

# Partners Publishers Group

*National Distribution for Independent Publishers*

## *New Title Information*

*Volume 2, Number 8  
November / December 2010*

**Partners Publishers Group  
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# CONTENTS

Popular Fiction Periodicals . . . . .	3	Learning to Laugh When You Feel Like Crying . .	21
Advanced Project Management - Fusion Method XYZ		The Politics of Blindness . . . . .	22
4		The Racial Profiling Controversy. . . . .	23
Do-It-Yourself Billion Dollar Graphics. . . . .	5	The ULTIMATE Criminal Justice Promotion Quizzer	
Cuddling is Like Chocolate . . . . .	6	24	
What if Parenting is the Most Important Job in the			
World? . . . . .	7		
Fashion Designer. . . . .	8		
Destined to Choose. . . . .	9		
Maximum Lifespan . . . . .	10		
Creepy Chicago. . . . .	11		
Halle and Tiger with their Bucketfilling Family . .	12		
Like a Maccabee . . . . .	13		
Mitzvah the Mutt . . . . .	14		
My Bucket Filling Journal . . . . .	15		
Sliding Into the New Year . . . . .	16		
Tommy Starts Something Big. . . . .	17		
Handgun Combatives . . . . .	18		
Effective Police Leadership . . . . .	19		
Progressive Police Supervision. . . . .	20		

## Notes:

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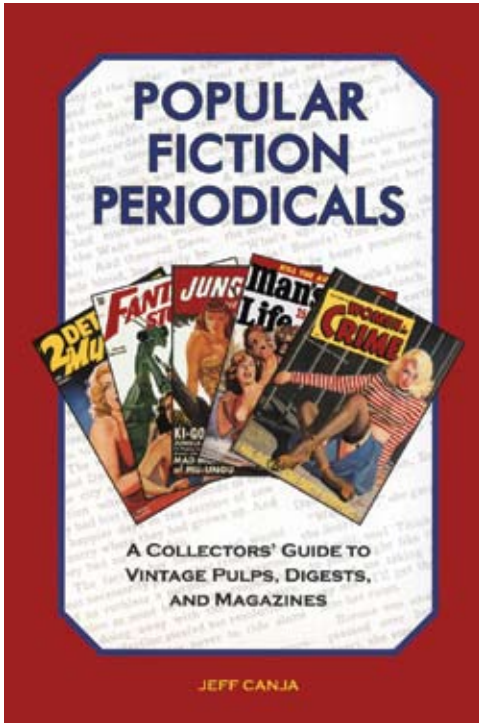
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*Please visit our web site for more information.  
[www.partnerspublishersgroup.com](http://www.partnerspublishersgroup.com)*

# ANTIQUES & COLLECTIBLES



## Previous Books by Author:

- 2003: Collectable Paperback Books,  
9780967363950  
2000: Collectable Paperback Books,  
9780967363929

## Marketing Plan:

1. Actively seeking reviews in collector publications and general interest media
2. Actively seeking endorsements and blog reviews
3. Targeted advertising in collector publications
4. Direct mail (postcards and flyers)
5. Flyer distribution at major antiquarian book and magazine shows
6. Author appearances at book shows

## *Popular Fiction Periodicals*

*A Collector's Guide to Vintage  
Pulps, Digests, and Magazines*

Jeff Canja

ISBN: 9780967363981

Trade Paper • \$29.95

361 pages • 6 x 9

Publication Date: 5/1/2009

Carton Qty: 28

Glenmoor Publishing

## Content:

A price guide and general reference covering the newsstand fiction periodicals of the mid-twentieth century that have become very popular with collectors, such as pulp magazines and digests, men's adventure magazines, and true detective magazines. Along with an extensive list of actual market prices, the book features a history of American fiction magazines, a retrospective cover art gallery highlighting the work of 125 popular vintage-era artists, tips for collectors, and more than 1800 illustrations, including many in full color.

## Author Bio:

Jeff Canja is a well known rare book dealer who specializes in pulp-fiction-type material. His previous reference Collectible Paperback Books (two editions) is a highly regarded vintage paperback price and identification guide.

## Author Hometown:

East Lansing, MI



## *Advanced Project Management - Fusion Method XYZ*

*A project methodology systems approach for the project sponsor to implement corporate strategy*

Rory Burke

ISBN: 9780958273374

Trade Paper • \$29.95

384 pages • 6.6 x 9.6

Publication Date: 3/1/2011

Carton Qty: NA

Burke Publishing

### Content:

Advanced Project Management is ideal for:

- Senior Project Managers on M.Sc Project Management courses
- Project Sponsors
- Portfolio Managers
- Senior Executives on MBA courses

This book explains how the project sponsor can use a project methodology systems approach to develop and implement corporate strategy to realize benefits for the company.

The Fusion Method XYZ integrates a number of the key project management techniques; Project Lifecycle, Project Management Process, Project Plan and Project Organization Structure to create a template that can be used to produce the corporate vision and values, identify the corporate needs and opportunities, and develop business cases.

The text uses plenty of worked examples and case studies to explain the management and decision-making process which interlinks the project phases. The text is consistent with the following bodies of knowledge; PMBOK, APM BoK, IPMA ICB, USA NCB.

Lecturer's support material is available from (info@burkepublishing.com).

### Author Bio:

Rory Burke M.Sc Project Management (Henley) has worked internationally on capital projects. Rory is an author, publisher and visiting lecturer to universities in Britain, America, Canada, HK, Australia and South Africa.

### Author Hometown:

Whangaparaoa, New Zealand

### Previous Books by Author:

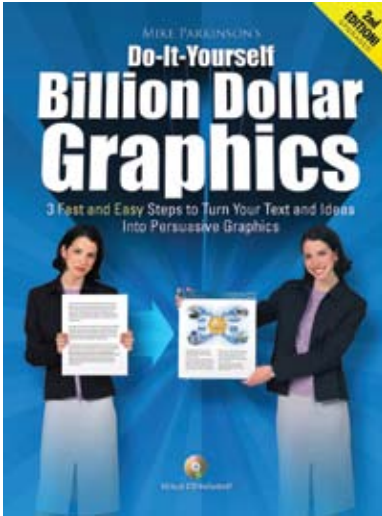
2010: Fundamentals of Project Management  
9780958273367

2007: Project Management Techniques  
9780958273343

### Marketing Plan:

Direct marketing to university and college lecturers who are running project management courses.

