

# Partners Publishers Group

*National Distribution for Independent Publishers*

## *New Title Information*

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Partners Publishers Group  
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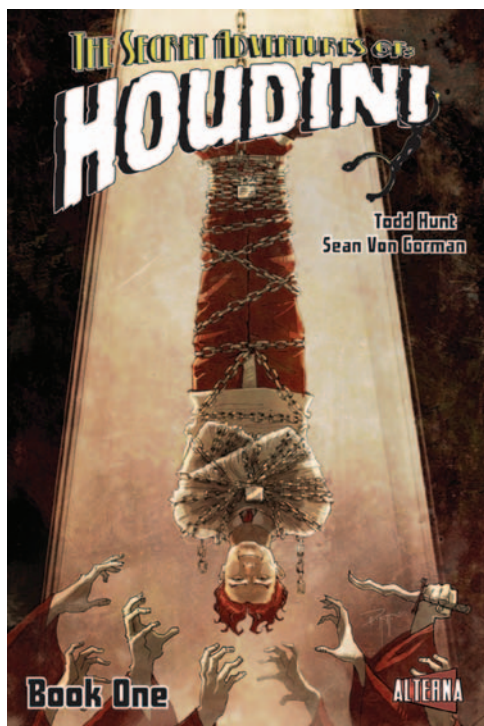
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# COMICS & GRAPHIC NOVELS



## *The Secret Adventures of Houdini*

### *Book One*

Todd Hunt  
Sean Von Gorman (illustrator)

ISBN: 9781934985250

Paperback • \$6.99

64 pages • 6 x 9

Publication Date: 11/21/2012

Alterna Comics

### Content:

After years of debunking false spiritualists, Harry Houdini is suddenly inducted into a world, which unceasingly challenges his every belief. Escape with Houdini into a world of magic and sorcery as we witness his greatest metamorphosis from stage magician to hero. These are the untold stories of the final years of Harry Houdini's life.

### Author Bio:

Todd Hunt is a one-time stage actor, and lifelong writer. Todd graduated from Fordham University determined to tell stories similar to those of his heroes. Honing his writing skills through poetry and short stories, "The Secret Adventures of Houdini" is Todd's first comic but far from his first adventure.

Sean Von Gorman is an Illustrator and Escape Artist from Brooklyn NY. Sean is the creator of Sock It To Me Comics also with Alterna Comics. During the self-publishing run of Secret Adventures of Houdini Sean handcuffed himself outside Forbidden Planet NYC until every book was sold. He recently preformed his ESCAPE ACT for Amanda Palmer's AFP Kickstarter Countdown Party at the bidding of her husband Neil Gaiman.

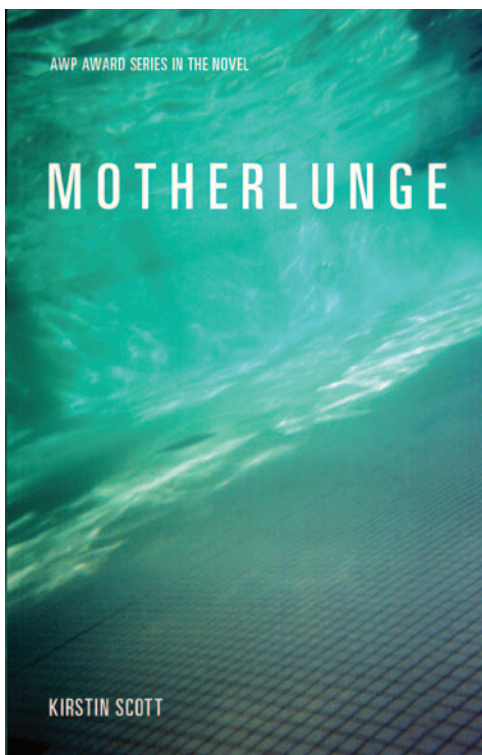
### Author Hometown:

New York, NY

### Marketing Plan:

1. Marketing on website, Twitter, and Facebook
2. Author and artist advertising on various websites, forums, social media, and local media
3. Advertising on various websites through banner and link exchanges
4. Author and artist book tours at comic shops, independent book stores, national book stores, comic conventions, craft shows, and other various trade shows
5. Review copies distributed to bloggers, review sites, fan sites, retailers, and independent reviewers
6. Press releases sent to the 500+ subscribers of Alterna Comics' newsletter

# FICTION



## *Motherlunge*

Kirstin Scott

ISBN: 9781936970117

Paperback • \$15.00

248 pages • 5 x 8

Publication Date: 01/08/2013

New Issues Poetry & Prose

### Content:

MOTHERLUNGE is an eloquent and irreverent debut novel about first sex, true love, and chronic sibling rivalry; it's about the deepest fear of young (and not-so-young) adulthood: the fear of inheriting a disappointing life. It's motherly advice, too—featuring wigs, dogs, road trips, and medicine—a guide to the essential experiences of being female, “born unto a librarian, named for the goddess of sight,” waiting for the future to arrive. With sly wit and surprising joy, MOTHERLUNGE considers the flaws in the family line and celebrates the promise that staggers alongside.

