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# Partners Publishers Group



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## New Title Information

Volume 6, Number 2

Fall 2014

**Partners Publishers Group**

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NATIONAL DISTRIBUTION FOR INDEPENDENT PUBLISHERS

# New Titles Available from PPG

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## Art

Shore to Shore: The Work of Luke Tsu ts'u mult Marston

## Biography, Autobiography, Memoirs

Annie Parker Decoded: The Story that Inspired the Film

Art of Scouting: Seven Decades Chasing Hopes and Dreams in Major League Baseball, The

Cardboard Ocean: A Memoir

Deep Tracks to Follow

His Name Was David Sam: More Stories from My Life Among the Mille Lacs Band

Ian McTaggart-Cowan: The Legacy of a Pioneering Biologist, Educator and Conservationist

Is This Legal? : The Inside Story of the First UFC from the Man Who Created It

It's Awesome, Baby!: 75 Years of Memories and a Lifetime of Opinions on the Game I Love

Kinder, Gentler Ways

Little History of My Forest Life: An Indian-White Autobiography, A

Live an Extreme Life: Losing the Weight and Gaining My Purpose

Many Happy Returns: The Story of Henry Bloch, America's Tax Man

McCulloch of Ohio: For the Republic

Nature, Culture, and Two Friends Talking, 1985 to 2013

Northern Comfort: The Musings of Jacqueline Pine Savage

One More Time!: The Dal Richards Story

Passing the Torch: Building Winning Football Programs... with a Dose of Swagger Along the Way

Penny A Kiss: Memoir of a Minnesota Girl in the Forties and Fifties, A

Recalling Yesterdays: A Memoir

Rock Fell on the Moon: Dad and the Great Yukon Silver Ore Heist, A

Soft: A Memoir

Storm Prayers: Retrieving Recovering and Reimagining Matters of the Soul

Tarnished Dreams

That Went By Fast: My First Hundred Years

Un Moving Four Ward

Un Moving Four Ward

When the Spirit Moves

## Comics and Graphic Novels

Metaphase

Monstrosity Vol. 2

## Cookbooks, Cookery, Cooking

Best Vegan Recipes from North America's Vegan-Serving Top Restaurants

Cooking with Mena: Favorite Italian Recipes from Calabria & Sicily

Diabetic Four Ingredient Cookbook, The

Four Ingredient Cookbook Holidays & Celebrations, The

Four Ingredient Cookbooks: Over 700 Four Ingredient Recipes, The

Molecular Gastronomy

Tasting the Seasons: Inspired, In-Season Cuisine That's Easy, Healthy, Fresh and Fun

Whitewater Cooks at Home

# New Titles Available from PPG

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Whitewater Cooks with Friends