# DESIGN



## Previous Edition:

2007: Do-It-Yourself Billion Dollar Business Graphics, 9781604616187 | \$49.95  
PepperLip Press

## Marketing Plan:

1. Billion Dollar Graphics blog will announce and promote the book
2. Blog tour to promote the new book
3. Social media (Facebook, LinkedIn, Twitter)
4. E-zine sent out to a database of 10,000 (and growing) subscribers quarterly
5. Workshops, presentations, training sessions, and webinars based on the book
6. The author will be attending, speaking, and exhibiting at various conferences.
7. The author will continue to write articles on graphics for magazines, websites, industry newsletters.
8. Press releases will be sent to local newspapers
9. Ads with Google Ads, LinkedIn, and Yahoo

## Author Hometown:

Annandale, VA

## *Do-It-Yourself Billion Dollar Graphics*

*3 Fast and Easy Steps to Turn Your Text and Ideas  
Into Persuasive Graphics*

Mike Parkinson

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ISBN: 9781450740111

Hardcover • \$49.95

160 pages • 8.75 x 11.25

Publication Date: 12/15/2010

Carton Qty: 16

PepperLip Press

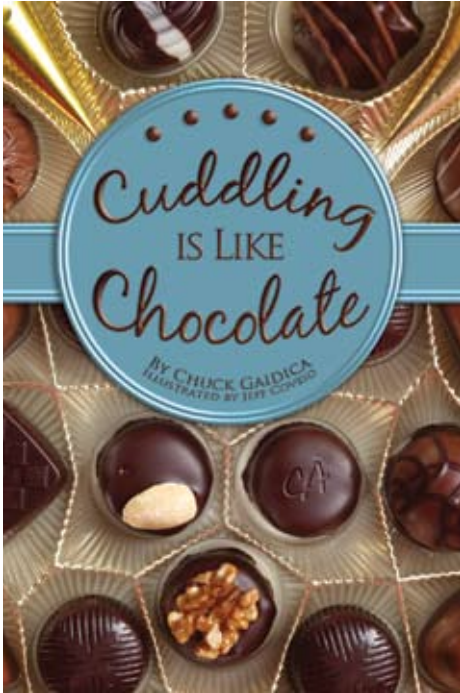
## Content:

Mike Parkinson's Do-It-Yourself Billion Dollar Graphics reveals graphic steps, tips, and tricks to increase your success rate. This book shows how to quickly turn text and ideas into powerful graphics using real-world graphic examples. Each chapter details the steps needed to translate ideas into winning graphics: the three steps to creating a successful graphic, four methods of conceptualization, design techniques, three traps and seven rules of graphic communication, and samples of successful graphics. Included is a Virtual CD, which allows readers to access a password-protected website for free graphics, graphic templates, PowerPoint templates, and article downloads.

## Author Bio:

Mike Parkinson has created thousands of graphics resulting in billions of dollars in increased revenue for his clients. He is a multi-published author and is often requested for speaking engagements. In 1999, he was invited to become part owner of 24 Hour Company. In 2006, he founded Billion Dollar Graphics ([www.BillionDollarGraphics.com](http://www.BillionDollarGraphics.com)) to offer resources that provide secrets, tips, tricks, strategies, and best practices to non-designers and designers alike. In 2009, Mike launched BizGraphics On Demand ([www.BizGraphicsOnDemand.com](http://www.BizGraphicsOnDemand.com)), a growing library of low-cost, high-quality business and information graphics. His goal is to empower everyone to use clear, compelling graphics to reach new heights of success.

# FAMILY



## *Cuddling is Like Chocolate*

Chuck Gaidica  
Jeff Covio (illustrator)

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ISBN: 9781933916781

Trade Paper • \$12.95

56 pages • 6 x 9

Publication Date: 11/20/2010

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

### Content:

Did you know that chocolate and cuddling have the same affect on brain chemistry? Cuddling also creates other reactions, but you'll have to read *Cuddling Is Like Chocolate* to learn more. Filled with humorous and inspiring stories, cuddle facts, and hilarious illustrations, *Cuddling Is Like Chocolate* won't melt in your hands, but will warm your heart.

### Author Bio:

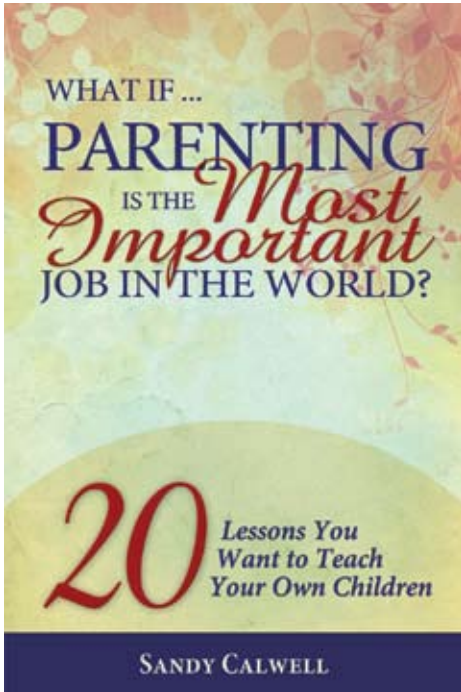
Chuck Gaidica is an Emmy Award-winning television and radio personality in Detroit. He created the phrase "Cuddle Alert" as a fun call to action during cold-weather outbreaks. The alert is a platonic reason to cuddle with somebody for warmth and much more: a healthful connection of two souls. Chuck has spent years researching the connection between cuddling and our wellness. As a weather forecaster, Chuck has been issuing "Cuddle Alerts" on TV and radio for nearly thirty years. Chuck is America's cuddle expert and is a frequent motivational speaker. Chuck and his wife, Susan, have five children. They love their family and their dogs. They have a rich church life and a deep relationship with God. To find more information, visit [www.cuddlealert.com](http://www.cuddlealert.com). A portion of the proceeds from this book, the Cuddle Alert program, and all of Chuck's projects will benefit charity.

