

Partners Publishers Group

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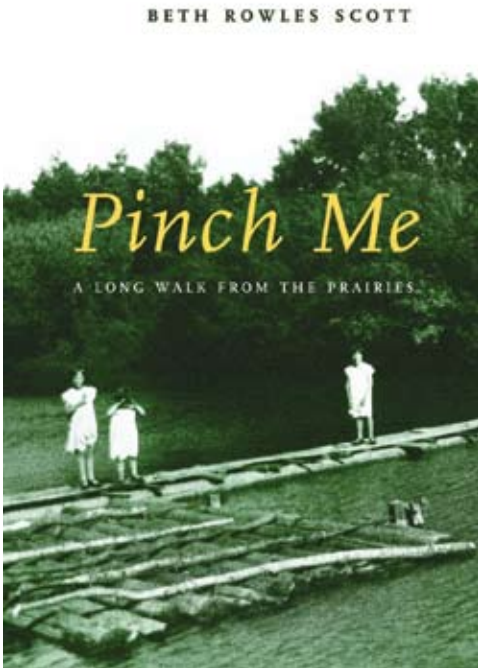
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*Please visit our website for more information.
www.partnerspublishersgroup.com*

BIOGRAPHY / AUTOBIOGRAPHY



Author Bio:

Beth and her husband, George Scott, are the founders of the African Canadian Continuing Education Society (ACCES). The organization has provided education funding and facilities for thousands of children and young adults in rural Kenya. In 2006, the Scotts were recognized as “Outstanding Canadians” by the Corporation of the City of White Rock, B.C., and Beth was named “Woman of the Year” by Soroptomist International of White Rock, an organization devoted to improving the lives of women and girls in the community and the world. Currently working on a novel, Beth lives in Surrey, B.C.

Pinch Me

A Long Walk From the Prairies

Beth Rowles Scott

ISBN: 9781894694742

Trade Paper • \$17.95

224 pages • 6 x 9

Publication Date: 4/15/2009

Carton Qty: NA

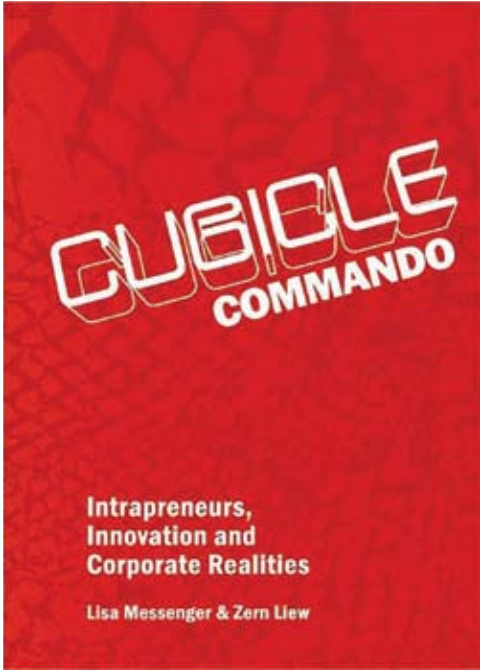
Granville Island Publishing

Content:

Beth Rowles Scott invites you to walk with her as she tells about her prairie childhood, her challenging career, and her fulfilling senior years. *Pinch Me: A Long Walk from the Prairies* reveals how Scott, a “fat little girl from Saskatchewan,” discovers a three-prong happiness formula: Someone to Love, Something to Do, and Something to Look Forward To. Leaving her Prairie home for the greener pastures of the West Coast, she starts a new life in British Columbia where she becomes the first female principal of a secondary school in the province. After retiring from a successful career in education, at age 63 she meets the love of her life and together they establish ACCES, an organization that enables impoverished Kenyan children and youth to improve their lives through education. ACCES (which ensures that 100 percent of donations to its programs go directly to those programs) has given more than 1,100 scholarships to university/college students and has established ten primary schools serving more than 1,200 children each year in grades 1-8.

Author Hometown:

Surrey, B.C.



Author Bio:

Lisa Messenger is Managing Director of Messenger Marketing and Messenger Publishing and has worked globally in events, sponsorship, marketing, PR and publishing. She has authored and co-authored 12 books and developed a unique publishing model which has blown the Australian market sky high. This success led to her being named a finalist in the both the 2005 and 2006 Telstra Business Woman of the Year Awards as well as being named finalist for the Champion of Champions Award in both 2007 and 2008. Lisa was also a finalist in the My Business Awards for fastest growing business and in 2008 she was named Entrepreneur of the Year by think tank movement Thought Leaders.

Cubicle Commando

Intrapreneurs, Innovation and Corporate Realities

Lisa Messenger

ISBN: 9780977551903

Trade Paper • \$15.95

191 pages • 5.5 x 7.5

Publication Date: 09/15/2009

Carton Qty: 40

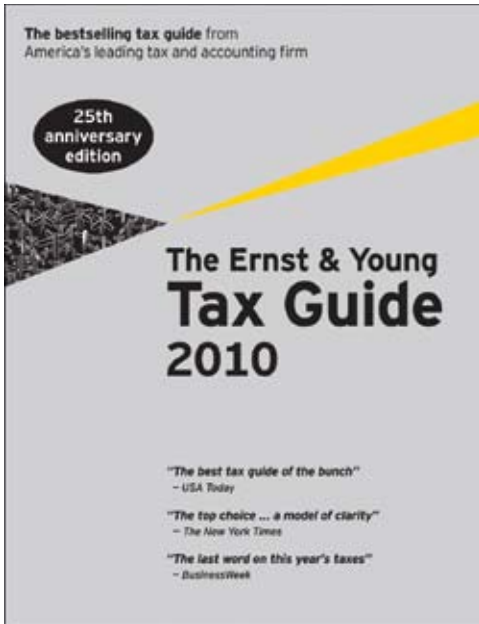
Messenger Publishing

Content:

Cubicle Commando is an extraordinary book that arms intrapreneurs (internal entrepreneurs) with remarkable thinking and techniques they can use to help their companies innovate. It is designed to assist these enormously creative and intelligent individuals who want to make a difference within their companies but are struggling to translate their ideas into action. Cubicle Commando helps them work most effectively within the existing structures, systems, resources and realities of a corporation. Cubicle Commando ultimately serves the best interests of those corporations who are serious about leapfrogging their competitors through frequent innovation. Unlike many in the business genre, this beautifully presented book features 192 full color pages of creative concepts to inspire and ignite the passion in individuals and corporations.

Author Hometown:

Sydney, Australia



The Ernst and Young Tax Guide 2010

(25th edition)

Ernst & Young LLP
Peter W. Bernstein, Gary N. Cohen (editors)

ISBN: 9780979985591

Trade Paper • \$19.95

886 pages • 8.5 x 11

Publication Date: 11/22/2009

Carton Qty: 8

Publishnow.net

Content:

What the IRS doesn't tell us, Ernst & Young does. Year after year, The Ernst & Young Tax Guide hits national best-seller lists and garners rave reviews. The most user-friendly, most current guide available to preparing your own tax return, this essential resource contains all the information readers need to save on their taxes. The accessible format walks you step-by-step through the daunting filing process, with sample tax forms and schedules demonstrating how to fill out a tax return line by line. As the only guide that provides complete coverage of the new tax law provisions, it's no wonder The New York Times praises it as the top choice among popular tax books.

The Ernst & Young Tax Guide is really two books in one. The first is the official IRS tax guide, Your Federal Income Tax, updated by the IRS for 2009 tax preparation. The second book is the Ernst & Young guide offering comments, explanations, and tax-saving tips on what the IRS tells us-and doesn't tell us. These two books have been combined in one easy-to-read volume to provide taxpayers with the most well-rounded and comprehensive tax guide on the market.

Previous Edition:

12/15/2008: 9780979985553 • \$18.95

Publishnow.net

COMIC BOOKS & GRAPHIC NOVELS



Marketing Plan:

1. Local television interview
2. Internet marketing on various websites and forums, particularly Sherlock Holmes fan sites.

Tour Cities:

Spencer, MA, Boston, MA, Worcester, MA, New York, NY and Baltimore, MD

Author Bio:

Bret M. Herholz is the author and artist of 4 graphic novels as well as an art teacher at the Worcester Museum of Art.

Sherlock Holmes

The Painful Predicament of Alice Faulkner

Bret M. Herholz

ISBN: 9781934985175

Trade Paper • \$11.99

128 pages • 6 x 9

Publication Date: 11/18/2009

Carton Qty: NA

Alterna Comics

Content:

A young woman named Alice Faulkner is in possession of documents that could cause a devastating royal scandal. Unfortunately, she has fallen into the hands of a pair of unscrupulous people who wish to use her possessions for their own ill benefit. So it is up to England's most famous consulting detective along with the help of his trusted friend, Doctor Watson, to rescue this unfortunate young woman and avert the impending scandal.