Whitewater Cooks with Passion

## Education and Teaching

What's Under Your Cape?: SUPERHEROES of the Character Kind

## Family and Relationships

Elderly Parents With All Their Marbles: A Survival Guide for the Kids

Parenting With Patience: Turn Frustration Into Connection With 3 Easy Steps

## Fiction

Art of Murder, The

Bad Lies

Chocolate Debacle, The

Death at the Bar X Ranch

Equalizer, The

Fallen Angel

Forgotten Spirits: A No Ordinary Women Mystery

Killing Fair, A

Leaving Ashwood

Literaria

Marital Privilege

Moving On

Murder Trial of the Last Lakota Warrior: A Novel, The

Our Senior Year

Plover Landing

River through Two Harbors, A

Second Helping of Murder and Recipes: A Hot Dish Heaven Mystery, A

Stealing Watermelons

Super PAC Dark Money Fracking: The Redemption of Parker Moore

Super PAC Nine-Day Shadow: A Citizens United Horror Story

Super PAC Strikethrough: The first Super PAC wasn't about money

Swift Justice: A Bob White Birder Murder Mystery

Waters Like the Sky: Book 1 The Chronicles of an Unlikely Voyageur

What I Want to Tell Goes Like This

## Games

O Canada Crosswords Book 15

## Health and Fitness

CalorieKing Calorie, Fat & Carbohydrate Counter 2015: Larger Print Edition, The

CalorieKing Calorie, Fat & Carbohydrate Counter 2015: Pocket-Size Edition, The

## History

Echoes of British Columbia: Voice from the Frontier

Fort Baker Through the Years: The Post, the Park, the Lodge

# New Titles Available from PPG

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From the West Coast to the Western Front: British Columbians and the Great War  
Hawaiki Rising: Hokule'a, Nainoa Thompson, and the Hawaiian Renaissance  
History and Hauntings of the Halloween Capital  
Last Missile Site: An Operational and Physical History of Nike Site SF-88, Fort Barry, California, The  
Malice Toward None: Abraham Lincoln, the Civil War, the Homestead Act, and the Massacre—and Glorious Survival—of the Kochendorfers  
Michigan Agricultural College, Campus Life 1900-1925: A Postcard Tour  
Minnesota's Lost Towns : Northern Edition  
Northern Orchards: Notes from Places Near the Dead  
Rings of Supersonic Steel: Air Defenses of the United States Army 1950-1979 An Introductory History & Site Guide  
Shaping the North Star State: A History of Minnesota's Boundaries  
Stearns County and the Dakota War of 1862  
Sutro's Glass Palace: The Story of Sutro Baths  
To Defend And Deter: The Legacy of the United States Cold War Missile Program  
Tofino and Clayoquot Sound: A History

## Juvenile

Against the Boards  
Ant Who Walked from New York to L.A., The  
Apple Tree: The Prophet Says Series, 2nd Ed, The  
Are You Empathetic Today? Becoming a Better You!  
Are You Respectful Today?: Becoming a Better You!  
Baby's Bucket Book  
Bucket Filling from A to Z Poster Set  
Butterfly Hill: What Tummy Flutters Mean  
Chronicles of the Monster Detective Agency - INITIATIONS  
Chronicles of the Monster Detective Agency, Volume 4: Will Allen and the Terrible Truth  
Crypto Capers #6: The Mystery of the Circus for Hire  
Firestorm Chronicles Book 3: Legacy of the Stone, The  
Frogwilla, A Treefrog's Story  
Great Purr, The  
Hooray for Helium!: Understanding the 2nd Most Common Element  
Just Another Monday: A Do U? Adventure  
Let's Change That!: If Animals Can, We Can, Too!  
Map Maker's Quest, The  
My Very Own Bucket Filling From A to Z Coloring Book  
One Gorilla  
Rodeo Snow  
Searching for Raven  
Shelly Goes to the Zoo  
Shelly's Outdoor Adventure  
Stone Ridge  
Summer of Elves  
Tad and the Pad: Why Being Brave Is So Important  
Take a Peek with Peek-a-Bear

# New Titles Available from PPG

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What's Behind the Mighty Fitz?

## **Nature**

Paddling Minnesota

Sea Among Us: The Strait of Georgia , The

## **Photography**

Vancouver Light: Visions of a City

## **Poetry**

Albrecht Dürer and me: Travels, 2004 to 2014

Along the Way: Observations, Thoughts, and Portraits in Rhyme and Meter

Currents in the Stream: Poems

Cycling with the Dragon

Dark~Sky Society

For Your Safety Please Hold On

In the Museum of Coming and Going

Lazarus Project, The

Things I Heard About You, The

Tree Line

Two Lives Two Thousand Omens

Wake Up and Roar: Poetry for Meditation and Awakening

## **Self Help and Self Actualization**

Power of Legacy: Personal Heroes of America's Most Inspiring People, The

Year of Nothing New: Tools for Living Lean and Green, A

## **Social Science**

Pepie: The Lake Monster of the Mississippi River

Star Songs and Water Spirits: A Great Lakes Native Reader

Women's Great Lakes Reader, The

## **Sports and Recreation**

Play Your Best 9 & 10-Ball

Start Powerboating Right

## **Transportation**

Lost & Found: Legendary Lake Michigan Shipwrecks

Lost Legends of the Lakes: An Illustrated History

## **Travel**

Along Interstate-75, 18th Edition

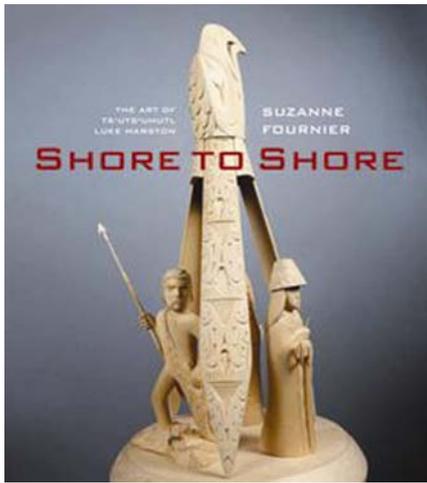
Minnesota Winery Stories: Minnesota's Wineries, Wines & Winemakers