### Author Hometown:

Northville, MI

### Marketing Plan:

1. Author reading/signings and speaking engagements
2. Press Kit sent to bookstores across the U.S.
3. Website: [www.cuddlealert.com](http://www.cuddlealert.com)
4. Newspaper articles in Michigan markets
5. Direct marketing to Midwest gift shops, family related organizations, hospital gift shops, family counseling centers, and churches
6. Author will submit op-ed pieces to Christian and family magazines
7. On February 14, 2011 author will be hosting a "relationship" show on WDIV
8. Author is involved in many fundraiser and charities across the US that he supports
9. Press/media will be contacted for events relating to this book
10. Publisher will market this book at all educator conferences attended (approx. 20/year)



## Marketing Plan:

1. Author reading/signings
2. Press Kit distributed to Midwest bookstores
3. Website: [www.sandycalwellbooks.com](http://www.sandycalwellbooks.com)
4. Newspaper articles in Michigan and Ohio
5. Direct marketing to churches, family centers, counseling centers and parenting classes, including schools, pediatrician offices and family planning agencies.
6. Author will be a guest on Christian radio FM 103.5 and its affiliates
7. Author will have the opportunity to speak at major conferences associated with parenting and family
8. Author will submit op-ed pieces to parenting, family and Christian magazines
9. Press/media will be contacted for events relating to this book
10. Publisher will market this book at all educator conferences attended (approx. 20/year)

## *What if Parenting is the Most Important Job in the World?*

*20 Lessons You Want to Teach Your Own Children*

Sandy Calwell

ISBN: 9781933916583

Trade Paper • \$14.95

176 pages • 6 x 9

Publication Date: 11/30/2010

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

## Content:

Don't we all want our children to grow up to have healthy and successful lives? Do we want someone else to instill values that we may not agree with? Who is raising our children? Author Sandy Calwell addresses these issues of parenting and the twenty vital lessons she wants to teach her own child which she realized after stepping away from a successful career. Making this life-changing decision helped her reach her goal of having a healthy family with healthy perspectives.

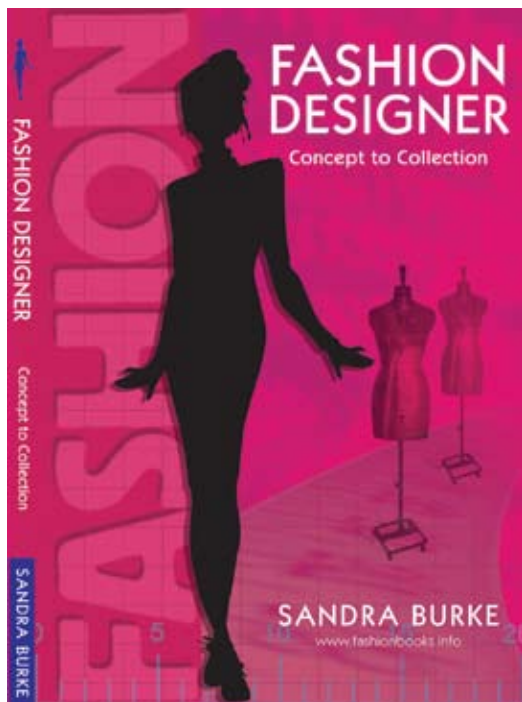
## Author Bio:

After more than ten years in the broadcast television industry, Sandy Calwell stepped out of the job arena in order to stay home and raise her son. She gradually realized that many of the same skills and techniques she relied on in the working world were transferable to her new role. She also learned the importance of staying grounded, focused, and motivated as a parent. Sandy was born in Wichita, Kansas. She currently lives in central Ohio with her husband Ken and son Kasey. Sandy stays extremely active by running, biking and playing tennis and golf. She also enjoys reading and cooking. Sandy holds a BA in Journalism and an MA in Christian Education. This is her first book.

## Author Hometown:

Dublin, OH

# FASHION



## *Fashion Designer*

### *Concept to Collection*

Sandra Burke

ISBN: 9780958239127

Trade Paper • \$29.95

176 pages • 8.2 x 11.7

Publication Date: 3/1/2011

Carton Qty: 20

Burke Publishing

### Content:

Fashion Designer is structured in line with fashion courses globally and designed as a self-learning program. Lecturers' support information is available in the form of PowerPoint slides and an instructor's lecture guide.

Fashion Designer - Concept to Collection is the fourth book in Sandra Burke's Fashion Design Series. This book is ideal for aspiring fashion designers, stylists and illustrators, including fashion students, educators, and technologists, and those with an interest in fashion. Fashion Designer will guide you through the fashion design process and the design brief, introducing you to the fundamental design techniques and skills required to create a successful fashion collection or product range.

### Author Bio:

Sandra Burke M.Des RCA is a fashion designer, author and visiting lecturer to universities in Britain, America, Canada, South Africa, Australia, New Zealand, Hong Kong and Singapore.

### Author Hometown:

Whangaparaoa, New Zealand

### Previous Books by Author:

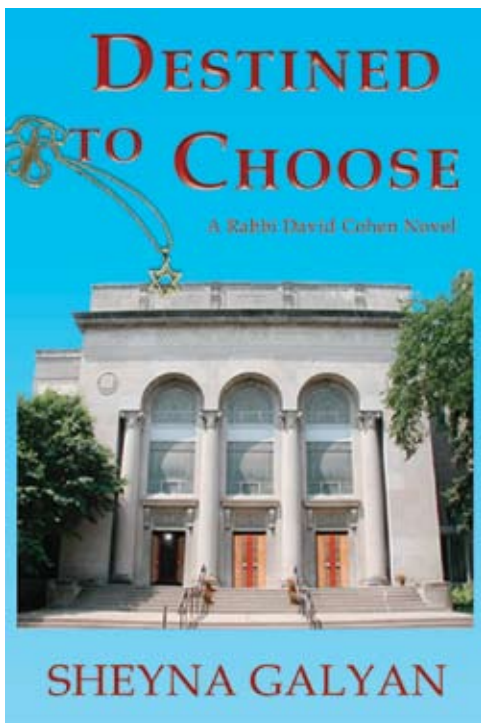
2008: Fashion Entrepreneur, 9780958273305

2006: Fashion Artist, 9780958239172

### Marketing Plan:

Extensive direct marketing campaign to universities, colleges, fashion schools.

# FICTION



## *Destined to Choose*

*A Rabbi David Cohen Novel*

Sheyna Galyan

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ISBN: 9781592870189

Trade Paper • \$15.95

352 pages • 6 x 9

Publication Date: 10/01/2003

Carton Qty: NA

Yaldah Publishing

### Content:

When a college freshman's philosophy paper jeopardizes her relationship with her grandfather, they seek reconciliation with the help of a rabbi who is struggling with his own personal demons amidst difficulties with both his family and his congregation.

