

October 10: Attracting Readers to Your Books:

EXPERTS TELL HOW TO PROMOTE WITH STYLE!

FIVE DEDICATED BOOKSELLING EXPERTS will explain the best means and ways to get your book into the hands of today's buyers at our Special NMBA Program on Tuesday, October 10. "Promote with Style" brings **Kate Rollins, Daniel Quat, Suzanne Kennedy**, plus **Sandi Wright** and **Pi Luna**, to lead our program at the Santa Fe Unitarian Fellowship Hall from 5:30 to 8 pm. Cost is just \$20 for members and \$25 for your curious friends. Learn how to approach potential book buyers and rope them in!

Here is more about each engaging Panelist:



Kate Rollins



Daniel Quat



Suzanne Kennedy

- **Kate Rollins:** Kate builds professional websites. Her social media marketing skills involve intuitive creativity, careful research, proper wit, and steadfast timelines.
- **Daniel Quat:** Professional photographer for over 40 years. He specializes in capturing the essence of people, places and things.
- **Suzanne Kennedy:** Referral Marketing Expert. She understands how to become more strategic and more effective in networking. She enjoys teaching business owners how to save time, energy and money while increasing success.
- **Pi Luna:** Graphic Designer and artist. Pi custom designs her books and promotional materials to give them the best creative flair. She earned her Masters in Fine Art at Goddard College.
- **Sandi Wright:** Over 30 years teaching high school and college students in art and other disciplines. Sandi provides art therapy in private practice and publishes educational material and books for children. She is the active NMBA Membership Chair and was the Santa Fe Opera Guild president for several years.

These five experienced authorities will guide you on the energy path to greater successes. For program admittance please contact NMBA's Office Administrator Susan Waterman: admin@nmbook.org (505) 660-6357, or go to the NMBA website: www.newmexicobookassociation.org.

"One cannot be withdrawn or shy when selling books!" ~ Janet Brennan



Pi Luna



Sandy Wright

Our Library Association Table: You Still Have Time!

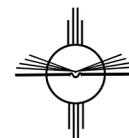
WE WILL SHOW AND SELL NMBA MEMBERS' BOOKS every day at the 2017 New Mexico Library Association Annual Conference from November 1-3 at the grand Marriott Pyramid Hotel in Albuquerque. For our modest \$20 fee dozens of public, private and school librarians from throughout the state will see and can purchase your titles. The NMLA promises us a great table location right where library people register and come into the main hall.

Participation with us includes your pages in the *NMBA Showcase Catalog*. We need four copies of your books and 30 standard size sell sheet pages for the Catalog by October 20.

You will find it handy to bring your items to our October 13 Networking Luncheon. **Richard Polese, Paula Lozar** and **Susie Waterman** had earlier experience with this show and are prepared to help you. Find complete instructions in the **Points & Picas** column in this issue.

WE PROMISED, AND HERE IT IS:

This is your Later September through October 2017 *Libro Book News*— One issue became two because we wanted to have early September events in your eyes and hands quickly. Next deadline for items for the November-December 2017 issue is October 16. ~The Editor





POINTS & PICAS

USEFUL NEWS FOR NEW MEXICO'S BOOK COMMUNITY

By Richard Polese, NMBA Archivist

Offer Books to New Mexico's Librarians at Big NMLA Conference

THERE'S STILL TIME! New Mexico Library Association members will gather for their large and lively annual three-day conference November 1-3 at Albuquerque's Marriott Pyramid Hotel. Your book will appear in the *NMBA Showcase Catalog*. Final deadline for books, pages and your payment to NMBA is **Friday, October 20**.

You can easily bring books and your *NMBA Catalog* sell sheet pages to the NMBA Networking Luncheon on Friday, October 13. Or you may contact Office Administrator **Susie Waterman** at (505) 699-9917, admin@nmbook.org to arrange handing her your books and catalog pages. We will also receive items sent to NMBA, P.O. Box 1285, Santa Fe 87504 until October 20.

Required materials are: (1) four copies of each title you wish to show and sell, (2) your \$20 check to NMBA, and (3) thirty copies of your sell sheet page or pages for our *NMBA Showcase Catalog*. Authors and publishers are invited to help at the NMBA table. It is always a big plus for librarians if authors are present to meet them directly.

Read your catalog page instructions below. If you'd like more information please contact our NMLA show chieftains: **Richard Polese** (505) 983-1412, richard@oceantree.com or **Paula Lozar** (505) 473-3479, lozarpaula@cs.com.

Catalog pages may be printed in color or black and white on standard 8-1/2" x 11" paper. Print one or both sides, with good side margins. (Please don't attach anything.) Your page should include these basics:

1. Book title and subtitle. Author and Publisher name.
2. Picture of the cover, preferably in color.
3. Contact information for buying the book: Address, phone number, website and/or email.
4. List price of each book.
5. For the text, use the book jacket copy or summary of the book's contents, review quotes, and awards the book has received.