## **True Crime**

Killing in Capone's Playground: The True Story of the Hunt for the Most Dangerous Man Alive, A

Off Color: The Violent History of Detroit's Notorius Purple Gang

# Art



## *Shore to Shore: The Work of Luke Tsu ts'u mult Marston*

Suzanne Fournier

9781550176704

Paperback | \$26.95

128 pages | 8 x 10

Publication Date: November 2014

Harbour Publishing Co. Ltd.

### Content

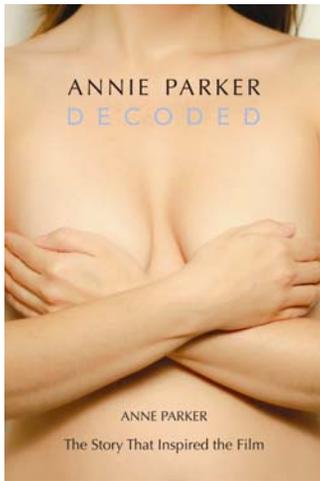
Stanley Park, Vancouver, September 2014. A fourteen-foot bronze-cast cedar sculpture is being erected. Dignitaries from all levels of government are present, including leaders of the Coast Salish First Nations and representatives from Portugal's Azores Islands. Luke Marston, carver/artist, supervises as his three-year project is revealed to the world. Combining interviews, research and creative non-fiction narration, author Suzanne Fournier recounts Marston's career, from his early beginnings carving totems for the public at the Royal BC Museum, to his study under Haida artist Robert Davidson and jewelry master Valentin Yotkov, to his visits to both his ancestral homes: Reid Island and the Portuguese Azores island of Pico—journeys which provided inspiration for the Shore to Shore statue.

### Author Bio

Suzanne Fournier is a journalist who has been working with and writing about First Nations for over forty years. She was a reporter with the Vancouver Province for thirty-five years and her work has also appeared in the Globe and Mail, Maclean's magazine, the Toronto Star and other Canadian magazines and newspapers. Fournier has also appeared on CBC radio and television, and has contributed to US and German documentary television programs. She co-authored *Stolen From Our Embrace: The Abduction of First Nations Children and the Restoration of Aboriginal Communities*, which won the Hubert Evans Non-Fiction Prize in 1998. She divides her time between Galiano Island and Vancouver, BC.

**Author Hometown:** Vancouver, BC

# Biography, Autobiography, Memoirs



## *Annie Parker Decoded: The Story that Inspired the Film*

Anne Parker

9780993830501

Paperback | \$19.95

240 pages | 6 x 9

Publication Date: September 2014

Vivalogue Publishing Canada

## Content

In 2008, Steven Bernstein, an award-winning cinematographer, met Annie Parker. He was inspired by her story to direct and write *Decoding Annie Parker* (2013). The film follows the journey of Canadian Annie Parker (played by Samantha Morton) who learns she has breast cancer, the disease to which she lost her mother and sister. While Annie is struggling with the physical and emotional impact of her illness, she is convinced that there must be some hereditary connection for the cancer that devastated her family.

In the USA, geneticist Dr. Mary-Claire King (Helen Hunt) is researching the still unidentified link between DNA and cancer. *Decoding Annie Parker* depicts the heartbreaking struggle of battling breast cancer and the scientific dedication that led to the revolutionary 1990 breakthrough of the identification of the BRCA1 gene, responsible for many breast and ovarian cancers.

## Author Bio

Annie Parker lost both her mother and sister to breast cancer at an early age. She has also survived three different cancers and now actively promotes awareness and genetic testing.

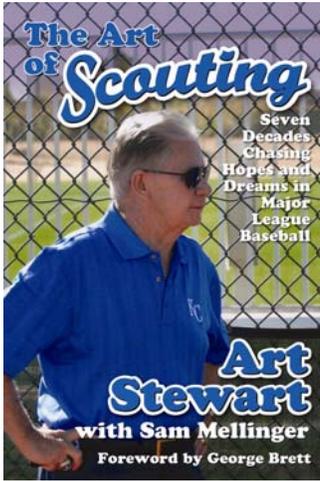
Having survived both breast (1980) and ovarian (1988) cancer, in 1994 Annie and other family members were among a small group of North American families tested for the BRCA1 and BRCA2 genes. After waiting almost two years, she learned that she does carry the gene mutation. After surviving a further bout of cancer in 2005, Anne is today a 63-year-old, healthy woman living with a ticking time bomb, the BRCA1 gene mutation.