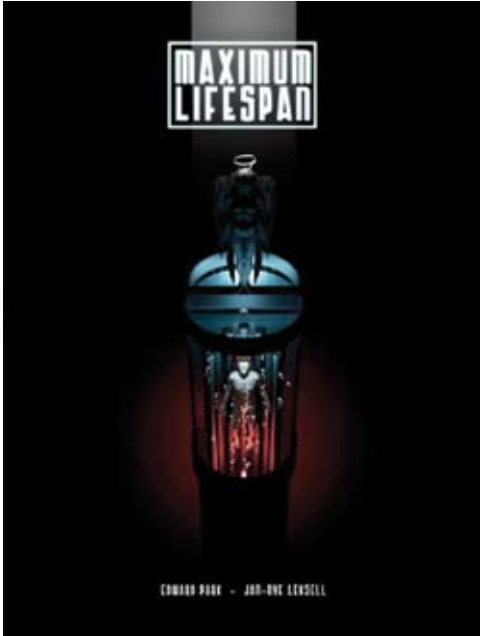
### Author Bio:

Sheyna Galyan holds a degree in psychology from the University of California at Santa Cruz and a counseling certificate and work in business administration from San Jose State University. She has also done graduate work in elementary education at the University of Minnesota. Sheyna has worked as a counselor, consultant, journalist, and Jewish educator. She lives with her husband and two children in St. Paul, Minnesota, where she is currently at work on the next Rabbi David Cohen novel. You can read Sheyna's blog at <http://booksandbeliefs.blogspot.com/>, visit her website at [sheynagalyan.com](http://sheynagalyan.com), or "like" Sheyna's Facebook page.

### Author Hometown:

St. Paul, MN

# GRAPHIC NOVEL



## *Maximum Lifespan*

### *The Graphic Novel*

Edward Park  
Jove Leksell (illustrator)

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ISBN: 9780984059409  
Hardcover • \$29.95  
191 pages • 7.75 x 10.25  
Publication Date: 8/1/2010  
Carton Qty: 18  
Pileus Productions

### Content:

It is 2128 and a dying scientist plans to escape by downloading into a computer and then into his own son.

### Author Bio:

Dr. Park is a Harvard-educated medical doctor specializing in real-life telomerase activation, similar to the technology in “Maximum Lifespan” that allows people to live past 160 years.

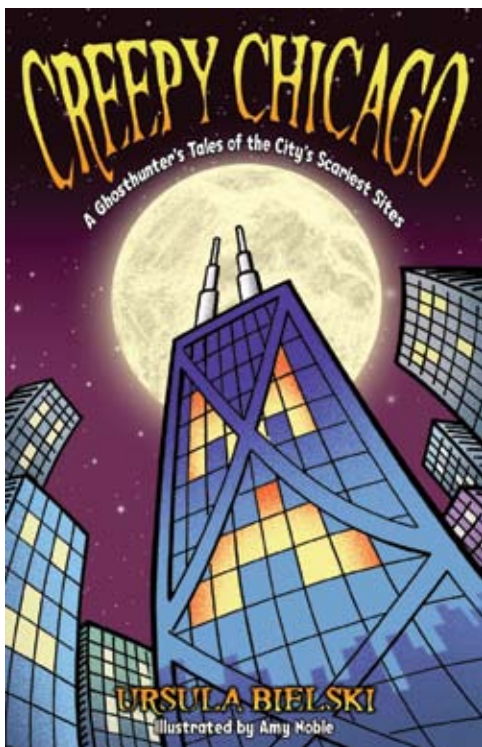
### Author Hometown:

Newport Coast, CA

### Marketing Plan:

1. iPad free apps
2. Book Trailer
3. Social media & networking (facebook, twitter)
4. Media Kits to local bookstores
5. Book reviews and contests
6. Library Shows, Book Fairs

# JUVENILE



## Previous Edition:

2003: Creepy Chicago, 9781893121157  
Lake Claremont Press

## Previous Books by Author:

1998: Chicago Haunts, 9781933272139  
2000: More Chicago Haunts,  
9781933272146

## *Creepy Chicago*

*A Ghosthunter's Tales of the City's Scariest Sites*

Ursula Bielski  
Amy Noble (illustrator)

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ISBN: 9781933272283  
Trade Paper • \$7.95  
144 pages • 5.5 x 8.5  
Publication Date: 12/15/2010  
Carton Qty: NA  
Thunder Bay Press

## Content:

True Tales of Chicago's Famous Phantoms, Haunted History, and Unsolved Mysteries.

The John Hancock Building. The Field Museum. Lake Michigan. Navy Pier. Wrigley Field. The Biograph Theater. Graceland Cemetery. They are some of Chicago's landmarks and famous places. They play an important role in our city's history and character. One more thing...they're haunted!

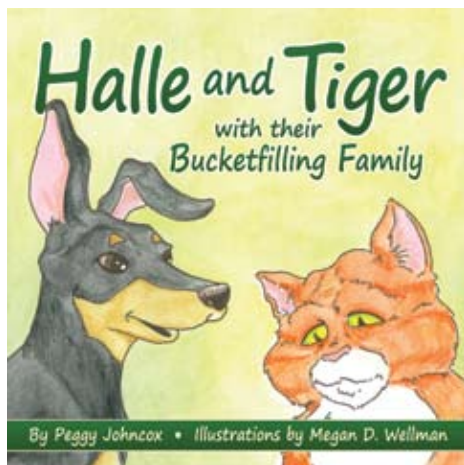
At least that's how it seems. It's no wonder that ghosthunter and author Ursula Bielski believes this is the most haunted city in America! Read these nineteen tales and decide for yourself just how creepy Chicago is and whether or not your city is haunted by the people and events of its past.

## Author Bio:

Ursula Bielski has written Chicago Haunts, More Chicago Haunts, Chicago Haunts 3, and Graveyards of Chicago, other books that share Chicago's history and ghostlore.

## Author Hometown:

Chicago, IL



## Author Hometown:

Howell, MI

## Marketing Plan:

1. Author reading/signings
2. Press Kit sent to bookstores in Midwest
3. Website: [www.peggyjohncoxbooks.com](http://www.peggyjohncoxbooks.com) and [www.bucketfillers101.com](http://www.bucketfillers101.com)
4. Publisher website featuring book: [www.nelsonpublishingandmarketing.com](http://www.nelsonpublishingandmarketing.com)
5. Newspaper articles in Michigan markets
6. The author will be working with the humane societies in the metro Detroit area with her book as proceeds will benefit these organizations.
7. This book will be marketed at several pet events in Michigan
8. Direct marketing to churches for either sales into their library, event sales, and/or author speaking engagements
9. Author will speak at major conferences associated with bucketfilling
10. Author will submit op-ed pieces to pet magazines
11. Press/media will be contacted for events relating to this book
12. Publisher will market this book at all educator conferences attended (approx. 20/year)