Previous Books by Author:

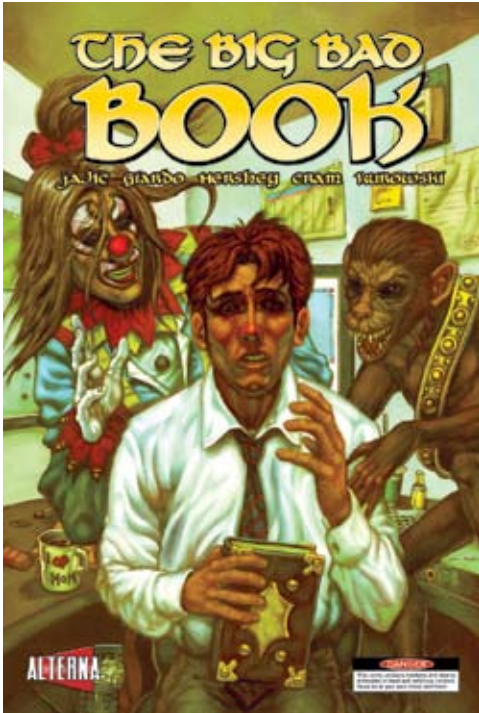
3/20/2009 - The Adventures of Polly & Handgraves • 9781934985090

1/20/2009 - The Spaghetti Strand Murder • 9781934985045

Author Hometown:

Worcester, MA

COMIC BOOKS & GRAPHIC NOVELS



The Big Bad Book

Nikola Jajic
Sergio Giardo, Michael Czerniawski
Hershey Rick (illustrators)

ISBN: 9781934985144

Trade Paper • \$11.99

112 pages • 6 x 9

Publication Date: 2/24/2010

Carton Qty: NA

Alterna Comics

Marketing Plan:

1. Conventions and signings tour
2. Marketing on the internet and in comic shops and bookstores
3. Podcast interviews and book reviews with comic book fan sites

Tour Cities:

Baltimore, New York, Boston, Chicago, Washington, D.C., Philadelphia

Content:

Why would Thor and Loki disguise themselves as a monkey and a clown? Why would an ordinary guy be tormented by other worldly forces AND his perverted best friend? Why would the most beautiful woman in the world work as a receptionist? The answer is simple: they all do it because of The Big Bad Book!

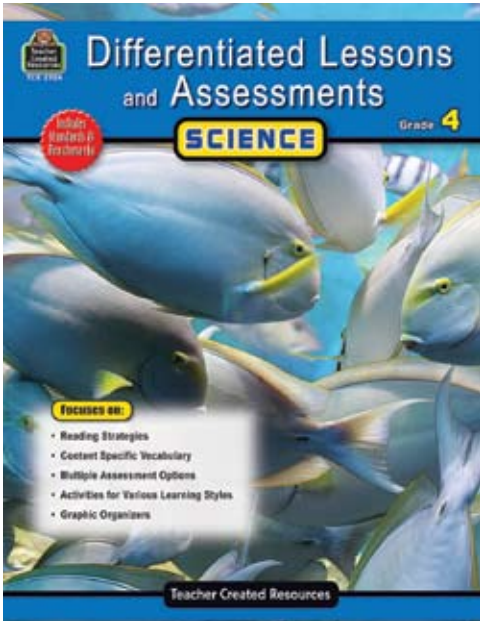
Author Bio:

Nikola Jajic has been involved in the comic industry in various ways for the past few years. He's written two other graphic novels for different independent companies and is currently in the process of making a book for Image Comics.

Author Hometown:

Lombard, IL

EDUCATION



Differentiated Lessons and Assessments: Science

Teacher Created Resources

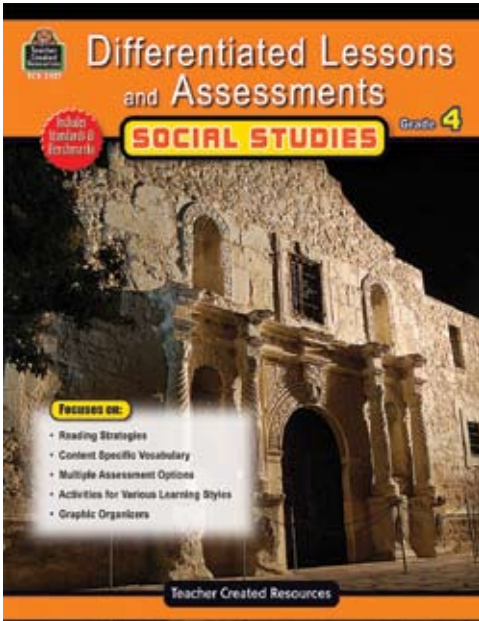
Trade Paper • \$19.99
224 pages • 8.5 x 11
Publication Date: 1/1/2010
Carton Qty: NA
Teacher Created Resources

Grade 4: 9781420629248
Grade 5: 9781420629255
Grade 6: 9781420629262

Content:

Practical strategies, activities, and assessments help teachers differentiate lessons to meet the individual needs, styles, and abilities of students. Each unit of study includes key concepts, discussion topics, vocabulary, and assessments in addition to a wide range of activities for visual, logical, verbal, musical, and kinesthetic learners. Helpful extras include generic strategies and activities for differentiating lessons and McREL content standards.

EDUCATION



Differentiated Lessons and Assessments: Social Studies

Teacher Created Resources

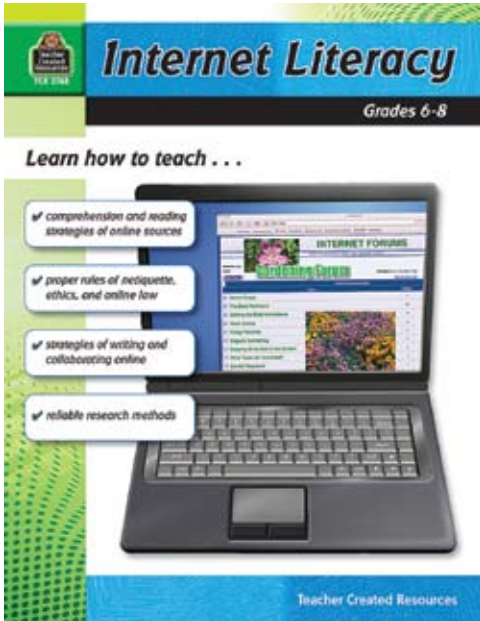
Trade Paper • \$19.99
224 pages • 8.5 x 11
Publication Date: 1/1/2010
Carton Qty: NA
Teacher Created Resources

Grade 4: 9781420629279
Grade 5: 9781420629286
Grade 6: 9781420629293

Content:

Practical strategies, activities, and assessments help teachers differentiate lessons to meet the individual needs, styles, and abilities of students. Each unit of study includes key concepts, discussion topics, vocabulary, and assessments in addition to a wide range of activities for visual, logical, verbal, musical, and kinesthetic learners. Helpful extras include generic strategies and activities for differentiating lessons and McREL content standards.

EDUCATION



Internet Literacy

Teacher Created Resources

Trade Paper • \$13.99

96 pages • 8.5 x 11

Publication Date: 2/1/2010

Carton Qty: NA

Teacher Created Resources

Grades 3 – 5: 9781420627671

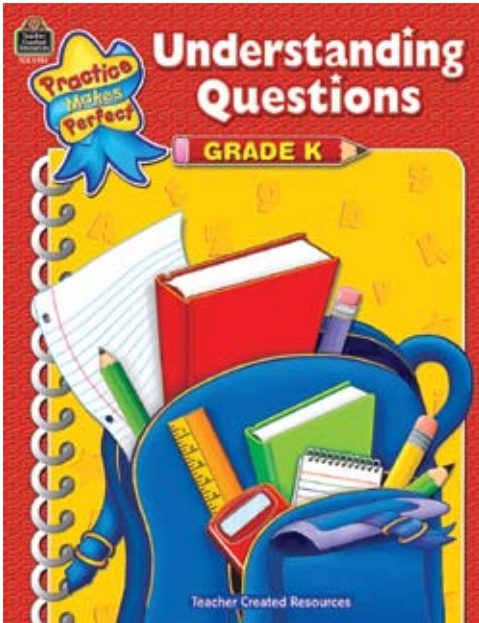
Grades 6 – 8: 9781420627688

Content:

Award-winning, middle school teacher Heather Wolpert-Gawron uses a simple, common sense approach mixed with delight, optimism, and humor to address the new Internet literacy skills that today's students must learn. She provides practical activities to teach:

- Three-dimensional reading and comprehension, through layers of links
- Netiquette, safety, privacy, ethics, and online law
- Reliable research methods
- Strategies for networking, collaborating, and contributing online

EDUCATION



Practice Makes Perfect:

Understanding Questions

Teacher Created Resources

Trade Paper • \$4.99

48 pages • 8.5 x 11

Publication Date: 2/1/2010

Carton Qty: NA

Teacher Created Resources

Kindergarten: 9781420689853

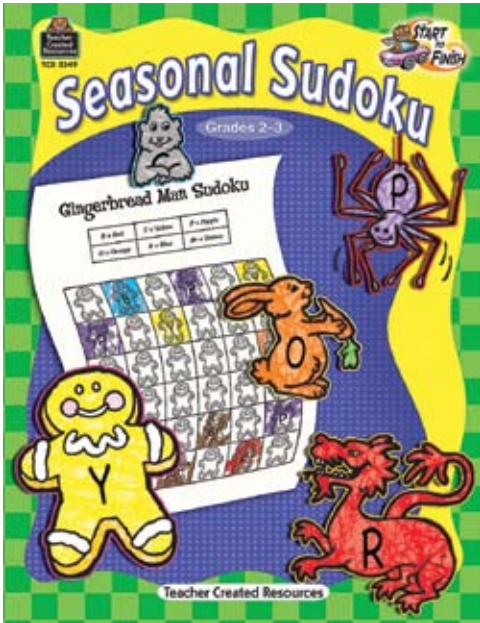
Grades 1 – 2: 9781420689860

Grades 3 – 4: 9781420689877

Content:

Who, what, when, where, why, which, and how many are different types of questions that require different types of responses. Once children learn to interpret questions, they can learn to respond with correct answers. They establish a foundation for success in test taking and everyday conversation. Each book provides dozens of activities and an answer key.