**Author Hometown:** Toronto, ON Canada

## Marketing Plan

- Nationally distributed Press Release
- Author appearances at subject-matter related conferences
- Regional & national TV appearances
- Publicity on online news sites and blogs
- Book promotion tied in with charity screenings of the film in the USA
- Social media
- Support from the following organizations: Willow Breast & Hereditary Cancer Support, FORCE: Facing Our Risk of Cancer Empowered, and the American Cancer Society

# Biography, Autobiography, Memoirs



## *The Art of Scouting: Seven Decades Chasing Hopes and Dreams in Major League Baseball*

Art Stewart

Sam Mellinger (with); George Brett (Foreword)

9780991275618

Hardcover | \$24.95

272 pages | 6 x 9

Publication Date: July 2014

Ascend Books

## Content

The heart and soul of Kansas City's major league baseball franchise is a 5-foot-6 and impeccably dressed man you probably haven't heard of. You don't know the Royals history and successes until you know him.

His name is Art Stewart and he helped bring Bo Jackson to the Royals on a hunch. He once signed a player after sneaking into the home and listening in on a rival's offer.

He has the kind of charm that's overmatched highway patrolmen — Art has paid two speeding tickets in his life, and guesses that baseball stories have gotten him out of a dozen more.

He fell in love with baseball when he snuck into his attic and found his late father's baseball gloves, and his seven decades on the wild ride of major league baseball make him a living, breathing, storytelling personification of America's pastime.

## Author Bio

Art Stewart: The only scout ever inducted to the Royals' Hall of Fame, Art has been an integral part of the franchise since 1969. He grew up on the North side of Chicago, walking distance from Wrigley Field, and ran his own semipro team before his 13th birthday.

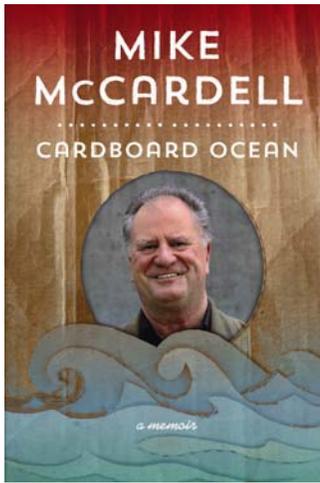
Sam Mellinger has worked at The Kansas City Star since 2000, the last four years as sports columnist. His work has been recognized by the Associated Press Sports Editors, Kansas and Missouri Press Associations, and Best American Sports Writing. He lives in Kansas City with his wife Katie and son Samuel.

## Marketing Plan

- Author appearances
- Promotion on the Royals Radio Network on 50 stations
- In-game scoreboard announcements
- Feature articles in national and local publications
- Visits on morning TV circuit
- Publicity in the Kansas City Star, Lawrence Journal World, Columbia Tribune, Topeka Capital Journal, and other regional newspapers.

# Biography, Autobiography, Memoirs

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## *Cardboard Ocean: A Memoir*

Mike McCardell

9781550176643

Hardcover | \$32.95

352 pages | 6 x 9

Publication Date: October 2014

Harbour Publishing Co. Ltd.

## Content

Bestselling author and TV personality Mike McCardell, known for his humorous and touching portraits of ordinary BC lives, turns a new page and crafts a bittersweet memoir of his own hardscrabble childhood in New York City. McCardell's unmistakable voice, unflagging humour and knack for finding magic in everyday life will thoroughly satisfy his devoted fans and charm those discovering him for the first time. In terms of sustained storytelling, Cardboard Ocean may be his best book yet.

## Author Bio

Mike McCardell has earned the loyalty of hundreds of thousands of fans for his tongue-in-cheek investigative reporting and human interest stories. He is the author of the bestselling Harbour Publishing titles *Haunting Vancouver*, *Unlikely Love Stories*, *Here's Mike*, *Everything Works*, *The Expanded Reilly Method*, *Getting to the Bubble*, *Back Alley Reporter* and *Chasing the Story God* as well as *The Blue Flames That Keep Us Warm*, a national bestseller and BC Book Prize finalist.