### Author Bio:

Kirstin Scott's stories have appeared in *Alaska Quarterly Review*, *Hayden's Ferry Review*, *Sonora Review*, *Western Humanities Review*, and elsewhere. She lives in Salt Lake City, Utah.

### Author Hometown:

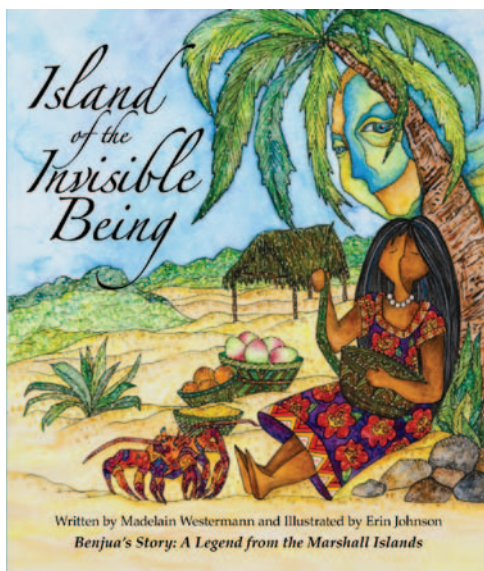
Salt Lake City, UT

### Tour Cities:

Boston and Cambridge, MA, Chicago, IL Salt Lake City, UT, Missoula, MT, Portland, OR.

### Marketing Plan:

1. Distribution of galleys targeting pre-publication reviews
2. Distribution of sample copies to bookstores for reviews
3. Readings at bookstores
4. Submissions for post-publication awards/prizes
5. Author attendance at Association of Writers & Writing Programs (AWP)
6. Advertising in *Poets & Writers* magazine, *The Writer's Chronicle*, and the AWP conference brochure



## *Island of the Invisible Being*

*Benjua's Story: A Legend from the Marshall Islands*

Madelain Westermann  
Erin Johnson (illustrator)

ISBN: 9781938326066

Paperback • \$ 11.95

32 pages • 8.5 x 10

Publication Date: 09/30/2012

Nelson Publishing & Marketing: Ferne Press

### Content:

When you're filled with fear, disappointment, and despair, do you shrink down and hide or do you get up and survive? When Emon realizes what her parents have done to her, she rises up and thrives on her own, so she thinks! *Island of the Invisible Being* depicts the spirit and determination of the people of the Marshall Islands. Beautifully written and illustrated, *Island of the Invisible Being* is a legend that will touch the hearts of all.

### Author Bio:

Madelain Westermann is a native Oregonian who fell in love with the island cultures after working in the Marshall Islands as a teacher. An Oregon State graduate, she has traveled the world with her husband, Bob, for thirty-one years. It was Bob's dream that began this story and love for all aspects of island cultures. Benjua was a third grader who graduated from Mrs. Westermann's class on the island of Kwajalein located in the Republic of the Marshall Islands in Micronesia. It was his spirit and courage that inspired this story. Madelain still teaches in Oregon, but often returns to visit her island homes.

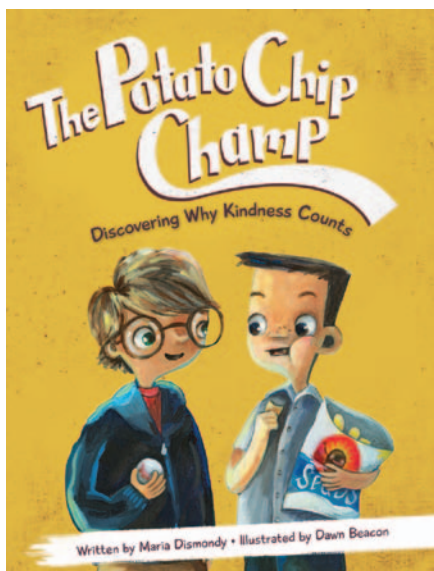
### Author Hometown:

Oregon

### Marketing Plan:

1. Author reading/signings and speaking engagements
2. Press kits distributed to local elementary schools, media specialists, public libraries, and bookstores in the Midwest and Canada
3. Publisher to market book to schools in Hawaii, Oregon and Alaska where author will attend book events and conferences
4. Author website featuring book: [www.madelainwestermannbooks.com](http://www.madelainwestermannbooks.com)
5. Publisher website featuring book: [www.nelsonpublishingandmarketing.com](http://www.nelsonpublishingandmarketing.com)
6. Social media such as Facebook and
7. Newspaper articles in Oregon, Hawaii, Alaska and Marshall Islands
8. Book marketed to native shops in the Marshall Islands as well as to counseling offices and conferences dealing with social issues
9. Publisher will contact press/media for events relating to this book, and will market this book at all educator conferences attended





## Marketing Plan:

1. Book signings, seminars and webinars
2. Virtual Author Visits with schools across the country via Skype
3. Television, radio, and Blog Talk Radio interviews
4. Publicity on Maria's blog: Be the Difference
5. Press release and Media Kit will be distributed online to over 100 media contacts
6. Social media advertising, advertising on blogs, and educational/parenting websites
7. Website: [www.mariadismondy.com](http://www.mariadismondy.com) will give away a free Resource Guide along with the purchase of the book
8. Local Book Launch Party will be advertised in Detroit newspapers
9. Submitting Op-Ed Articles to local papers and National Magazines
10. Book submitted to award committees
11. Bloggers across the globe will be participating in the 2-week Virtual Book Tour for the release of The Potato Chip Champ

## *The Potato Chip Champ*

Maria Dismondy  
Dawn Beacon (illustrator)

ISBN: 9780984855810

Paperback • \$10.95

32 pages • 11 x 8.5

Publication Date: 12/01/2012

Maria Dismondy Inc.

Making Spirits Bright: One Book At A Time

## Previous Books by Author:

2008: Spaghetti In A Hot Dog Bun (reissue), 9780615473932

2012: Pink Tiara Cookies For Three, 9780615516202

## Content:

Champ and Walter Norbert Whipplemoore are about as different as two kids can be...well, except for their love of baseball and potato chips. Champ had everything, but always wanted more. Walter had very little, but was never seen without a smile on his face. In the end, it is Walter and some crunchy potato chips that teach Champ a lesson about character that can't be taught in school.

## Author Bio:

Maria Dismondy is a #1 best-selling children's book author, former teacher and a highly sought after speaker. She is also a self-proclaimed potato chip fan. Maria has a passion for spreading an anti-bullying message. With this most recent book, *The Potato Chip Champ*, she hopes to develop important character traits in children. She lives in southeastern Michigan with her husband, Dave, where they are raising two future potato chip lovers, Ruby and Leah. To find out more about Maria and her award-winning books, visit [www.mariadismondy.com](http://www.mariadismondy.com)

## Author Hometown:

Novi, MI



## Previous Books by Author:

2011: Tommy Starts Something Big, (TC)  
9781933916774 (TC), 9781933916767 (TP)

## Marketing Plan:

1. Author reading/signings, presentations, and speaking engagements
2. Press Kit distributed to bookstores, libraries, and schools
3. Author and publisher website
4. Social media such as Facebook
5. Op-ed articles will be written for trade journals, newspapers, and parenting magazines
6. Targeted marketing to parenting groups
7. Targeted marketing to health and career classes in schools
8. Publisher will contact press/media for events relating to this book
9. Publisher will market this book at all educator conferences attended
10. Marketing at conferences with a focus on counseling and life management skills
11. Marketing to hockey associations in Michigan and Canada

## *Cracking the Code*

### *Spreading Rumors*

Kris Yankee

ISBN: 9781938326073

Paperback • \$8.95

168 pages • 5.25 x 7.5

Publication Date: 10/30/2012

Nelson Publishing & Marketing: Ferne Press

## Content:

When Toby Karlson, aka TK, is at the wrong place at the wrong time, he goes from cool kid to total outcast with just one hip check. Sixth grade orientation was scary, but TK didn't realize it would change his life. Now he has to hang out with the smartest and geekiest kid in school, while dodging the school bully and his posse. If TK were on the ice, he'd know exactly what to do. But this is life and not a hockey game. Can TK get his good-guy status back at fifth-grade camp?