## *Halle and Tiger with their Bucketfilling Family*

Peggy Johncox  
Megan D. Wellman

ISBN: 9781933916750

Trade Paper • \$10.95

32 pages • 9 x 9

Publication Date: 11/30/2010

Carton Qty: NA

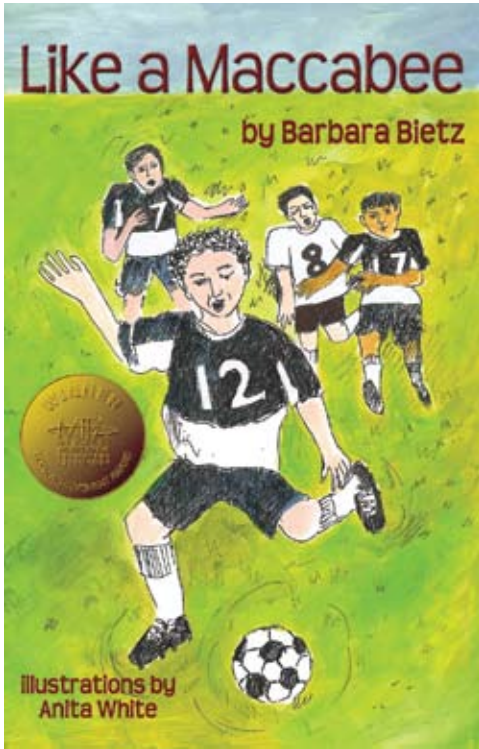
Nelson Publishing & Marketing / Ferne Press

## Content:

Halle has her job cut out for her; she has to teach the new cat, Tiger, all about bucket filling. But Tiger keeps making mistakes; sleeping in Halle's bed, jumping up on the counter, and swiping something that doesn't belong to him. With the help and understanding of the whole family, will Halle be able to teach Tiger about bucket filling? Filled with delightful illustrations along with bucket filling and bucket dipping facts, Halle and Tiger with their Bucketfilling Family will make an excellent addition to any library.

## Author Bio:

Peggy Johncox has taught grades K-8 for thirty-three years. She has taught in several districts in Michigan, as well as in Title 1 classrooms and on Indian reservations in Arizona and New Mexico. In 2001, Peggy was the Teacher of the Year for Fowlerville Community Schools in Michigan. Peggy now delights in presenting Carol McCloud's Bucketfilling Philosophy, as explained in her books, *Have You Filled A Bucket Today?*, *Fill a Bucket*, and *Growing Up with a Bucket Full of Happiness*. "As we spoke with children, I observed how much our pets fill our buckets. Halle, our miniature pinscher, is a perfect, fun example to promote these desired concepts." Peggy lives in the woods of southeast Michigan with her husband, Gary, and their dog, Halle, cat, Tiger, and parakeet, Sassy.



## *Like a Maccabee*

Barbara Bietz

ISBN: 9781592871377

Trade Paper • \$8.95

136 pages • 5.5 x 8.5

Publication Date: 09/01/2009

Carton Qty: NA

Yaldah Publishing

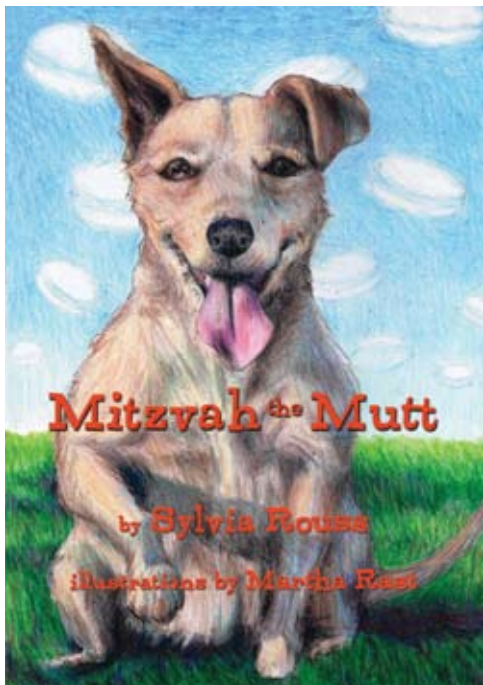
### Content:

Days before Hanukkah, ten-year-old Ben's soccer team makes the league championships and only the rival team's defender, a school bully, stands between Ben and victory. Misunderstood by his family, Ben finds an unexpected ally as he prepares for the big game and beyond.

### Author Bio:

Barbara Bietz was born and raised in Southern California. She received both a Bachelor's degree and a Master's degree in education from the University of Arizona. Her work for adults and children has appeared in numerous magazines, including a monthly column for FamiliesOnlineMagazine.com and children's book reviews for Jewish Book World. She lives in Oak Park, California with her husband, two children, and three dogs. You can visit Barbara on her blog at <http://barbarabookblog.blogspot.com> or her website at [www.barbarabietz.com](http://www.barbarabietz.com).

Anita White is an award-winning artist and a native of Minnesota. She received a Bachelor of Fine Arts with honors from the Minneapolis College of Art and Design and has been an elementary school art teacher for over 25 years. She lives in south Minneapolis with her artist husband and her cat, Malcolm, who are never-ending sources of inspiration.



## *Mitzvah the Mutt*

Sylvia Rouss

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ISBN: 9781592871803

Trade Paper • \$8.95

98 pages • 5.83 x 8.27

Publication Date: 06/01/2010

Carton Qty: NA

Yaldah Publishing

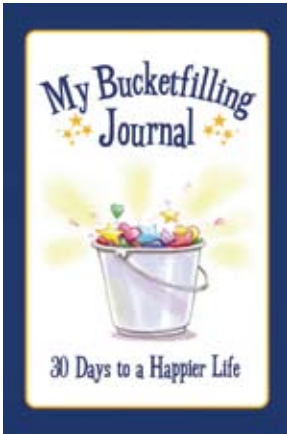
### Content:

Matzah balls were never meant for a game of fetch, but try telling that to Mitzvah the Mutt when he is rescued by a Jewish family. Mitzvah's silly antics manage to charm his family and his humorous misinterpretations of the Jewish holidays will leave you laughing and begging for more. Get ready for a howling good time as you celebrate Shabbat, Hanukkah and Passover with Mitzvah the Mutt.

### Author Bio:

Sylvia Rouss is the award-winning author and early childhood educator who created the popular Sammy Spider and The Littlest books. Even with her success as an author, Sylvia has not given up what she loves most, teaching. She is currently a preschool teacher in Los Angeles, and says that she is “inspired by the children in my classroom.” Sylvia also received awards as an educator and she conducts seminars for parents and teachers. She is a featured author and lecturer at book fairs throughout the United States and Israel. Visit her on the web at [www.sylviarouss.com](http://www.sylviarouss.com).