EDUCATION



Start to Finish:

Seasonal Sudoku

Teacher Created Resources

Trade Paper • \$5.99

64 pages • 8.5 x 11

Publication Date: 2/1/2010

Carton Qty: NA

Teacher Created Resources

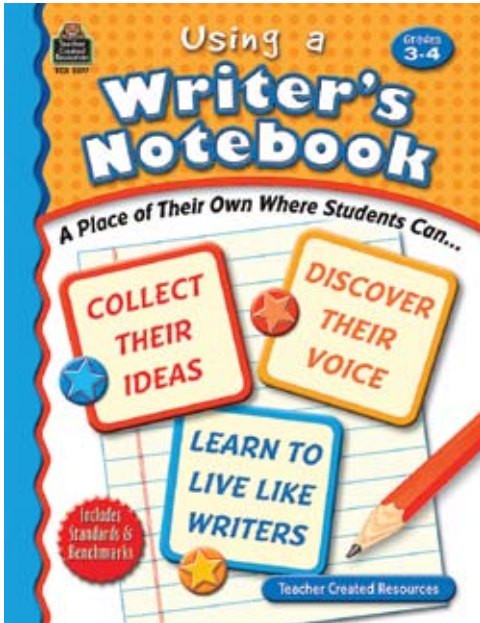
Grades 2 – 3: 9781420625493

Grades 3 – 4: 9781420625509

Content:

Sudoku puzzles are enhanced with seasonal art and completed with colors rather than numbers. Each book provides simple 6x6 puzzles as well as more challenging 9x9 puzzles to build critical thinking and deductive reasoning skills. Strategies for completing the puzzles and answer keys are provided.

EDUCATION



Using A Writer's Notebook

Teacher Created Resources

Trade Paper • \$9.99

64 pages • 8.5 x 11

Publication Date: 2/1/2010

Carton Qty: NA

Teacher Created Resources

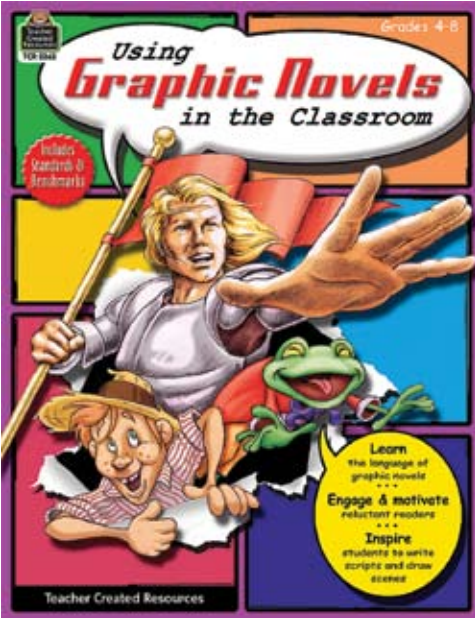
Grades 3 – 4: 9781420625776

Grades 5 – 6: 9781420625868

Content:

Standards-based lessons support the traits of good writing while encouraging students to create and maintain a Writer's Notebook—a collection of cherished memories, stimulating conversations, thought-provoking ideas, colorful phrases, and helpful tips.

EDUCATION



Using Graphic Novels in the Classroom

Grades 4 – 8

Teacher Created Resources

ISBN: 9781420623635

Trade Paper • \$8.99

48 pages • 8.5 x 11

Publication Date: 2/1/2010

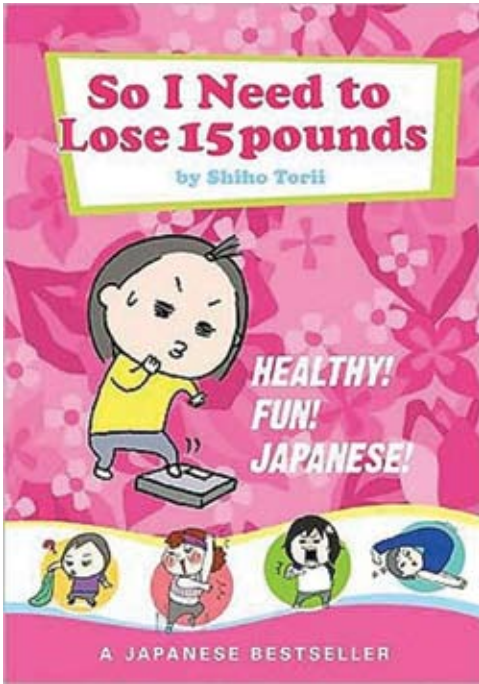
Carton Qty: NA

Teacher Created Resources

Content:

Since today's young readers live in a highly visual world, it's no surprise that graphic novels are growing in popularity. With this book, teachers can lead students in literary analysis of this unique genre, introduce them to good quality graphic novels, and encourage them to write and illustrate a graphic short story. Each lesson in the book is based on standards.

HEALTH & FITNESS



Marketing Plan:

1. National Review Media and Print Media Campaign
2. National Top University East Asian Studies Curriculum Campaign
3. National Japanese-American Media Promotion
4. Online Blog, Website, Social Networking, and Youtube Book Trailer

Tour Cities:

New York City metro area and Los Angeles metro area

Japanese Sales Figures:

45000 copies sold in Japan

Author Hometown:

Shizuoka, Japan

So I Need to Lose 15 Pounds

Shiho Torii

ISBN: 9780978508432

Trade Paper • \$12.95

176 pages • 5.5 x 8.5

Publication Date: 9/15/2009

Carton Qty: 30

One Peace Books

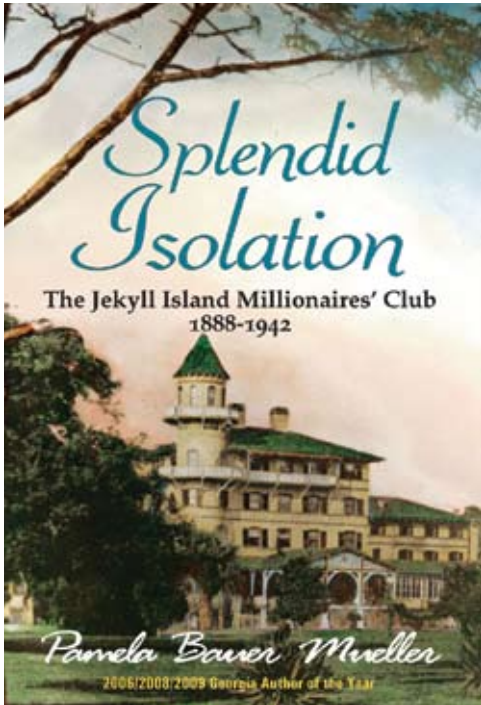
Content:

Who hasn't worried about their weight at one time or another? This book presents an amusing new way to look at dieting. A non-fiction self-help book written in a comic format, it takes the hard issue of dieting techniques and presents them in the humorous style of Japanese manga. Popular diets such as Macrobiotics, based on traditional Japanese cuisine, to way out there diets, such as using experimental NASA equipment and hypnosis, are tested in a 27 diet challenge. Readers can find motivation to lose weight and helpful information on which diets give the best results while laughing all the way. Written in the manga format from the country that does it best, this is the how-to comic based on one young author's struggle with weight.

Author Bio:

Shiho Torii is a well known author and illustrator of numerous titles on health beauty. Some of her other works include, Rebound o Suruna, Kobusu ni Osabo, and Tekuteku Tokaido Gojusansu. She has received much acclaim for her blog, which is ranked number one under the illustration division of most visited blogs in Japan and garnered the respect and support of many young woman. However, she is still on a quest to find an ultimate weight loss method that will win the battle once and for all.

HISTORICAL FICTION



Marketing Plan:

1. Aggressive national print campaign.
2. Extensive direct mail promotion to librarians, historical groups in the Southeast and the Northeast plus the senior market that lives in GA all or a portion of the year.
3. Aggressive regional media campaign in the South. Max Communications, a publicity firm from Atlanta, has been retained to focus and direct both the regional and national campaign for this title.
4. Pamela Bauer Mueller also conducts 30-40 author school presentations and speaks to many civic groups across the country each year. She has been the featured speaker at numerous book related conferences.

Author Hometown:

Jekyll Island, GA

Splendid Isolation

The Jekyll Island Millionaires' Club 1888-1942

Pamela Bauer Mueller

ISBN: 9780980916300

Trade Paper • \$18.00

272 pages • 6 x 9

Publication Date: 1/1/2010

Carton Qty: 30

Piñata Publishing

Content:

Jekyll Island's history unfolds with the excitement and suspense of a fairy tale. Because so many of the world's greatest minds and bank accounts gathered together in virtual isolation for three months each year, history was made on Jekyll Island. A group of tycoons with surnames such as Rockefeller, Morgan, Vanderbilt, Pulitzer, Baker and others formed their exclusive Millionaires' Club on this island hideaway. In this sweeping historical saga, you will discover the Millionaires' joys, tribulations, and deeply guarded secrets. In this true story of the island getaway that offered them sovereignty, discover how the decisions of these powerful men changed the face of world finances, business and politics as they built modern America.

Author Bio:

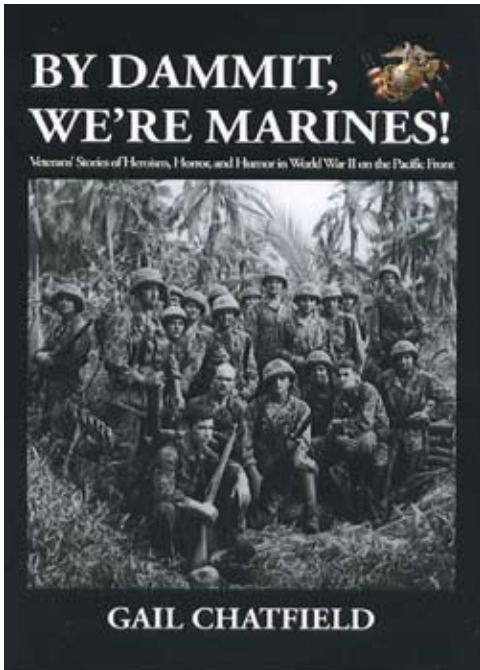
Pamela's children and young adult books have awarded her the 2006, 2008 and the 2009 Georgia Author of the Year titles, three Mom's Choice gold medals, the Independent Publisher Gold Book award and other national awards with *Writer's Digest* and *Foreword* magazines. This is her third historical fiction novel, unfolding the lives of the wealthy American tycoons who spent their winters on Jekyll Island.