**Author Hometown:** West Vancouver, BC

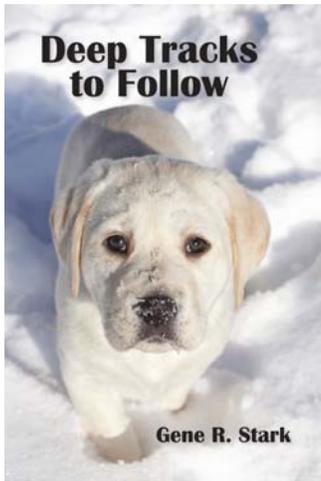
## Previous Books

2012: *Unlikely Love Stories*, 9781550175639

2011: *Here's Mike*, 9781550175622

# Biography, Autobiography, Memoirs

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## *Deep Tracks to Follow*

Gene Stark

9780878397679

Paperback | \$12.95

84 pages | 6 x 9

Publication Date: May 2014

North Star Press Of St Cloud

## Content

When a little fur-ball Labrador pup jumps into your tracks, he's sure to climb into your heart as well. Experience the mysterious and ancient bond that ties the human and canine spirits together. From the first wetting of puppy toes in a tranquil lake to a challenging pheasant retrieval on a wind-swept Montana prairie, dog and man build a wondrous connection of trust and understanding. The hearts of pup and family become one, even as the paw tracks finally turn and vanish into a blustery winter day.

## Author Bio

Gene Stark lives, writes, and shares his family home with a Labrador retriever in rural Minnesota. He enjoys many outdoor activities, including organic gardening, fishing, hunting, and skiing.

**Author Hometown:** Minnesota

## Marketing Plan

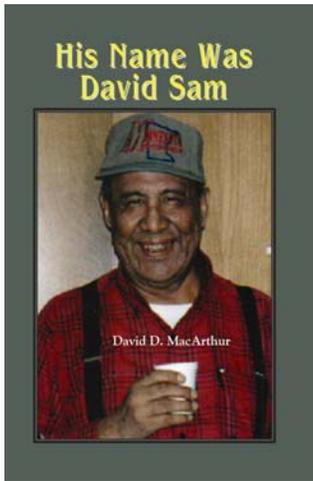
- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2012: Tracks in the Mud, 9780878396306

2013: Water and Dirt, 9780878396672

# Biography, Autobiography, Memoirs



## *His Name Was David Sam: More Stories from My Life Among the Mille Lacs Band*

David MacArthur

9780878396757

Paperback | \$14.95

128 pages | 6 x 9

Publication Date: August 2014

North Star Press Of St Cloud

## Content

In this exciting second installment of short stories, David shares more stories from the Mille Lacs Ojibwe Reservation. From opening up the first convenience store on the reservation to watching the casino's parking lot turn into a lake in a matter of minutes; from taking part in a sweat lodge ceremony to witnessing the aftermath of an explosion heard from miles around, David's stories will delight readers interested in life on the reservation.

## Author Bio

David is a registered member of the Mille Lacs Band of Ojibwe.

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2012: The Day the Watertower Froze, 9780878395972

# Biography, Autobiography, Memoirs

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## *Ian McTaggart-Cowan: The Legacy of a Pioneering Biologist, Educator and Conservationist*

Ronald D. Jakimchuk; R . Wayne Campbell; Dennis A. Demarchi (editors)

9781550176230

Hardcover | \$49.95

320 pages | 8.5 x 11

Publication Date: December 2014

Harbour Publishing Co. Ltd.

### Content

A born naturalist, Ian McTaggart-Cowan grew up exploring the woods around his North Vancouver home and went on to embrace his passion and energize others with his enthusiasm and knowledge. He greatly influenced conservation and scientific documentation of nature within the province and beyond. He contributed significantly to the Royal BC Museum's natural history collection, and as a gifted and caring Professor of Zoology at UBC he motivated his students to dedicate themselves to expanding our biological database.