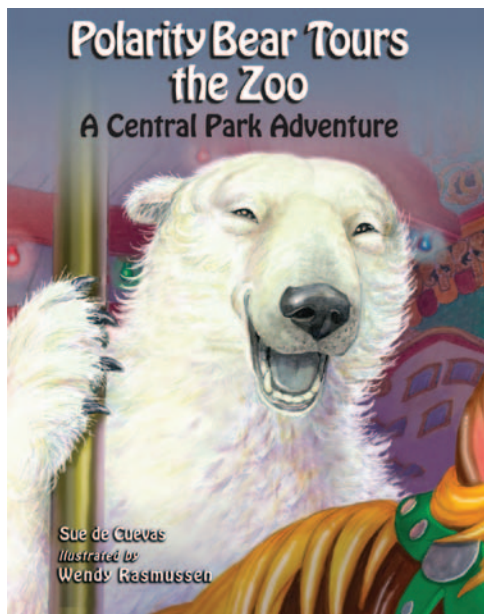
This book is intended for both boys and girls and has an overall hockey theme. Each chapter's title is hockey related. The main character refers to hockey rules that he has learned from his coaches, which are also life lessons.

## Author Bio:

Kris Yankee is a freelance editor, writer, wife and mom. When she's not sitting at her desk creating stories or editing someone else's work, she can be found walking her dogs with her husband, sitting in the rink cheering on her oldest son, or at the tennis court watching her youngest son play. She is a two-time award-winning author of Tommy Starts Something Big: Giving Cuddles with Kindness co-written with Chuck Gaidica. Kris resides in SE Michigan with her husband, two boys and two dogs.

## Author Hometown:

Plymouth, MI



## Marketing Plan:

1. Advertising in Yankee Magazine
2. Local book fairs
3. Future readings/signings at bookstores and libraries
4. Complimentary copies distributed to garner book interest
5. Website: [www.polaritybearbooks.com](http://www.polaritybearbooks.com)
6. Featured on Illustrator's website: [www.wendyrasmussen.com](http://www.wendyrasmussen.com)
7. Facebook

## *Polarity Bear Tours the Zoo*

### *A Central Park Adventure*

Sue de Cuevas  
Wendy Rasmussen (illustrator)

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ISBN: 9780692015520

Hardcover • \$17.95

36 pages • 8.5 x 11

Publication Date: 12/01/2011

Polarity Bear Books

## Content:

Polarity Bear Tours the Zoo is a beautifully illustrated book (suitable for ages 3-8) about an imaginary polar bear's adventures in New York's Central Park Zoo. Set in the time period when the zoo progressed from cages to more natural habitats, it also celebrates three leading Central Park attractions: the sea lion pool, the Delacorte Clock, and the carousel.

## Author Bio:

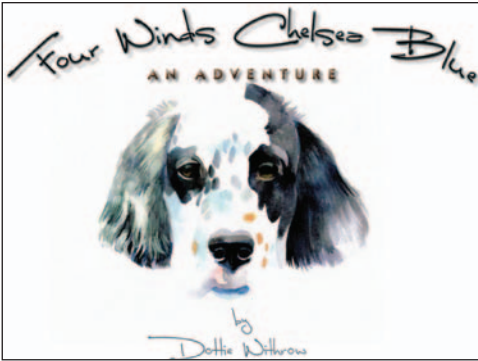
Sue de Cuevas has been telling children's stories all her life, but this is the first one she wrote down. As Sue Lonoff, she spent thirty-one years as a teacher and administrator at Harvard University, retiring in 2011. She also writes scholarly books and articles and is a specialist on the Brontë sisters.

## Author Hometown:

Cambridge, MA



# JUVENILE



## *Four Winds Chelsea Blue*

### *An Adventure*

Dottie Withrow  
Robert Brent (illustrator)

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ISBN: 9780615352688

Hardcover • \$17.95

48 pages • 11 x 8.75

Publication Date: 01/15/2012

Dortha Withrow

### Marketing Plan:

1. Book signings, presentations, and speaking engagements
2. Social media such as Facebook and Twitter
3. Author website
4. Press releases
5. Newspaper articles
6. Interviews
7. Flyers and posters
8. Book reviews