Previous Books by Author:

4/15/2008 - Aloha Crossing • 9780968509791

8/15/2003 - Hello, Goodbye, I love You • 9780968509739

HISTORY



Author Bio:

Gail Chatfield is a native of Southern California and received her Bachelor's Degree from San Diego State University courtesy of the G. I. Bill. A degree in Anthropology, the study of man and the role that culture exerts on individuals or groups, thoroughly prepared her for working in the exotic, fertile fields of the entertainment industry in Los Angeles. Positions at AFTRA, the William Morris Agency and for nearly a decade the personal assistant to Farrah Fawcett. Her interest in military history comes from her father who was a Marine on Bougainville, Guam and Iwo Jima. Chatfield is a freelance writer and opinion columnist for the North County Times. She is a member of the Military Writer's Society of America, the American Historical Association, the Southern California Writers Association, and an associate member of the Third Marine Division Association.

By Dammit, We're Marines!

*Veterans' Stories of Heroism, Horror, and Humor
in World War II on the Pacific Front*

Gail Chatfield

ISBN: 9780977903948

Trade Cloth • \$23.95

337 pages • 6.25 x 9

Publication Date: 6/15/2009

Carton Qty: 22

Methvin Publishing

Content:

Culled from interviews with 52 'greatest generation' veterans, the award-winning book *By Dammit, We're Marines!* offers eye-witness accounts of combat on the Pacific Front during World War II. Officers and enlisted personnel, frontline combat and support troops, corpsmen and chaplains, sailors, soldiers and aviators provide detailed accounts of some of the most horrific fighting in that theater. Facing an embedded, well-equipped enemy, flesh shredding coral reefs, malarial and dengue fever-ridden jungles, mosquito and crocodile-infested swamps and a noxious moonscape sulfur island, these invincible young Americans defeated the powerful Japanese war machine.

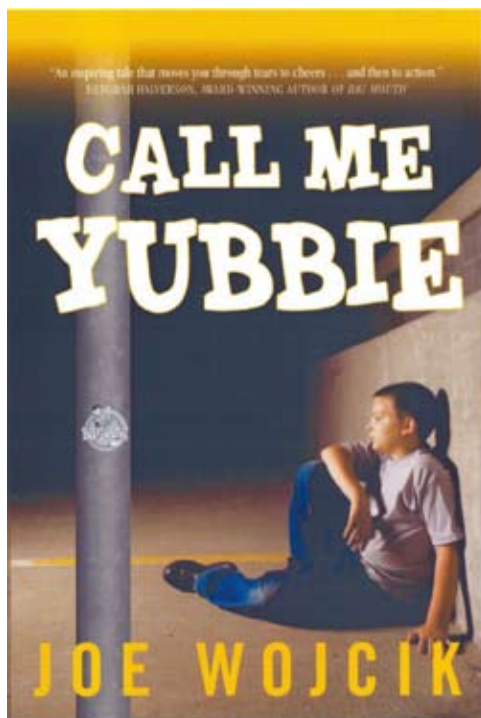
Book Awards:

- 2009 Silver Medal in Anthology from the Military Writers Society of America
- Second place in non-fiction from the Branson Stars and Flags 2009 book awards

Author Hometown:

San Diego, CA

JUVENILE



Previous Books by Author:

3/18/2008 - Yubbie: The Rise & Fall of an Everyday Joe • 9781434374288

Marketing Plan:

1. Advance Reading Copy & Press Kit Mailings
2. 12 City Tour & Promotions
3. Aggressive National Radio & TV Campaign
4. Comprehensive Bookseller Awareness Campaign
5. Targeted Print Media Campaign
6. School Visits
7. Concurrent Promotion with Say No To Bullying program in schools
8. Interactive Website & Online Campaign

Tour Cities:

Boston, Providence, Albany, Syracuse, Pittsburgh, San Diego, Dallas, Baltimore, Cleveland, Toledo, Columbus, San Francisco

Call Me Yubbie

Joe Wojcik

ISBN: 9780982451908
Trade Paper • \$12.95
240 pages • 6 x 9
Publication Date: 1/15/2010
Carton Qty: 40
Apex Performance Solutions

Content:

A young adult novel suitable for 5th to 8th grade readers, *Call Me Yubbie* is the coming-of-age story of Yubbie, a lonesome boy who doesn't quite fit in with his dysfunctional family and who is bullied by the older kids. Joe's parents don't seem interested in anything he does or says, his father's explosions terrify him, his older brother wants nothing to do with him, and his younger brother lives to taunt him. A coming of age story that explores how bullying impacts the victim, the onlookers, and even the bully himself, *Call Me Yubbie* is a powerful look at one boy's journey from self-conscious victim to self-confident young man.

Author Bio:

Joe Wojcik cares about kids. Bullied as a child, as an adult Joe has mentored more than 100 at-risk teens, partnered with the Massachusetts Foster Care Unit to develop educational programs for their program, served on the Board of MADD, and developed Say No To Bullying programs for use in schools throughout the country. Joe rides motorcycles, practices marital arts, and lives in Massachusetts with his wife, Deb.

Author Hometown:

Westfield, MA

JUVENILE



Christopher Pop-In-Kins “Pops In”

Flora M. Johnson
Brian Bradway (illustrator)

ISBN: 9780981539706
Box Set • \$29.95
32 pages • 12 x 9.25
Publication Date: 7/15/2008
Carton Qty: 8
Christopher Pop-In-Kins

Content:

Christopher Pop-In-Kins is a true and proven family tradition since 1985. The holiday season is a very busy time for Santa. So, many years ago, Santa selected one special elf named Christopher Pop-In-Kinds to be his very first Children’s Elf. In late November, Christopher “pops in” to homes all over the world and helps Santa watch over the children.

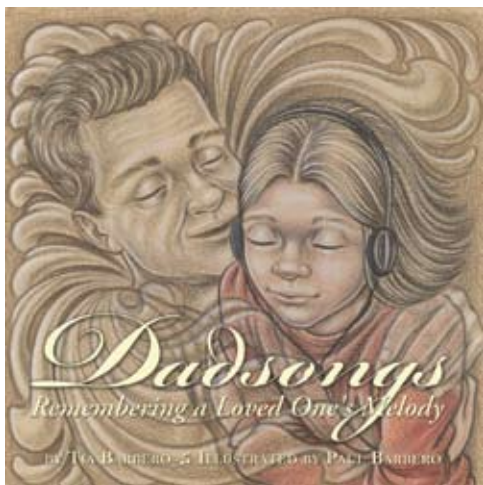
Each set includes a fully posable, safety-tested Christopher Pop-In-Kins doll, a hardcover edition of Book One: Christopher Pop-In-Kins “Pops In”, and a sturdy package for convenient storage between holiday seasons.

Book Awards:

- iParenting Media Award Winner
- Dr. Toy Best Picks New Product Winner

Author Bio:

Flora Johnson created Christopher Pop-In-Kins with the desire to bring families together during the holidays. She understood how easy it is to get caught up in the hustle and bustle of the season. She also knew an elf named Christopher had the power to remind us all of what makes Christmas special: love, togetherness and the memories that stay with us forever.



Dadsongs

Remembering a Loved One's Melody

Tia Barbero
Paul Barbero (illustrator)

ISBN: 9781933916507

Trade Paper • \$10.95

32 pages • 9 x 9

Publication Date: 1/15/2010

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

Content:

Will life be the same after the death of a loved one? This is little Mary's feelings as she struggles to understand what is happening to her daddy and what his cancer is all about. Through warm and comforting illustrations, *Dadsongs* tells the story of how one family keeps the memory of their loved one alive while realizing that life does not return to normalcy after such a loss.

This book takes a difficult subject and gently teaches the reader to focus on the memories of the lost loved one. Through beautiful illustrations, the author gently shows how to go on after the death of a loved one.

Marketing Plan:

This book will be marketed to bookstores and also through family counselors, church and bereavement support groups, and psychologists.

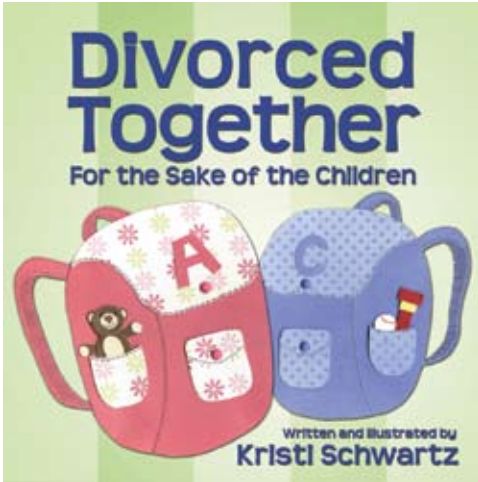
Author Hometown:

Canton, Michigan

Author Bio:

Tia Barbero was born in Philadelphia, the oldest of thirteen children, and learned to laugh and change diapers at a very early age. She has wither been a kid or around kids her whole life. It is easy for her to remember the feelings she felt when she was little, and she cherishes the memories of childhood. Tia loves art and will do anything to instill art literacy in every child who will listen..

JUVENILE



Divorced Together for the Sake of the Children

Kristi Schwartz

ISBN: 9781933916477

Trade Paper • \$10.95

32 pages • 9 x 9

Publication Date: 11/15/2009

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

Content:

Can divorce have a happy ending? Colin and Allie's parents share some news that will change their daily lives, but exactly what will change? *Divorced Together for the Sake of the Children* shares the concept of co-parenting, with the children's best interests first and foremost in the minds of the divorcing parents. *Divorced Together for the Sake of the Children* is a unique and positive way of looking at, and living with, divorce.