Authors and publishers are again urged to help at the NMBA table. It's a great plus for buyers if an author is present to describe her or his book right there!

❖ **WAIT 'TIL NEXT TIME.** Your temporary *Libro* editor (me) apologizes for member news you submitted that didn't appear in this issue. We will do a better job gathering your announcements for the coming November-December *Libro Book News*.



❖ **Distribution: Good News and Bad News**

ONE NEEDS TO WONDER about today's bookselling and marketing darker sides. Capitalist giant Amazon.com now completely dominates the once-lively distribution world.

My publishing house, Ocean Tree Books, sells almost as many books now as we have for several years. But nearly 90 percent of today's orders come from Amazon's Kentucky warehouse. Amazon purchase orders now arrive at least three times a week, but often just in quantities of 3 to 6 books. Delivery times are tight and penalties are assessed if books don't arrive on the dot.

Amazon orders are all on consignment (not great news), but they eventually pay for books received (good news). We don't know where our books are going—likely to stores and individuals who earlier ordered directly. Purchase orders from Amazon now demand many more time-consuming keystrokes, shorter turn-around times and detailed shipment confirmation. We obey the rules as best we can.

Direct bookstore orders and sales to other distributors have fallen away, especially in the last two years. A few New Mexico stores still order directly and a pair of small distributors fortune us with occasional strong orders. But many distributors have died due to the Amazon onslaught.

Amazon's "Advantage" program now accounts for the overwhelming majority of Ocean Tree Books sales. That's reality. We've been told that Amazon executives crave power over many industries more than short term profits. Yes, times have changed in bookselling. Likely they will change again in times to come. Keep posted with NMBA to learn if the future will bring more bad news or more good news. Let me hear about your current experiences, and what works well for your bottom line.

❖ **A NEW NMBA STATEMENT OF PURPOSE** has been crafted by a subcommittee of board members who came forward for the task. It's simpler and more direct than what we've had in the membership brochure for several years. It was written to better appeal to the broad and contemporary range of people who should join us. Stay tuned!

❖ **NEGOTIATOR COMING.** I've learned that Dr. Richard Kaye may appear for an NMBA Program early next year to describe his Successful Negotiation techniques with stores, Amazon, etc.

❖ **HERE'S A SIMPLE RULE** for authors and self-publishers: When you depart your home or office, don't leave your creation behind. Always have a copy or copies of your book in your car! Ladies might also carry a book copy in their purse. You may encounter an interested reader by surprise. Don't be empty-handed!

LIBRO CALENDAR OF EVENTS

ATTENTION! Send your November and December Calendar of Events items to: libro_booknews@gmail.com. Please include date, time, place and how to contact for more information. Next *Libro* deadline is Monday, October 16.

LATE SEPT. 2017 BOOK EVENTS

Friday, Sept. 22: New Mexico Book Co-op Luncheon. Golden Corral Restaurant on San Mateo (near Cliff's Amusement Park) in Albuquerque, at noon in the Co-op room. Finalists for the NM/AZ Book Awards will be revealed. You are invited to come and enjoy!

Saturday, Sept. 23: Intermediate Excel Workshop with Pi Luna, from 9 am to noon at the Santa Fe Business Incubator, 3900 Paseo del Sol, Santa Fe. Just \$29, with a copy of her Spreadsheet Nuts & Bolts included! Call (505) 426-6900 or visit www.wesst.org/training-event.

Tuesday, Sept. 26: Home-Grown Authors at the Santa Fe Farmer's Market, from 6:30 am to 1 pm. We have our table there every Tuesday through Thanksgiving, and show and sell your book directly to visiting shoppers and readers! Reach organizer Maxine Davenport, Maxine@kewa.com (505) 474-0979.

September 29 to October 1: Southwest Festival of the Written Word, Silver City. "Word Travels Fast" is year's inviting theme. Alas, there's no bookselling venue this time, but there will be terrific speakers and displays of writing talents. All information: info@swwordfiesta.org or contact Southwest Festival, P.O. Box 1767, Silver City, NM 88062.

OCTOBER 2017 BOOK EVENTS

Tuesday, October 10: "PROMOTE WITH STYLE" is our NMBA Program and Workshop at the Santa Fe Unitarian-Universalist Congregation Fellowship Hall from 5:30 to 8 pm. Cost is just \$20 for members and \$25 for your curious friends. You'll hear timely advice from Kate Rollins, Daniel Quat, Suzanne Kennedy, Sandi Wright, and Pi Luna. The U-U building is at 107 West Barcelona Road at Galisteo Street.

October 12-14: Mountains and Plains Independent Booksellers Association offers its exciting 2017 "Fall Discovery Show" in the Renaissance Denver Stapleton Hotel. (NMBA is a proud MPIBA affiliate.) Learn how to participate by reaching Project Manager Kathy Keel, info@mountainplains.org, (970) 484-3939, (800) 752-0249.