### Content:

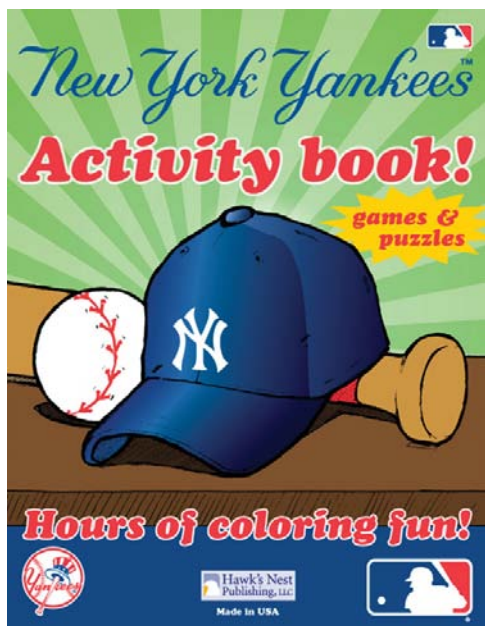
An English Setter pup, bitten with the wanderlust, ventures out on a cold, snowy day with her companion, Boomer Watson, and quickly finds herself alone and lost in uncharted territory. Confusion, disappointment, and fear befall this “prodigal dog” until Chelsea is rescued and brought home. Her adventure is a canine story that resolves with great appreciation of life’s consequences and the love and warmth of family.

### Author Bio:

Dottie Withrow is a native of Michigan. She received her B.A. from Michigan State University’s College of Education in 1955, with certification in Speech Therapy and Elementary Education. She earned an M.A. in Teaching (Learning Disabilities) from Oakland University in 1974. Her teaching experience with the West Bloomfield, MI School District included providing specific programming and tutoring children with special needs. Dottie, and husband Jack, divide their time between Michigan and Naples, Florida where she continues to provide tutoring on a volunteer basis in Collier County Schools.

### Author Hometown:

Naples, FL



## *New York Yankees Activity Book*

Peg Connery-Boyd  
Scott Waddell (illustrator)

ISBN: 9781936562107

Paperback • \$7.99

64 pages • 8.5 x 11

Publication Date: 11/15/2012

Hawks Nest Publishing

### Content:

The New York Yankees Activity book is packed with fun baseball related activities to keep young fans busy for hours. Includes crossword puzzles, word searches, scrambles, mazes and much much more! Decode the Yankees Secret Message and enjoy fun games featuring major league baseball! Printed on high quality stock, these timeless books make a terrific gift for fans of all ages.

### Author Bio:

Peg Connery-Boyd is an artist and a mom. In 2006, when preparing for a family road trip, she went in search of a fun baseball activity book for her three sons. Surprised that she couldn't find one, she decided to create it. She submitted her idea to Major League Baseball Properties in New York, and obtained licensing from them in 2007. Peg has created 16 MLB coloring and activity books featuring 11 teams, and looks forward to keeping young fans happy for many years. Originally a native of Springfield, MA, Peg now lives in Madison, CT with her husband and three sons, Kevin, Ian, and Colin.

### Author Hometown:

Madison, CT

### Marketing Plan:

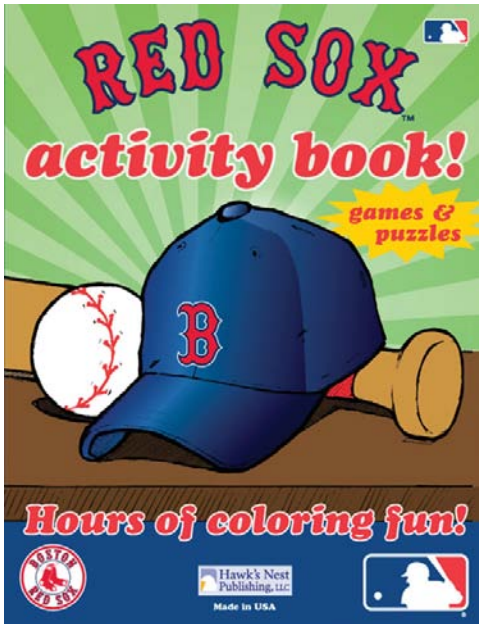
1. Regional media blitz in the NY/NJ area
2. Social media
3. Networking to Yankee fans nationwide
4. Promoting the book at MLB fan events

### Previous Books by Author:

2009: Yankees Coloring and Activity Book  
(3rd Ed.), 97809790087288

2010: Yankees Coloring and Fun  
9780982390337

# JUVENILE



## *Red Sox Activity Book*

Peg Connery-Boyd  
Scott Waddell (illustrator)

ISBN: 9781936562091

Paperback • \$7.99

64 pages • 8.5 x 11

Publication Date: 01/15/2013

Hawks Nest Publishing

## Content:

Packed with fun baseball related activities to keep young fans busy for hours, the Red Sox Activity Book contains crossword puzzles, word searches, scrambles, mazes and much much more! Color Wally the Green Monster and enjoy many baseball related puzzles! Printed on high quality stock, these timeless books make a terrific gift for fans of all ages.