Author Bio:

Kristi Schwartz resides in Canton, Michigan with her two children, Colin and Allie, and her new husband, Keith, currently an elementary school teacher. Kristi has been teaching for ten years. Growing up, she was one of six children and she currently has seventeen nieces and nephews. Consequently, she experiences many dynamics of a family. In her free time, Kristi enjoys volunteering at the Farmington Players, a local community theater.

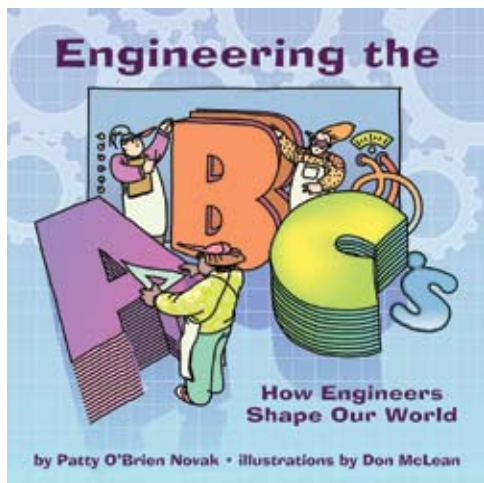
Author Hometown:

Canton, MI

Marketing Plan:

This book will be marketed to bookstores as well as social workers, schools, law offices and counselors of divorce.

JUVENILE



Engineering the ABC's *How Engineers Shape Our World*

Patty O'Brien Novak
Don McLean (illustrator)

ISBN: 9781933916514

Trade Paper • \$11.95

32 pages • 10 x 10

Publication Date: 11/15/2009

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

Content:

Imagine a world without cars and computers, or toys and televisions, or movies and microwaves. Then imagine a world without engineers. *Engineering the ABC's* answers questions about how everyday things work and how engineering relates to so many parts of a child's daily life. In an entertaining and engaging way, this book shows how engineers shape our world.

Author Bio:

Patty O'Brien Novak received her BS in Mechanical Engineering from the University of Cincinnati. Her previous work experience includes eleven years as an engineer in Ford Motor Company's Powertrain group and two years as an engineering co-op with Cincinnati Milacron. Patty's passion for engineering and explaining, in simple terms, how things work is contagious. She loves teaching children through presentations, books, and experiments about the incredible impact engineers have on their daily world.

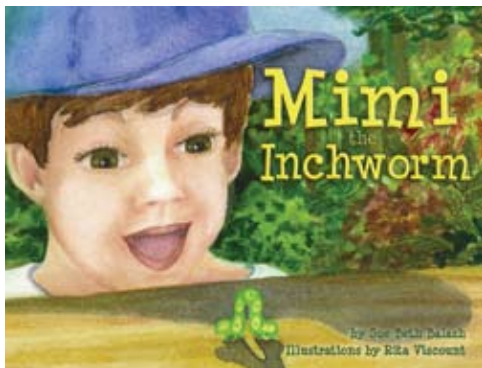
Author Hometown:

Livonia, MI

Marketing Plan:

This book will be marketed to bookstores as well as schools, libraries, local, regional, and national engineering organizations, and science centers across the nation.

JUVENILE



Mimi the Inchworm

Sue Beth Balash
Rita Viscount (illustrator)

ISBN: 9781933916446

Trade Paper • \$10.95

32 pages • 10.5 x 8

Publication Date: 10/15/2009

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

Content:

Can an inchworm really make a difference in the world? That's the question that bothers Mimi, an inchworm, as she watches the world around her in Tahquamenon Falls State Park in Michigan. But when a little boy is upset about a race with his brother, Mimi realizes that her small stature can leave a big impact on those around her.

Author Bio:

Sue Beth Balash began writing as a teenager. As a young girl, she spent time reading, writing poems, and painting outside among nature. She is a wife, mother, and elementary school teacher. If you ask her, she will tell you that one of her favorite things to do is to read stories to children. She read to her own children every night in their growing years and still reads to her teenage sons once in a while.

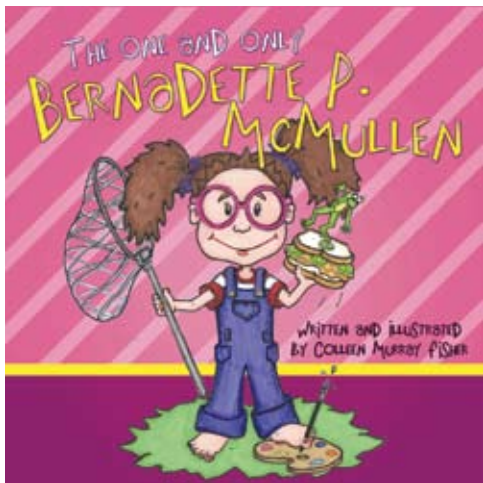
Author Hometown:

Commerce Township, MI

Marketing Plan:

This book will be marketed too bookstores as well as schools and libraries in the midwest region.

JUVENILE



The One and Only Bernadette P. McMullen

Colleen Murray Fisher

ISBN: 9781933916521

Trade Paper • \$10.95

32 pages • 9 x 9

Publication Date: 11/30/2009

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

Author Bio:

Colleen Murray Fisher was raised in Marlette, Michigan - a small city with a big heart. Having many wonderful teachers throughout her life, Colleen knew that she always wanted to work with children. She earned a Master of Arts in Teaching and Curriculum from Michigan State University and has been teaching elementary children for twelve years. She is a self-taught artist who enjoys using her talents to put smiles on her students' faces and enhance their learning experience.

Colleen and her loving husband, Jason, reside in southeastern Michigan. Together they recently adopted two beautiful children, Sofie and Sam, from Ethiopia. Colleen hopes this book will inspire children to be proud of who they are and to celebrate the differences in all of us.

Content:

This book promotes appreciating who you are, as well as accepting others. Does liking peanut butter and pickle sandwiches, or painting with your toes, or even having an imaginary friend make a person strange? That's what the kids say about Bernadette, but when Bernadette meets Sophie, a new neighbor, Bernadette realizes that her uniqueness is nothing strange at all.

Author Hometown:

White Lake, MI

Marketing Plan:

This book will be marketed through bookstores as well as schools, libraries and counseling centers.

JUVENILE



One Child, One Planet

Inspiration for the Young Conservationist

Bridget McGovern Llewellyn
Carl R. Sams II & Jean Stoick (photography)

ISBN: 9780984188000

Trade Cloth • \$19.95

45 pages • 11 x 8.5

Publication Date: 9/15/2009

Carton Qty: 20

Emerald Shamrock Press

Content:

Children of all ages will be captivated by this loving tribute to Mother Earth, her gifts and her greatest concerns. Young or old, everyone's actions make a difference. Loose-rhyming text and awe-inspiring photography are woven into a family treasure that will create excitement and responsibility toward the planet.

Author Bio:

An avid writer and devoted mother, writing *One Child, One Planet* was such an exciting experience for Bridget, who says, "I wanted to show children that Earth is a fragile and precious gift, and inspire them to care for such a treasure. Teaming up with Carl Sams and Jean Stoick was a gift in itself. Their photography captures the beauty of Mother Earth and all of her creatures."

Author Hometown:

Lake Orion, Michigan

Marketing Plan:

1. Facebook Fan Page
2. Book Signings / Readings
3. Press releases to target media in Buffalo, Detroit, NYC, Syracuse and national publications.

LANGUAGE ARTS



Author Bio:

Lisa Messenger is Managing Director of Messenger Marketing and Messenger Publishing and has worked globally in events, sponsorship, marketing, PR and publishing. She has authored and co-authored 12 books and developed a unique publishing model which has blown the Australian market sky high. This success led to her being named a finalist in the both the 2005 and 2006 Telstra Business Woman of the Year Awards as well as being named finalist for the Champion of Champions Award in both 2007 and 2008. Lisa was also a finalist in the My Business Awards for fastest growing business and in 2008 she was named Entrepreneur of the Year by think tank movement Thought Leaders.

Maverick Marketing

Lisa Messenger

ISBN: 9780977551927

Trade Paper • \$17.95

190 pages • 6 x 9

Publication Date: 09/15/2009

Carton Qty: 28

Messenger Publishing

Content:

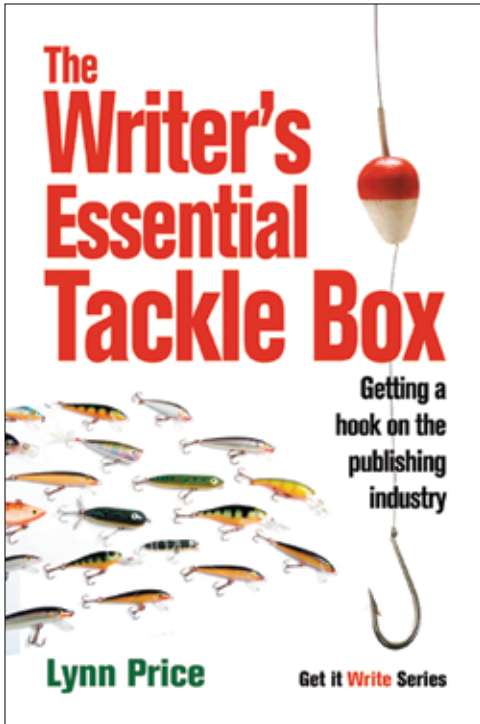
Maverick Marketing is a publishing book for the serious writer and marketer. The first in Lisa Messenger's exciting new Publishing for Passion and Profit series, Maverick Marketing is bursting at the binding with creative and unconventional suggestions about how to get your book out there and selling en-masse.

This is the essential handbook for a new breed of self-publishers, keen to circumvent tired channels of distribution and forge their own creative path to distribution success. For these writers-come-marketers, this resource rich book will offer invaluable insight into the latest in book marketing and highlight the plethora of options available to those savvy enough to exploit them.

