sky, Santa Fe. Followed by "Facebook for Business" on April 5 and "Introduction to Instagram" on April 6. www.klaconceptsllc.com. More KLA classes on April 11, 27 and May 2.

April 7-8, 2017: IBPA Publishing University, at the Historic Benson Hotel, Portland, Oregon. The Independent Book Publishers Association offers special tuition prices for each or both days of this very well-presented event. Visit www.ibpa-online.org or reach Terry Nathan or Angela Bole at (310) 546-1818.

Friday, April 14: NMBA Networking Luncheon. Gather with NMBA members and our friends at Tiny's Restaurant in the Crossroads Center, at 11:30 am. Will corned beef and cabbage and Guinness be found on Tiny's fine menu when you arrive? There is no cover charge and speedy service, especially if you're wearing the green or bring your copy of *The Book of Kells*. Need more info? Call Susie Waterman (505) 660-6357.

Saturday April 15: LIBRO BOOK NEWS DEADLINE for the May-June 2017 issue. Send your member news and announcements (including pictures) to: librobooknews@gmail.com. Cover pictures of your latest books are welcome! Flyers and announcements may be mailed to: NMBA, PO Box 1285, Santa Fe 87504.

Thursday, April 20: Joe Badal Program: "Writing a Serial Character in Action/Mystery." First rate character development will be explained and explored by Joe Badal, authority on fiction writing. Unitarian Universalist Fellowship Hall, West Barcelona Road, Santa Fe, 6-8:30 pm. Only \$20 for NMBA Members (non-members: \$25).

Saturday, April 22: "Authors for Literacy." Moriarty Civic Center Library, 9am to 4pm., 202 So. Broadway, Moriarty NM. For just \$10 you can also have a booth for the full day! Contact Kevin Pohl, (505) 832-2513.

ON THE HORIZON

June 2017: NMBA GALA AND MEMBERSHIP Annual Meeting. SWBDA Awards presentation and more. Location and date TBA. Stay tuned!

June 9-11, 2017: INATS Trade Show for Conscious Living. Excellent retail book venue. Crowne Plaza Denver Airport Convention Center. Contact Team INATS: (707) 293-9189, www.inats.com.

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



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INTRODUCING... ELISE ROSENHAUPT



ELISE ARRIVED IN SANTA FE in 1969 in a '65 VW bus. She had grown up on the East Coast and gone to Radcliffe (Harvard) for college. Her boyfriend, now her husband, had persuaded her to discover the rest of the country. Elise did that and then discovered much more about

the unpredictable elements of life and living.

Elise Rosenhaupt's memoir, *Climbing Back: A Family's Journey through Brain Injury*, centers on her son's recovery from traumatic brain injury, weaving in her family's many other encounters with insults to the brain, going back more than 40 years.

In June 2015 Peninsula Road Press of San Francisco published *Climbing Back*. William deBuys, author of *The Walk and River of Traps*, remarked "Her story will resonate with anyone who has endured a similar crisis, and besides that it is a darn good read."

Elise waitressed at La Fonda (badly she says), as a children's tutor (competently), and as an assistant to Alexander Girard, whose personal collection sparked the International Folk Art Museum. After teaching at Los Alamos High for several years, she then taught English as a First Language to her own children, edited Eliot Porter's book *Antarctica*, became a real estate broker, advocated for children and teachers in the Santa Fe public schools, taught again at Santa Fe High, and wrote on environmental causes.

While she was busy doing other things, as John Lennon suggests, "Life happened." Her father died years after falling off his bicycle onto his head, her husband had an episode of transient global amnesia, her mother faced troubling inner events, and Elise fractured her skull.

Then, at the start of his second year at Harvard, Elise's son

was hit by a car, thrown 150 feet and suffered severe traumatic brain injury.

Throughout his weeks in acute care and rehabilitation hospitals, and during his months of rehabilitation at home, Elise was by his side, keeping notes. As she wrote, she realized that all the insults to the brains of others in her family were in some way connected. Her story grew. But life kept happening. Her mother needed more and more care. Elise did not work on her memoir for long stretches. Nevertheless, she persisted.

Elise Rosenhaupt recently narrated *Climbing Back* as an audio book, now available through Audible.com. She has made talks at New Mexico bookstores and HealthSouth Rehabilitation Hospital in Albuquerque. She is eager to continue talking with groups about navigating the American medical system and about recovery from brain injury.

For more about Elise's work please visit: www.ClimbingBackMemoir.com. You are invited to email Elise at ClimbingBackER@gmail.com.

WELCOME NEW NMBA MEMBERS!

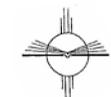
Desertphile Publishing (David Rice)

Russel Thornton

Margaret Tessler

Carl Swopes

New people, institutions and business may join NMBA at any time. You will then have an ongoing connection with the book producing and providing professionals throughout New Mexico and well beyond. New Mexico Book Association membership is only \$50 per year. Contact our NMBA Office Administrator Susan Waterman: admin@nmbook.org and (505) 660-6357.



LIBRO BOOK NEWS is the journal of the New Mexico Book Association, the non-profit serving book professionals statewide since 1994. NMBA membership is open to everyone involved with writing or publishing. Dues: \$50 per year. Submit articles directly to the Editor via email and include "Libro" in the subject line.

Librobooknews@gmail.com

DEADLINE: APRIL 15



Months-plus When You Freshen NMBA Membership!

When you receive your notice that your NMBA membership is due, remit the \$50 fee and find that you will be enrolled all the way to July 1, 2018. That's right! Simplification to our system is giving most NMBA people whose dues are expected from now through mid-year 2017 additional membership time. So please renew ASAP and you'll be in the club through the first six months of 2018.

Also, remember to use your NMBA membership card for generous discounts at select New Mexico retailers. Reading this and not a current member? Join with us, the most energetic and informed book people in the state. Go to www.nmbook.org, inform us about your interests and activities, and send just \$50 with your Membership Form. We've made it simple in these complicated times!