# JUVENILE



## *My Bucket Filling Journal*

*30 Days to a Happier Life*

Carol McCloud

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ISBN: 9781933916798

Spiral • \$6.95

60 pages • 6 x 9

Publication Date: 11/15/2010

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

### Author Hometown:

Brighton, MI

### Previous Books by Author:

2006: Have you Filled a Bucket Today,  
9780978507510

2008: Fill a Bucket, 9781933916286

### Marketing Plan:

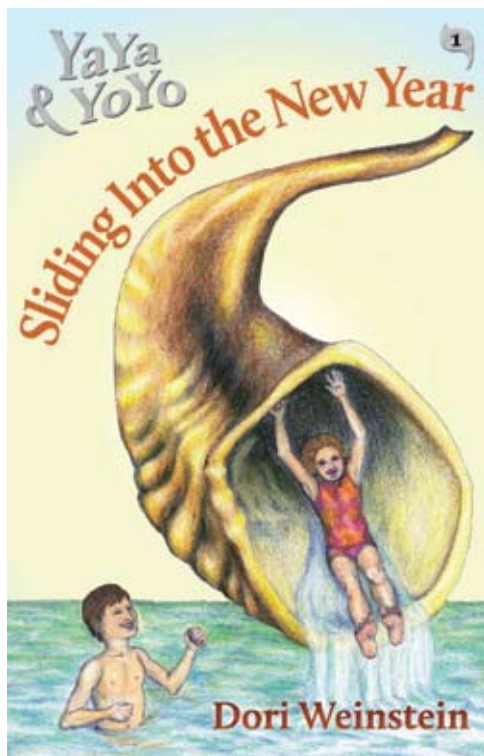
1. Author reading/signings
2. Press Kit distributed to bookstores in US and Canada
3. Website: [www.bucketfillers101.com](http://www.bucketfillers101.com)
4. Newspaper articles in Michigan markets
5. Author will send a copy and press material to every middle school in Michigan
6. Direct marketing to schools, churches, and public libraries
7. Author presents at school and private organizations 48 weeks of the year
8. Author speaks at conferences across the US
9. Author will submit op-ed pieces to major newspapers/radio/TV
10. Press/media will be contacted for events relating to this book
11. Publisher will market book at all educator conferences attended (approx. 20/year)

### Content:

My Bucketfilling Journal is a companion to the book Growing Up with a Bucket Full of Happiness: Three Rules for a Happier Life written by Carol McCloud and illustrated by Penny Weber. This journal will help you have a happier life and become a better bucket filler in thirty days. Never underestimate the value of daily practice and self-reflection to be the best at anything you want to be, including a bucket filler! Inside you will find thirty simple ideas to fill buckets for thirty days, eight questions to ask yourself every day for thirty days as you proactive the three rules for a happier life, and thirty pages to record your daily thoughts and expressions about bucket filling over a thirty-day period. If you miss a day, don't worry about it; just fill that page in the next day.

### Author Bio:

Carol McCloud, the Bucket Lady, has published four books. Have you Filled a Bucket Today, Fill a Bucket, Growing Up with a Bucket Full of Happiness and now this journal to accompany the Growing Up with a Bucket Full of Happiness. She is a popular speaker in schools, churches, community groups, and business organizations. As an early childhood specialist and educator Carol, understands that patterns of self-esteem start very early in life and are fostered by others. Carol is president of Bucket Fillers, Inc. and educational organization in Brighton, Michigan dedicated to improving the quality of lives. For more information, visit [www.bucketfillers101.com](http://www.bucketfillers101.com)



## Marketing Plan:

1. National print reviews
2. Local (Twin Cities) newspaper, radio, and television
3. Jewish education print and web reviews
4. Targeted direct mail
5. Targeted email
6. Web promotion & reviews
7. Jewish book fairs
8. School & library visits
9. Blogging/social media
10. Author blog tour

## *Sliding Into the New Year*

*(YaYa & YoYo, Book 1)*

Dori Weinstein

ISBN: 9781592872015

Trade Paper • \$8.95

132 pages • 5.5 x 8.5

Publication Date: 3/1/2011

Carton Qty: NA

Yaldah Publishing

## Content:

Thrill-loving fifth grader Ellie “YaYa” Silver has been waiting all summer to visit the brand new indoor water park in town. She is ecstatic when her best friend, Megan, invites her to go—that is until her twin brother, Joel (YoYo), points out that Megan is going on Rosh Hashanah. Sure, Rosh Hashanah is a big deal, but so is Splash World! What will Ellie do?

## Author Bio:

Dori Weinstein grew up in Queens, New York. She is a graduate of Binghamton University and Teachers College, Columbia University. Dori taught in public schools in New York City as well as the Talmud Torah Jewish Day School in St. Paul, Minnesota. She currently teaches Hebrew to preschoolers. She lives in Minneapolis, Minnesota with her husband Gary and their three children, all of whom love water parks (except for Dori!).

## Author Hometown:

Minneapolis, MN

# JUVENILE



## Marketing Plan:

1. Author reading/signings and speaking engagements
2. Press Kit distributed to bookstores across the U.S.
3. Website: [www.cuddlealert.com](http://www.cuddlealert.com)
4. Publisher website featuring book: [www.nelsonpublishingandmarketing.com](http://www.nelsonpublishingandmarketing.com)
5. Direct marketing to churches and church related gift stores
6. On February 14 the author will be speaking to 3000 dignitaries/Military personnel for a fund raiser and selling the Tommy book
7. Author will have the opportunity to speak at major conferences such as annual Military Moms -2000 participants
8. Author will submit op-ed pieces to major TV stations and other media related magazines and news
9. Press/media will be contacted for events relating to this book
10. Publisher will market this book at all educator conferences attended (approx. 20/year)

## Author Hometown:

Northville, MI

## *Tommy Starts Something Big*

*Giving Cuddles with Kindness*

Chuck Gaidica, Kris Yankee  
Mary Gregg Byrne (illustrator)

ISBN: 9781933916774

Hardcover • \$17.95

ISBN: 9781933916767

Trade Paper • \$10.95

32 pages • 11 x 8.5

Publication Date: 11/20/2010

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

## Content:

Have you ever been hurt or felt lonely and wanted a cuddle? That was Tommy, until he discovered what made him feel better. He also realized that reaching out to others makes him feel special. Now Tommy wants to share that feeling with everyone. Will his cuddle alerts start something big?

## Author Bio:

Chuck Gaidica is an Emmy Award-winning television and radio personality in Detroit, Michigan. Chuck currently works as the Director of Meteorology at WDIV-TV and is co-host of the morning radio show at WOMC-FM. Chuck has also been seen on NBC's Today Show issuing a "Cuddle Alert" nationally. Chuck is also a frequent speaker in the Detroit-metro area. Chuck and his wife, Susan, have five children and live in Northville, Michigan. They love their family and their dogs. They have a rich church life and a deep relationship with God. Find more information at [www.cuddlealert.com](http://www.cuddlealert.com).