Author Hometown:

Sydney, Australia

LANGUAGE ARTS



Marketing Plan:

1. Speaking at writer's conferences and writer's groups
2. Interactive blog through publisher's Website
3. Articles will be pitched to magazines such as Writer's Digest, Poets & Writers, The Writer, The Writer's Chronicle
4. Promotional copies to various writers groups
5. Seminars at bookstore events

Author Hometown:

Lake Forest, CA

The Writer's Essential Tackle Box *Getting a hook on the publishing industry*

Lynn Price

ISBN: 9781933016344

Trade Paper • \$19.95

356 pages • 6 x 9

Publication Date: 11/15/2009

Carton Qty: NA

Behler Publications

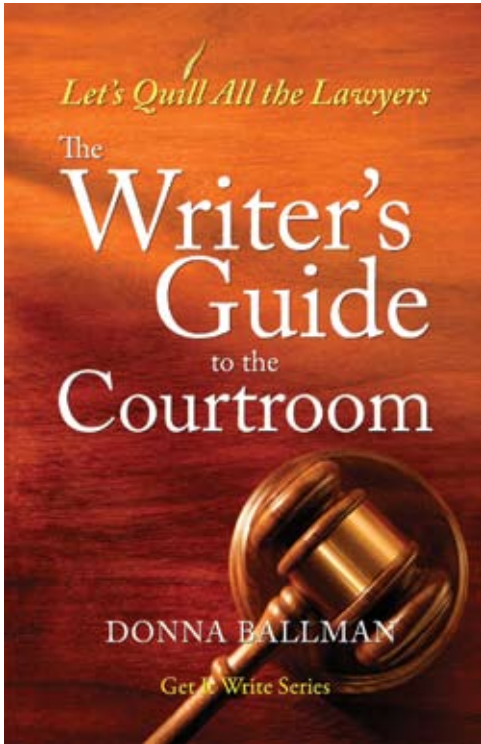
Content:

The Writer's Essential Tackle Box is far more than a how-to manual, but more a parting of the clouds. This compelling and unique book is an insider's perspective to the publishing industry, offering a witty and colorful view of what it's like to sit on the other side of the desk. Editor Lynn Price interviews industry professionals, defines the many types of publishers currently populating the industry, discusses her experiences with rejection letters and "Hallelujah, I think we got us a winner!" and finishes up with Writer's Survival Style Guide delivered in a humorous voice that proves to be memorable.

Author Bio:

Lynn Price is the editorial director for Behler Publications, and a regular on the speaker circuit at writer's conferences and writer's groups throughout the country. Lynn is responsible for Behler's twelve award winning titles, LA Times bestseller, KTLA's News At Ten: Sixty Years With Stan Chambers by Los Angeles news icon Stan Chambers, and Ben Franklin gold medal winner East Fifth Bliss.

LANGUAGE ARTS



The Writer's Guide to the Courtroom

Let's Quill All the Lawyers

Donna Ballman, J.D.

ISBN: 9781933016535

Trade Paper • \$18.95

287 pages • 6 x 9

Publication Date: 2/15/2010

Carton Qty: NA

Behler Publications

Content:

“You’ve been served,” opens a can of worms to a legal nightmare that few understand. When your novel calls for a character to sue someone, or be sued, and survive the ordeal, this book is number one on your docket. Attorney Donna Ballman takes you, the writer, through the grinding wheels of justice in order to bring new realism to your stories. Writers will be able to sue, litigate and process characters—believably—to within an inch of their fictional lives

Author Bio:

Donna Ballman practices labor and employment law in Florida. She has been named one of The Lawdragon 500 Leading Plaintiffs’ Lawyers in America, 2007; a Leading American Attorney by American Research Corp., and a Top South Florida Lawyer by “South Florida Legal Guide.” Ms. Ballman has been featured on Sky Radio Network on the Forbes “America’s Most Influential Women” program, Lifetime Television Network’s 1996 special, “Full Disclosure: Sexual Harassment,” and Bulgarian TV Co-Op’s program: “Women in America: Atlanta/Miami.”

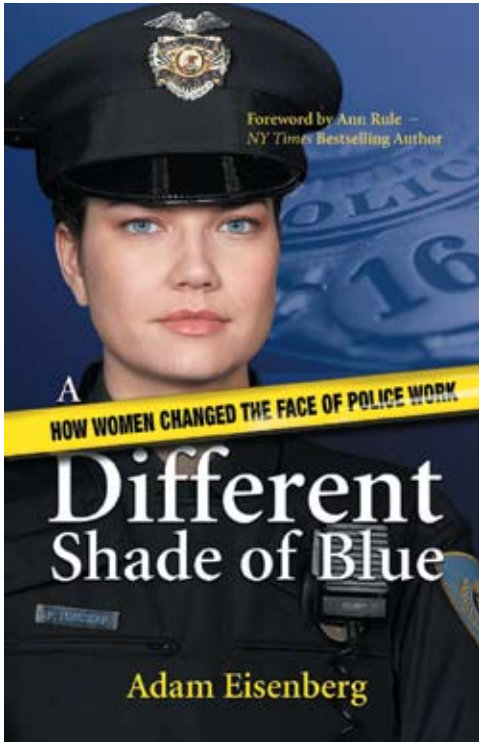
Author Hometown:

Miami, FL

Marketing Plan:

1. Writer’s conferences and writer’s groups – discussing the importance of writer’s research. 12 scheduled speaking engagements for 2010
2. Articles will be pitched to magazines such as Writer’s Digest, Poets & Writers, The Writer, The Writer’s Chronicle
3. Promotional copies to various writers groups
4. Bookstore events giving mini workshops on examples of how books, TV, and movies “get it wrong” and how to make your work right

POLITICAL SCIENCES



Content:

Seattle is the perfect backdrop to see the full history of women in uniform since it was one of the first cities to hire women in 1912, the first to promote a female to captain in 1946, and one of the first to put women on the street as equal beat cops in 1975. Told through the voices of 50 women on the Seattle Police Department and covers the challenges of sexism, size differences, harassment, crooks embarrassed to be caught by a woman, going undercover to capture an illegal abortionist in the days before *Roe v. Wade*, moving up the chain of command, why affirmative action isn't such a good idea, how there wasn't a feeling of camaraderie among the women hired.

A Different Shade of Blue

How Women Changed the Face of Police Work

Adam Eisenberg

ISBN: 9781933016566

Trade Paper • \$15.95

245 pages • 5.5 x 8.5

Publication Date: 7/15/2009

Carton Qty: 48

Behler Publications

Author Bio:

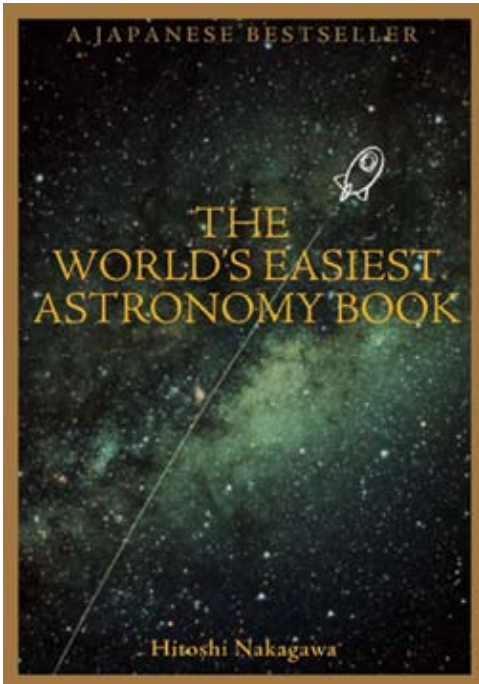
Adam Eisenberg began his career as an entertainment industry freelance writer, covering extensive behind-the-scenes coverage of such movies as *Ghostbusters*, *The Right Stuff*, *Terminator* and *Return of the Jedi*, and feature interviews with George Lucas, Steven Spielberg, James Cameron, Sigourney Weaver, Oliver Stone, Harrison Ford and Tom Cruise.

Mr. Eisenberg spent seven years as a criminal prosecutor for the city of Seattle after graduating from the University of Washington School of Law, where he conducted hundreds of jury and bench trials and successfully argued a case before the Washington state Supreme Court that changed a statewide drunk driving law. Mr. Eisenberg has written freelance articles on homelessness and domestic violence, and produced televised public forums on relationship abuse for the City of Seattle Domestic Violence Council.

Adam Eisenberg currently serves as Court Commissioner of the Municipal Court of Seattle, where he presides over criminal and traffic court matters.

Author Hometown:

Seattle, WA



The World's Easiest Astronomy Book

Hitoshi Nakagawa

ISBN: 9780978508449

Trade Paper • \$12.95

120 pages • 5 x 7

Publication Date: 09/15/2009

Carton Qty: 120

One Peace Books

Content:

Easy answers to big questions. Can we live on the moon? Is time travel possible? Why is the sky blue? Your questions about space are answered here in simple language by Hitoshi Nakagawa, a former Aerospace Development Specialist turned high school teacher. The mysteries of the universe have never been so easy to grasp, with clear explanations and charming crayon diagrams. For anyone who has ever looked up at the stars and wondered, but isn't ready to pursue a degree in physics, *The World's Easiest Astronomy Book*.

Author Bio:

Hitoshi Nakagawa is a former JAXA space exploration officer. After studying in America he returned to Japan and taught in an American university before assisting the Japanese space development program. He now lives in Osaka and teaches at a High-School. His simple explanations of very complex topics form the basis and inspiration for this book.