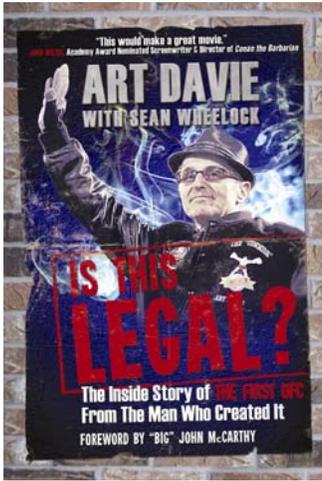
### Author Bio

Wayne Campbell is a renowned bird biologist and co-author of *Birds of British Columbia: Volumes 1-4*. Born in Edmonton, Alberta, he graduated from the University of Victoria in 1976 and received his M.Sc. from the University of Washington in 1983. After graduation he joined the staff of the University of British Columbia as Curator of the Cowan Vertebrate Museum in the Department of Zoology. For almost 20 years, Wayne Campbell has been the Curator of Ornithology at the Royal British Columbia Museum where he conducted wildlife inventories of remote areas of the province including the first complete census of breeding seabird colonies. He has written more than 300 scientific and popular articles, reports and books on higher vertebrates, including *Birds of British Columbia*, for which he was one of the six co-authors.

Ronald D. Jakimchuk co-founded Renewable Resources Consulting Services Ltd. (RRCS) in 1966 and worked as a consulting biologist in the company and as president from 1967 to 2008. He is a member of the Association of Professional Biologists of British Columbia.

Dennis A . Demarchi was awarded the Association of Professional Biologists of British Columbia's Award of Excellence (now called the Ian McTaggart-Cowan Award of Excellence in Biology) for spearheading the development of the British Columbia wildlife habitat classification and ecoregion classification systems.

# Biography, Autobiography, Memoirs



## *Is This Legal? : The Inside Story of the First UFC from the Man Who Created It*

Art Davie

Sean Wheelock (with)

9780991275649

Hardcover | \$24.95

272 pages | 6 x 9

Publication Date: July 2014

Ascend Books

### Content

On November 12, 1993, an entirely new sport was unleashed on an unsuspecting viewing public—one that was unlike any other, and one that would come to redefine combat and action sports for a new generation.

The sport was mixed martial arts (MMA)—although it hadn't been named that yet—and the event was the Ultimate Fighting Championship.

The creation of ad man and serial entrepreneur Art Davie, the UFC entered nearly 90,000 US households through pay per view television with an explosion ... an explosion of blood—as Dutch karate champion Gerard Gordeau kicked fallen Sumo wrestler Teila Tuli right in the face during the first minute of the opening fight.

This shocking scene was only a prelude of what was to come that autumn night in Denver, and worldwide over the next 20 years. Now, for the first time, the true story of how the UFC and the sport of MMA came into existence will be told by the man who started it all.

### Author Bio

Art Davie is the creator of the Ultimate Fighting Championship, and the father of mixed martial arts (MMA). Davie came to sports and entertainment from the advertising agency business.

Sean Wheelock holds the distinction of being the only person to serve as a play-by-play commentator on the FIFA World Cup, Super Bowl, US Open tennis and world championship fights in mixed martial arts.

### Marketing Plan

- National and international interviews with various media outlets
- Mid-summer book launch at UFC Fan Expo in Las Vegas

# Biography, Autobiography, Memoirs



## *It's Awesome, Baby!: 75 Years of Memories and a Lifetime of Opinions on the Game I Love*

Dick Vitale

Dick Weiss (with), Joan Williamson (with), Magic Johnson (foreword)

9780990437536

Hardcover | \$28.95

256 pages | 7.5 x 8.5

Publication Date: October 2014

Ascend Books

## Content

It's hard to believe Dick Vitale, ESPN's perennially youthful basketball analyst, is 75. From his blue-collar roots in New Jersey, his first college coaching job at Rutgers, his ultimate dream job with the Pistons (where he got the Ziggy!), to his 35 years at ESPN as a "Prime-time Performahhh." This is Vitale as you've never seen him—an inside look at America's favorite basketball fan. This book will give you new insights into Dick Vitale—both the sportscaster and the humanitarian.

## Author Bio

Dick Vitale has been the voice of college basketball for ESPN for the last 35 years and an award-winning analyst for the network. He is a member of 12 Halls of Fame. Vitale is a tireless worker in the fight against pediatric cancer and his galas in Sarasota have raised over \$12 million for the V Foundation--a charitable organization named after the late Jimmy Valvano that funds crucial cancer research. He has also written more than a dozen books.