Kris Yankee is a writer of middle-grade chapter books and women's fiction, as well as a freelance editor. She lives with her husband, two boys, and their dog, Jack, in Southeastern Michigan. To learn more about Kris and her projects, please visit [www.krisyankee.com](http://www.krisyankee.com)



## Previous Edition:

2002: Handgun Combatives  
9781889031552 | \$19.95  
Looseleaf Law Publications

## Previous Books by Author:

2005: Defensive Living - 2nd Edition  
9781932777093

## *Handgun Combatives*

*2nd edition*  
Dave Spaulding

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ISBN: 9781608850242  
Trade Paper • \$23.95  
230 pages • 6 x 9  
Publication Date: 9/1/2010  
Carton Qty: NA  
Looseleaf Law Publications

## Content:

Extremely popular and hailed by trainers and officers nationwide as one of the most realistic, all-encompassing firearms guides ever published. Includes insight into weapon, ammunition & holster selection, grip tips for better weapon retention, increasing accuracy and training for weak-hand shooting. Over 60 charts and photos detailing the why's and wherefore's of combative safety.

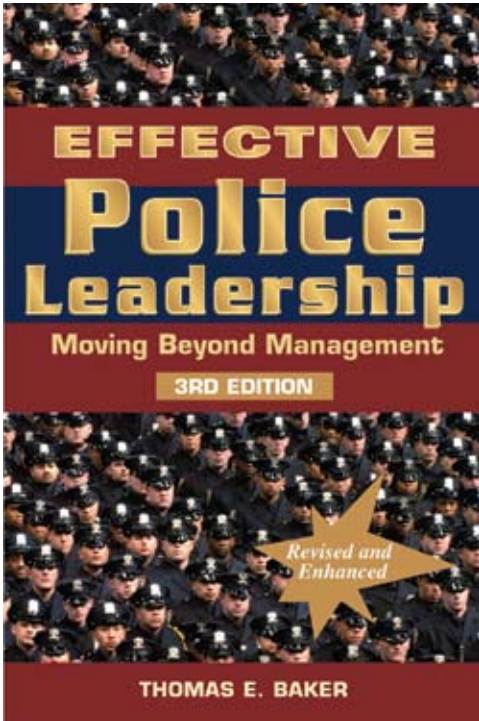
## Author Bio:

Dave Spaulding is a retired lieutenant and 28 year veteran of the Montgomery County Sheriff's Office in Dayton, Ohio.

## Author Hometown:

West Carrollton, OH

# POLITICAL SCIENCE



## *Effective Police Leadership*

*Moving Beyond Management, 3rd Edition*

Thomas E. Baker

ISBN: 9781608850204

Trade Paper • \$34.95

332 pages • 6 x 9

Publication Date: 9/1/2010

Carton Qty: NA

Looseleaf Law Publications

### Content:

This enhanced and expanded version explores even more strategies that help agencies, administrators and officers leverage crime data more efficiently and effectively.

### Author Hometown:

Clarks Summit, PA

### Previous Edition:

Effective Police Leadership

9781932777260 | \$34.95

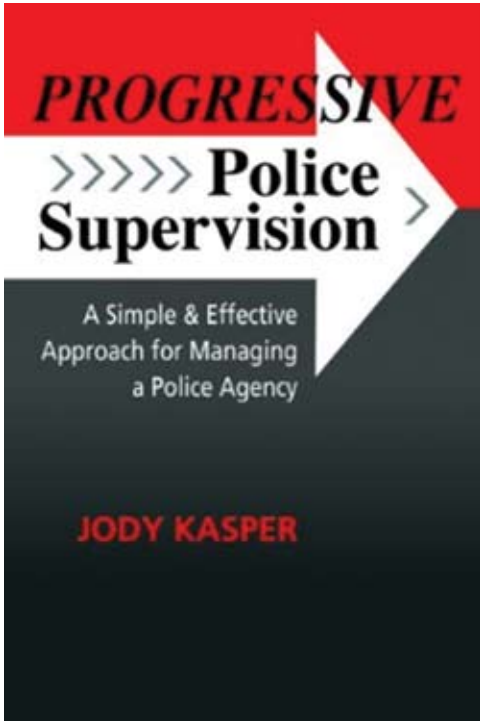
Looseleaf Law Publications

### Previous Books by Author:

2008: Intelligence-Led Policing,

9781932777758

# POLITICAL SCIENCE



## *Progressive Police Supervision*

*A Simple & Effective Approach  
for Managing a Police Agency*

Jody Kasper

ISBN: 9781608850228

Trade Paper • \$21.95

160 pages • 6 x 9

Publication Date: 11/1/2010

Carton Qty: NA

Looseleaf Law Publications

### Content:

Confront the unique leadership challenges of 21st century policing with confidence, commitment and success!

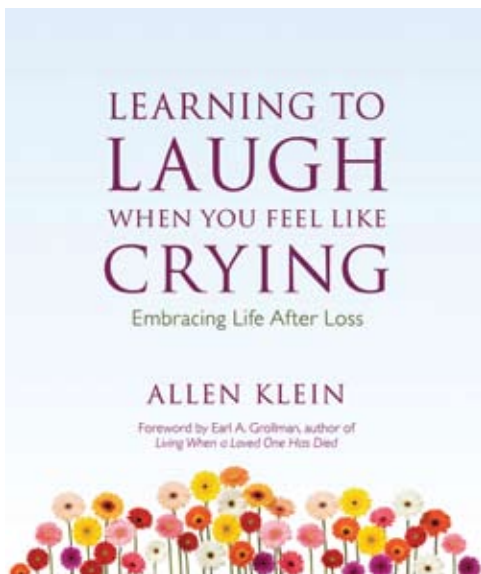
- Proven solutions to PR problems & tips for maintaining a positive image.
- A practical perspective on policing: Where we're been, where we're going and why.
- Successfully implementing changes for improvement.
- The challenges of working with schools and the rewards of doing it well.
- Step-by-step instructions for getting your agency accredited.
- How "Total Quality Management" improves supervisors, officers & agencies.

Includes successfully used actual case studies by actual agencies!