Author Hometown:

Osaka, Japan

Marketing Plan:

1. National Review Media and Print Media Campaign
2. National Top University East Asian Studies Curriculum Campaign
3. National Japanese-American Media Promotion
4. Online Blog, Website, Social Networking, and Youtube Book Trailer

Tour Cities:

New York City metro area and Los Angeles metro area

Japanese Sales Figures:

53000 copies sold in Japan

SELF HELP



Author Bio:

Lisa Messenger is Managing Director of Messenger Marketing and Messenger Publishing and has worked globally in events, sponsorship, marketing, PR and publishing. She has authored and co-authored 12 books and developed a unique publishing model which has blown the Australian market sky high. This success led to her being named a finalist in the both the 2005 and 2006 Telstra Business Woman of the Year Awards as well as being named finalist for the Champion of Champions Award in both 2007 and 2008. Lisa was also a finalist in the My Business Awards for fastest growing business and in 2008 she was named Entrepreneur of the Year by think tank movement Thought Leaders.

Author Hometown:

Sydney, Australia

Happiness Is ...

Lisa Messenger

ISBN: 9780646435732

Trade Paper • \$24.95

194 pages • 7.5 x 9.25

Publication Date: 1/10/2010

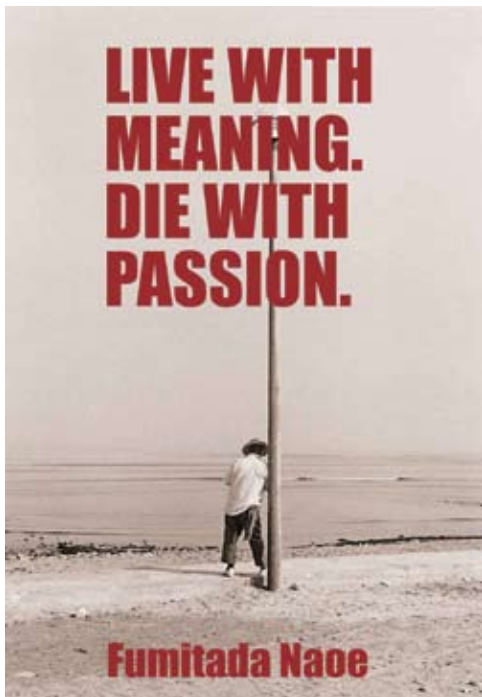
Carton Qty: 20

Messenger Publishing

Content:

Happiness Is... a culmination of beautiful photography, incredible people, bright colors, clean contemporary design, motivational words and all that truly embodies the rich diversity and spirit of the Australian people. It's about hope, joy, love, companionship innocence, freedom, passion and spirituality and filled with quirky interest pieces, celebrity profiles as well as some of the most unexpected things that make people happy.

SELF HELP



Live with Meaning. Die with Passion.

Fumitada Naoe

ISBN: 9780978508456

Trade Cloth • \$19.95

160 pages • 5 x 7

Publication Date: 09/15/2009

Carton Qty: 40

One Peace Books

Content:

Live with Meaning. Die with Passion. is the life philosophy of Fumitada Naoe, who took himself from a poverty-stricken shanty town and built himself a multi-million dollar corporation by the age of 27. Filled with powerful photography and insightful thoughts on poverty, success, love, life, and death, Live with Meaning. Die with Passion. is an emotional experience sure to empower and fill you with wonder at life's possibilities.

Author Bio:

Fumitada Naoe was born into a poverty stricken family in Taiwan. After moving to Japan as a child he grew increasingly self aware of his immigrant identity due to the discrimination he faced at school. After his step-father's company went bankrupt and he lost his closest companion to illness, he resolved to take control of his life. Starting a company with next to no money he managed to build it into a multi-million dollar corporation by the age of 27, and now finds himself a powerful CEO in one of the world's most economically successful nations on earth.

Author Hometown:

Taipei, Taiwan

Marketing Plan:

1. National Review Media and Print Media Campaign
2. National Top University East Asian Studies Curriculum Campaign
3. National Japanese-American Media Promotion
4. Online Blog, Website, Social Networking, and Youtube Book Trailer

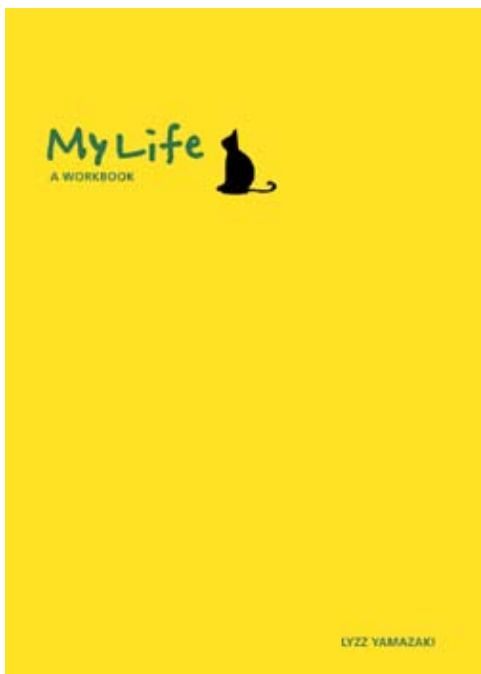
Tour Cities:

New York City metro area and Los Angeles metro area

Japanese Sales Figures:

44000 copies sold in Japan

SELF HELP



Marketing Plan:

1. National review and print media campaign
2. Advanced reader copies
3. Direct mail campaign
4. Recovery bookseller and journal campaign
5. Women's catalog and journal campaign
6. Author blog tour
7. Aggressive online and social networking

Tour Cities:

New York metro area, Los Angeles metro area, San Diego, Sacramento, San Jose, San Francisco

My Life

A Workbook

Lyzz Yamazaki
Ayumi Ishikawa (illustrator)

ISBN: 9780978508494

Trade Paper • \$12.95

186 pages • 5 x 7

Publication Date: 3/15/2010

Carton Qty: NA

One Peace Books

Content:

A journey of self discovery for anyone who wants to know more about themselves, this workbook consists of 254 questions that will provide invaluable insight into your true self, your goals, and your fears. The experience of answering the questions is one of liberation, discovery and honesty. Covering areas of your life from Love, Friendship, future plans, money management-even the design of your room! Full of insight and heart, and honestly a joy to complete.

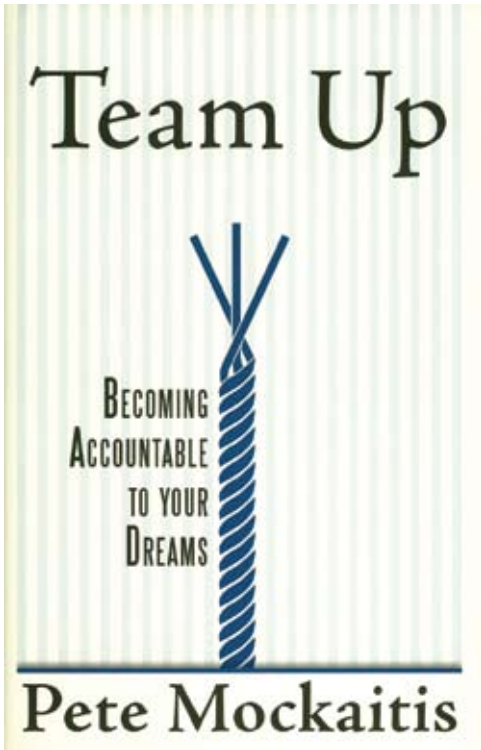
Author Bio:

Lyzz Yamazaki is a therapist specializing in Trauma. Yamazaki lived in Los Angeles for fourteen years and worked to promote self-improvement methods based on therapy and psychology. Currently she treats patients through individual sessions, telephone consultation, and correspondence courses. She uses her free time to write books and is also heavily involved in the training of future therapists.

Author Hometown:

Tokyo, Japan

SELF HELP



Author Bio:

Pete Mockaitis is a national speaker who has touched thousands with his insights on accountability and teamwork. Pete's work has enhanced Fortune 100 corporations, high-growth startups, major nonprofits, and assorted student groups. Graduating magna cum laude from the University of Illinois, he started his career at acclaimed consulting firms Bain & Company and The Bridgespan Group. He lives in Chicago.

Author Hometown:

Chicago, IL

Team Up

Becoming Accountable to Your Dreams

Pete Mockaitis

ISBN: 9780977454815

Trade Cloth • \$18.95

176 pages • 5.5 x 8.5

Publication Date: 12/29/2009

Carton Qty: NA

Optimality Press

Content:

Team Up offers a simple solution to those who have ever failed at keeping their personal resolutions: Tell people about them. The first half of the book is the true story of three college students who formed a unique system to hold each other accountable for their personal objectives. The second half explores accountability across different historical periods and approaches to illustrate three principals for success: establishing goals, tracking performance, and sharing commitments.

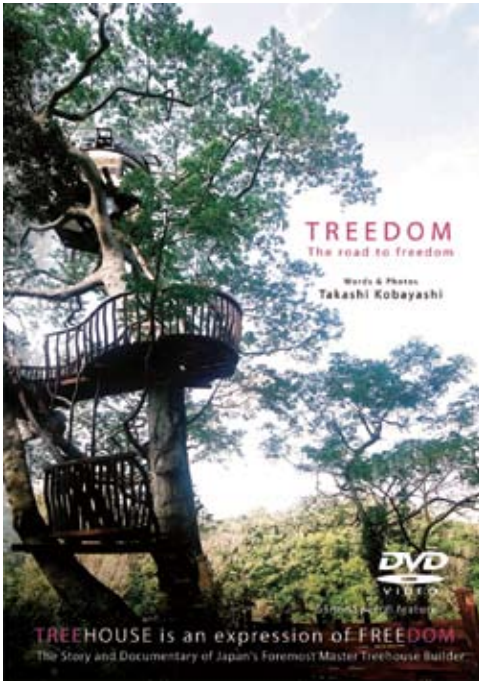
Previous Books by Author:

1/1/2006 - The Student Leader's Field Guide • 9780977454808

Marketing Plan:

1. Team Up Facebook application enabling users to share goals
2. PR pieces mentioning book with trends for New Year's resolutions
3. YouTube series showing what happens when people Team Up
4. World record attempt for most public resolutions set
5. Author's blog interlinking with personal development bloggers
6. Author speaking engagements across the US.