Friday, Oct. 13: NMBA Networking Luncheon at Tiny's Restaurant in Santa Fe's Crossroads Center. As always, everyone has a good opportunity to share achievements and needs for writing, editing, publishing, and selling books. Last chance to bring four copies of your book (or books) to sell at the N.M. Library Association Conference (Nov. 1-3), and 30 pages for our *Showcase Catalog*. The **NMBA Board Meeting** follows at 1:15, right after our Networking Luncheon.

Wednesday, Oct. 16: LIBRO BOOK NEWS Deadline for the November-December 2017 issue! Send any and all Member News to: librobooknews@gmail.com. Attach a cover photo of your newest book! Flyers may also be mailed to NMBA Libro, P.O. Box 1285, Santa Fe 87504.

Friday Oct. 20: Final Deadline to have your book represented and sold to librarians throughout New Mexico at our well-placed NMBA booth. Contact Susie or Richard. See Page One for what is needed for you to be in the show.

Friday, Oct. 27: NM Coop Luncheon. Robin Cutler will speak about the Ingram Spark program. Noon at Golden Corral Restaurant on San Mateo (just before Cliff's Amusement Park) in Albuquerque. Great lunches!

ON THE HORIZON

November 1 through 3: New Mexico Library Association (NMLA) Annual Conference. NMBA authors and publishers will be well-represented at our well-located selling booth the Marriott Pyramid Hotel, Albuquerque. Contact Richard Polese: (505) 983-1412, richard@oceantree.com.

November 4: Annual PEO Author Fair of the Philanthropic Educational Assn. "PEO works to bring women writers and readers together." Local chapters provide scholarship and educational loans to women who can't afford college. Tickets are only \$12. Call Ann Barker now: (505) 670-3383.

Friday, Nov. 10: NMBA Networking Luncheon starts at 11:30 at Tiny's Restaurant in Santa Fe's Crossroads Center. We all share our recent achievements and needs for writing, editing, publishing, and selling books. **NMBA Board Meeting** at Tiny's at 1:15 following the Networking Luncheon.

Saturday, Nov. 11: Authors Fair at New Mexico History Museum, Santa Fe? We couldn't find more information. As the date approaches try to reach the museum's programs director at (505) 476-5200.

Thursday, January 11, 2018: NMBA Winter Fiesta! Our annual gathering and celebration of our New Mexico book people takes place in the Bourbon Grill at 104 Old Las Vegas Highway, just southeast of Santa Fe, from 5:30 to 8 pm. Cost is just \$20 for NMBA members, \$25 non-members. Delicious smorgasbord meal is being prepared just for us. Contact Susie admin@nmbook.org (505) 660-6357 or Sandi sandi@sandi-wright.com for latest details.



Publisher Lisa Lucas was recently elected the first woman to direct the National Book Foundation. She is also the first Afro-American in that role. Her announced theme as director will be: "Books Will Always Matter." Lisa Lucas is a Harvard Business School graduate.

Authors, publishers, writers, designers, librarians, booksellers, and institutions are invited to join NMBA at any time. You will find enduring connections with book professionals throughout New Mexico and well beyond! Membership is just \$50, annually. Encourage your friends to join too. Contact NMBA Administrator **Susie Waterman:** admin@nmbook.org, (505) 660-6357.

INTRODUCING... KAREN BOMM

Karen is a Self-Publishing Strategist. “I am passionate about helping entrepreneurs, artists, authors, and publishers grow their market through current publishing methods.”

Very resourceful with her access to an entire team that includes award winning editors, book cover experts, book and eBook layout designers, and conversions specialists for any paperbound or eBook format needed for multiple publishing platform success.

Karen shepherds the author through all the moving parts, works at their pace setting realistic launch timelines “to support the foundation of their publishing and author platforms.” She can include budget estimates that cover the overview plan, book and eBook production, and the launch strategy into full distribution.

Karen’s growth into self-publishing has been a strong and enduring story of entrepreneurship.

When you meet her in person, you can feel her natural passion and her creative instincts that have worked well for hundreds of start-ups, authors, artists, and publishers over several years.

“I earned my degree from Drexel University. I started in Design and became an artist at heart and I love creative people (as we have here in Santa Fe), then I ended up in Marketing.”

She spent twelve years on Wall Street as an executive recruiter for those who built the downtown technical infrastructure. “Then I sold everything in my 30’s because I didn’t like the greed of Wall Street and traveled the USA for one year to find my passion and heart.” Karen returned to build and serve as an independent rep (with no employees) for 15,000



people worldwide by training travel agents to work from home as the “Brick and Mortar days” converted into the “Click and Order” days.

“I have always been independent, so all my risks, mistakes, growth, failing forward has been through my true character to move forward and learn from each opportunity. My clients now benefit from this wealth of knowledge as I help them to not get into the very same traps I have been in, especially when it comes to their businesses. I am that unique one: a wise entrepreneur.”

Karen Bomm prefers using social media networks (Facebook, YouTube) to reach her and start relationship building, as well as LinkedIn for professional connections.

Her website at iwillpublish.com is growing.



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: OCTOBER 16



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