## Author Bio:

Peg Connery-Boyd is an artist and a mom. In 2006, when preparing for a family road trip, she went in search of a fun baseball activity book for her three sons. Surprised that she couldn't find one, she decided to create it. She submitted her idea to Major League Baseball Properties in New York, and obtained licensing from them in 2007. Peg has created 16 MLB coloring and activity books featuring 11 teams, and looks forward to keeping young fans happy for many years. Originally a native of Springfield, MA, Peg now lives in Madison, CT with her husband and three sons, Kevin, Ian, and Colin.

## Author Hometown:

Madison, CT

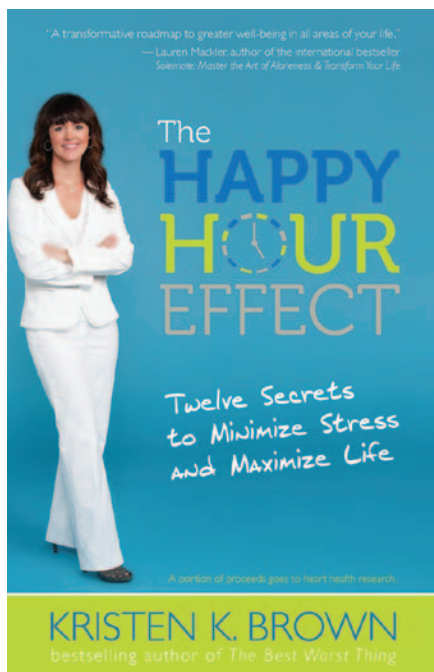
## Marketing Plan:

1. Regional media blitz in New England
2. Social media
3. Networking to Red Sox fans nationwide
4. Promoting the book at MLB fan events

## Previous Books by Author:

2009: Red Sox Coloring and Activity Book  
(3rd Ed.) 9780979087271

2010: Red Sox Coloring and Fun  
9780982390344



## Marketing Plan:

1. Social media and online presence, including Bonus Online Content and Tools
2. Book tour and speaking engagements
3. Media and Blog Book Tour
4. Press releases and book trailer
5. Library and bookstore mailing
6. Educational videos on BlipTV
7. Email marketing campaign

## Author Hometown:

Minneapolis, MN

## Tour Cities:

Minneapolis, Los Angeles, New York, and more.

## Previous Books by Author:

2011: The Best Worst Thing, 9781452533100

## *The Happy Hour Effect*

### *Twelve Secrets to Minimize Stress and Maximize Life*

Kristen K. Brown

ISBN: 9781936636105

Paperback • \$14.95

226 pages • 5.5 x 8.5

Publication Date: 11/12/2012

Goodman Beck Publishing

## Content:

The Happy Hour Effect: Twelve Secrets to Minimize Stress and Maximize Life, by bestselling and award-winning author Kristen K. Brown, provides powerful solutions to minimize your stress and maximize your life. Kristen's voice is inspiring, funny, and down to earth, and her book provides specific steps to stress less now. It isn't hard. It isn't confusing. It's a straightforward, fun approach to stress relief. Each chapter includes inspiring quotes, the timing to implement each secret, the level of effort it will take, the expected results, and QR codes and links to supporting materials online that will make each chapter come to life. Also included are sidebars with expert interviews, statistics, and other visual content to reinforce the words on each page. The Happy Hour Effect is a comprehensive guide to help you live a healthier, happier, and less stressed life—quickly and easily.

## Author Bio:

Kristen K. Brown, is a coach, webTV host, speaker, and the founder of Happy Hour Effect LLC and WidowMommy.com. She has her master's certificate in integral theory, and is a certified holistic health coach. Her debut memoir, The Best Worst Thing, was about her journey to a new life after the unexpected death of her husband from a heart attack. The Happy Hour Effect is Kristen's highly anticipated second release. Kristen has won the Royal Dragonfly Book Award, Readers' Favorite Book Award, and SWIBA Award for Author of the Year. Kristen enjoys gardening, cooking, yoga, reading, and all things self-improvement focused. She lives in Minneapolis, Minnesota, with her five-year-old daughter.