SELF HELP



Marketing Plan:

1. National Review Media and Print Media Campaign
2. National Top University East Asian Studies Curriculum Campaign
3. National Japanese-American Media Promotion
4. Online Blog, Website, Social Networking, and Youtube Book Trailer

Tour Cities:

New York City metro area and Los Angeles metro area

Japanese Sales Figures:

8000 copies sold in Japan

Author Hometown:

Tokyo, Japan

Freedom

The Road to Freedom

Takashi Kobayashi

ISBN: 9780978508463

Trade Cloth • \$24.95

160 pages • 5.5 x 8.5

Publication Date: 9/15/2009

Carton Qty: 20

One Peace Books

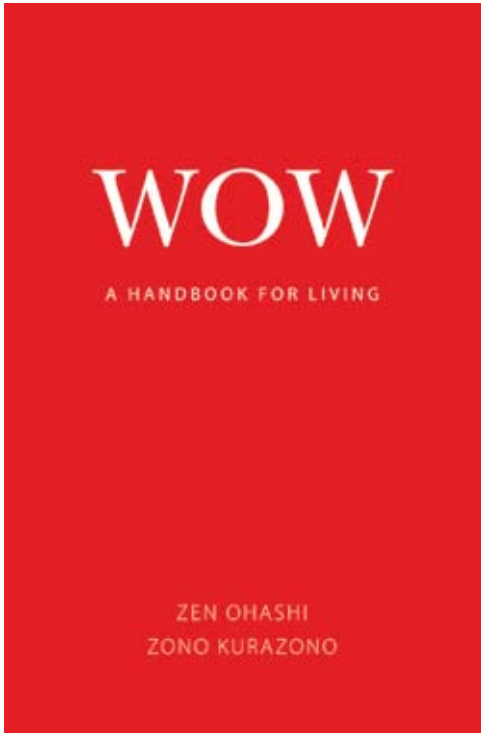
Content:

As if looking into long forgotten memories of another life, emotionally charged photography and prose explore an outsider's feeling of loneliness and coming to terms with one's purpose in a trip through the life of leading Japanese tree house creator, Takashi Kobayashi. Takashi Kobayashi, a popular tree house creator, featured in the New York Times and on many television programs, newspapers, and magazines, examines being an outcast in a rigid society of rules and conformity and finding salvation in the trees. The author's photography and writings, accompanied by the poetry of William Blake, adorn this alternative to your average tree house book. This title takes things one step further by describing how tree house living is a lifestyle and philosophy, not simply a means of making coffee table books. The accompanying DVD documentary is based on a trip he made to Oregon City and features a 2006 tree house making film in Okinawa and Hokkaido, Japan.

Author Bio:

Takashi Kobayashi, a pioneer in Japan, creates tree houses based on style, design, and sensitivity. He started the Japan Tree House Network in 2000, and established Tree House Creation LLC in 2005.

SELF HELP



Marketing Plan:

1. National review and print media campaign
2. Advanced reader copies
3. Direct mail campaign
4. National bookseller display contest
5. Author blog tour
6. Aggressive online and social networking

Tour Cities:

New York metro area, Los Angeles metro area, San Diego, Sacramento, San Jose, San Francisco

Author Hometown:

Tokyo, Japan

Wow

A Handbook for Living

Zen Ohashi, Zono Kurazono

ISBN: 9780978508487

Trade Paper • \$14.95

170 pages • 6 x 9

Publication Date: 3/15/2010

Carton Qty: NA

One Peace Books

Content:

A revolutionary new self-help guide from master management coaches Zen Ohashi and Zono Kurazono. In this volume they have created a method for living. A way you too can be successful and powerful in your everyday life. Thirty-one phrases are coupled with simple methods and short explanations designed to implement empowerment and change in lives of readers. Designed to be carried with you and pulled out when you need it, WOW is the ultimate handbook for life.

Author Bio:

Zen Ohashi is a foremost expert business management coach whose methods have been applied at major international corporations, such as Exxon-Mobile, Johnson & Johnson, British Airways, Canon, Honda and Mitsubishi. Born and raised in Japan he moved to the United States in 1998 where he co-founded a successful viral marketing company. Zen is also the author of several best selling books on management and motivation and travels between the two countries giving lectures and speeches.

SPORTS & RECREATION



Wise Guide

Wise Guide (created by)
Andy Buchanan (Editor)

Trade Paper • \$9.99
~80 pages • 4.25 x 6
Wise Guides

Wise Guide AT&T Park
ISBN: 9780976877288

Wise Guide Fenway Park
ISBN: 9780976877264

Wise Guide Indianapolis Motor Speedway
ISBN: 9780976877219

Wise Guide Wrigley Field
ISBN: 9780976877271

Wise Guide Notre Dame Stadium
ISBN: 9780976877233

Wise Guide Ohio Stadium
ISBN: 9780976877226

Content:

These pocket-size guides are loaded with stories and illustrations to help longtime fans and rookies alike. The easy-to-use, entertaining format delivers a dose of history as well as park and neighborhood facts and a witty and informative take on the entire stadium experience. Books include tips for where to go after the game for a celebratory drink or meal and advice on how to score tickets, local landmarks, traditions, and things to do in the area.

TRAVEL



Learn to Surf

Lisa Messenger

Trade Paper • \$15.95

315 pages • 5.3 x 6.5

Publication Date: 1/15/2010

Carton Qty: NA

Messenger Publishing

Learn to Surf: Bondi • 9780980511208

Learn to Surf: Byron Bay • 9780980511222

Learn to Surf: Manly • 9780980511215

Content:

Introducing Learn to Surf, a new series of fun, fresh and informative locality guides centred around the pastime we can't get enough of – surfing. From Bondi in New South Wales to Bells Beach in Victoria and Snapper's Rocks in Queensland, Australia is bursting to share its local surfing secrets with the world.

The Learn to Surf guides are each created by a team of local surfers and businesspeople as practical and informative books offering simple tips and principles to help any newcomer to the area – or the sport – to help them find their feet, literally. But with stimulating business in mind, each title also includes information on the area, such as maps, information on hot spots and annual events, as well as a series of stylish advertisements from local businesses and organizations, designed in the fun, youthful Learn to Surf way.

Previous Books by Author:

9/15/2009 • Cubicle Commando • 9780977551903

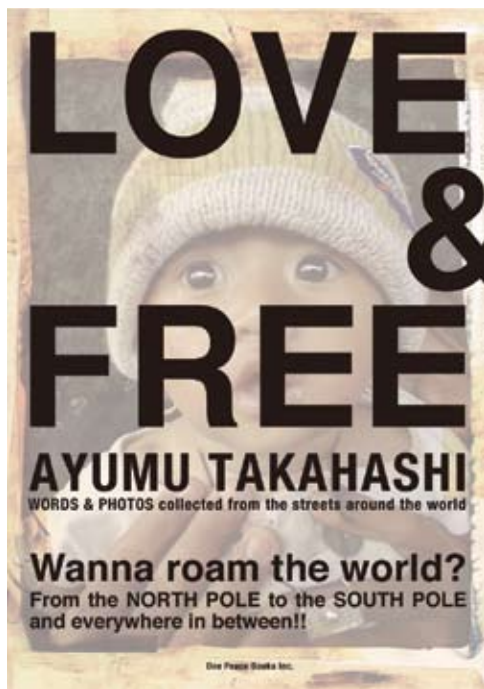
9/15/2009 • Happiness Is • 9780646435732

Author Hometown:

Sydney, Australia

Author Bio:

Lisa Messenger is Managing Director of MessengerMarketing and Messenger Publishing and has worked globally in events, sponsorship, marketing, PR and publishing. She has authored and co-authored 12 books and developed a unique publishing model which has blown the Australian market sky high. This success led to her being named a finalist in the both the 2005 and 2006 Telstra Business Woman of the Year Awards as well as being named finalist for the Champion of Champions Award in both 2007 and 2008. Lisa was also a finalist in the My Business Awards for fastest growing business and in 2008 she was named Entrepreneur of the Year by think tank movement Thought Leaders.



Marketing Plan:

1. National Review Media and Print Media Campaign
2. National Top University East Asian Studies Curriculum Campaign
3. National Japanese-American Media Promotion
4. Online Blog, Website, Social Networking, and Youtube Book Trailer

Tour Cities:

New York City metro area and Los Angeles metro area

Japanese Sales Figures:

240,000 copies sold in Japan

Author Hometown:

Tokyo, Japan

LOVE & FREE

WORDS & PHOTOS Collected
from the Streets Around the World

Ayumu Takahashi

ISBN: 9780978508470

Trade Paper • \$24.95

320 pages • 5.5 x 8.5

Publication Date: 9/15/2009

Carton Qty: 20

One Peace Books

New York Edition

ISBN: 9780978508418

Trade Paper • \$25.00

Content:

This is the record of one young man who falls in love, gets hitched, and throws it all out the window to take his newlywed bride on the most rewarding journey of their lives, a two year honeymoon around the world. This travel journal is a vicarious backpackers dream that provides readers with the inspiration to get out of the daily grind and get moving. Journal entries that read like poetry from the soul are accompanied by photography and original artwork. Packaged and designed in full color, this book includes over 170 photos. The author's Japanese fan base, an estimated readership of over a million responds, this book provides the motivation needed to get out and experience the glory of the world in all its grandeur and beauty.

Author Bio:

Ayumu Takahashi is a best-selling author in Japan, with numerous titles published over the last ten years. The accumulated total of his works selling well over a million copies. He is also the president of three of his own companies and does volunteer work in impoverished nations.