### Author Hometown:

Easthampton, MA

# SELF HELP



*Cover not final. Subject to change.*

## Previous Books by Author:

1989: The Healing Power of Humor, 9780874775198

1998: The Courage to Laugh, 9780874779295

## Marketing Plan:

1. The author has a new and growing Facebook and Twitter following of over 2,000 people. To complement its daily growth, there will be continual and consistent news and updates, as well as explicit and direct tie-ins to buy *Learning to Laugh When You Feel Like Crying*.
2. The author has an active speaking schedule and is a keynote speaker at many conferences and workshops, along with multiple radio shows.
3. A press release will be sent out to 50,000+ media outlets worldwide.
4. A video trailer will be produced and distributed to 25 of the most popular video sharing channels, including YouTube, Veoh, Daily Motion, TrailerSpy, Book Marketing Network, and more.

## *Learning to Laugh When You Feel Like Crying*

*Embracing Life After Loss*

Allen Klein

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ISBN: 9780979875588

Trade Paper • \$14.95

220 pages • 5.5 x 6.5

Publication Date: 1/11/2011

Carton Qty: NA

Goodman Beck Publishing

## Content:

Klein has written a poignant and easily readable guide to the grieving process based on his personal and professional experiences. The book is a wonderful companion in one's darkest hours and feels like a warm, nourishing hug from a dear and loving friend. It will soothe one's heart and warm one's soul. It has all the tools one needs to bounce back from loss of any kind.

## Author Bio:

Allen Klein is an award-winning professional speaker and best-selling author of 16 books, including *The Healing Power of Humor*, *The Courage to Laugh*, and *Change Your Life!*. Klein is a recipient of a Lifetime Achievement Award from the Association for Applied and Therapeutic Humor and has a Certified Speaking Professional designation from the National Speakers Association.

## Author Hometown:

San Francisco, CA

## SOCIAL SCIENCE



### Content:

This book provides a comprehensive examination of the general experiences of blind people; the founding of the predominant charity, the Canadian National Institute for the Blind; the human rights aspect of being classed as charity dependents; a detailed analysis of key studies; several descriptions of blind Canadians' experiences; blind people in the work place and finally a full outline of how to solve the plight that blind people find themselves.

### *The Politics of Blindness*

Graeme McCreath

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ISBN: 9781894694810

Trade Paper • \$24.95

224 pages • 5.5 x 8.5

Publication Date: 11/30/2010

Carton Qty: NA

Granville Island Publishing

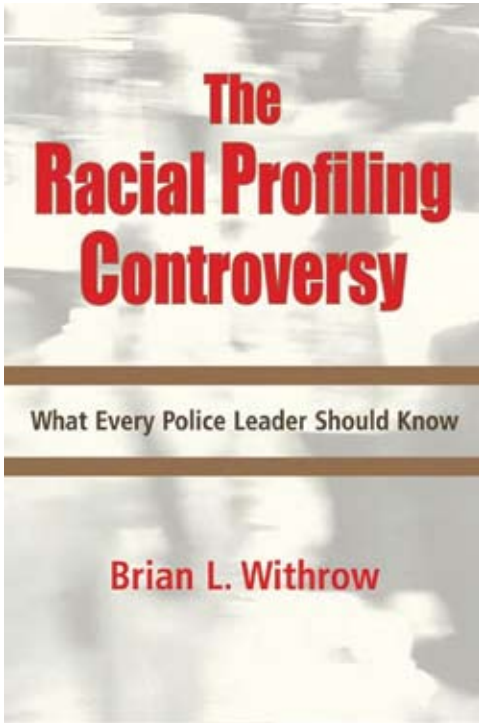
### Author Bio:

Graeme McCreath lives with his wife and family in Victoria, British Columbia, working as a physiotherapist in his private practice. Born in the United Kingdom, he became blind when he was nine and was sent away to residential schools for the blind until the age of 19. Initially training as a shorthand-typist, Graeme has beaten the odds and managed to work all his life. His tenacity and strength of purpose has helped him overcome many physical and social barriers. Always interested in sports he has participated in swimming, diving, water skiing and track and field. However, his main sporting passion was powerlifting where he retains a 20 year Canadian record in the Masters open class and a world record in powerlifting for the blind. Over the years he has gained experience and ultimately a passion for blind civil rights which culminated in the writing of this book. Now in his 60s his commitment for improving blind people's rights remains at the forefront.

### Author Hometown:

Victoria, British Columbia

# SOCIAL SCIENCE



## *The Racial Profiling Controversy* *What Every Police Leader Should Know*

Brian L. Withrow

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ISBN: 9781932777918

Trade Paper • \$24.95

194 pages • 6 x 9

Publication Date: 9/1/2010

Carton Qty: NA

Looseleaf Law Publications

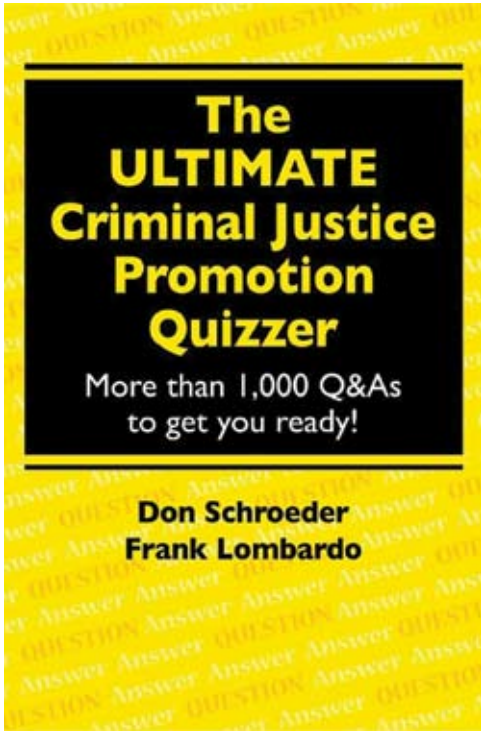
### Content:

Truths and misconceptions about racial profiling: What it IS and what it ISN'T. Steps you and your agency should take to avoid and defend against racial profiling accusations. Advice for creating policies and procedures that protect against profiling problems and minimize legal risk.

### Author Hometown:

Austin, TX

# STUDY AIDS



## *The ULTIMATE Criminal Justice Promotion Quizzer*

Don Schroeder, Frank Lombardo

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ISBN: 9781608850129

Trade Paper • \$34.95

332 pages • 6 x 9

Publication Date: 9/1/2010

Carton Qty: NA

Looseleaf Law Publications

### Content:

Over 1000 questions and answers to commonly asked test questions on supervision and management. Includes 5 practice tests.

### Author Hometown:

New York, NY

### Previous Books by Author:

2005: How to be Successful on Written Assessment Exercises for Police Promotion, 9780930137663

2005: How to be Successful on Oral Assessment Exercises for Police Promotion, 9780930137670