**Author Hometown:** Lakewood Ranch, FL

## Marketing Plan

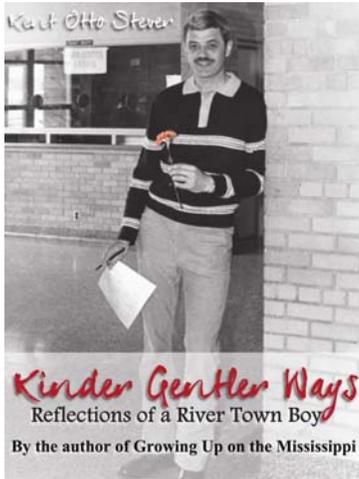
- Publicity during appearances on national network TV and radio talk shows.
- Coverage in national magazines and on high-profile sports fan Web sites.
- Publicity during ESPN's coverage of college basketball
- Special publicity in conjunction with charity events and motivational speaking.
- Social Media Marketing
- Publicity and advertising in major sports magazines
- Autographed memorabilia available for promotional giveaways.
- Media launch at Madison Square Garden
- National Author Tour

## Previous Books

2008: Dick Vitale's Fabulous 50 Players, 9780981716626

2010: Dickie V's ABCs and 123s, 9780984113008

# Biography, Autobiography, Memoirs



## *Kinder, Gentler Ways*

Kent Stever

9780878397143

Paperback | \$14.95

320 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

Harsh as the times of post-World War II days were in appearance, the 1950s comprised an era of proven practice—with common denominators of honesty and truth binding together the “kinder, gentler ways.”

## Author Bio

Kent Stever "draws complete pictures of the scenes of our childhood." He is a skilled observer, lifetime educator, and parent--and sincere friend of young people. He enjoys "a stroll back in time to a simpler place," relishing the memories and joys of neighbors, friends, and community members who mutually supported one another. Dr. Stever is pleased to have his twilight years lakeside in Lakeville, Minnesota, to reflect, research and share stories of meaning.

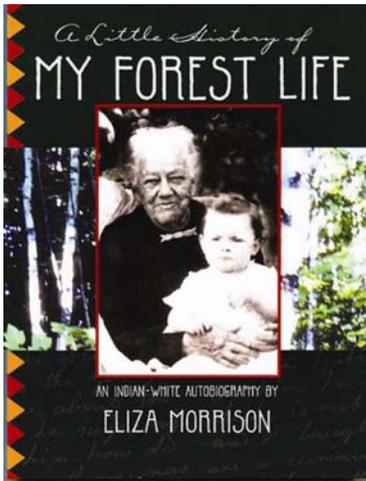
## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2013: Growing up on the Mississippi, 9780878396979

# Biography, Autobiography, Memoirs



## *A Little History of My Forest Life: An Indian-White Autobiography*

Eliza Morrison

Victoria Brehm (Editor)

9780970260628

Paperback | \$19.95

200 pages | 6 x 9

Publication Date: April 2002

Ladyslipper Press

## Content

A Unique and Historic Narrative: Written in 1894 and recently recovered from the archives of the University of Minnesota, this autobiography tells the story of a Chippewa-Scots-French woman from Madeline Island in Lake Superior. Eliza Morrison describes her family's starving time on their homestead, and her travels by boat, dog sled, and on foot. Metis culture comes alive with the Wisconsin Death march, the Dream Dance, Indian marriage and burial customs, making maple sugar, and the Chippewa-Dakota War. Morrison relates two never-before-recorded Native stories, complete with songs.

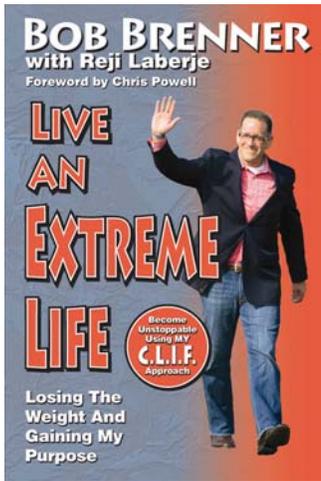
## Author Bio

Eliza Morrison lived on Madeline Island in Lake Superior in the late 1800s.

Victoria Brehm is a professor of American literature and the author of *Sweetwater, Storms, and Spirits: Stories of the Great Lakes*. She is a National Endowment for the Humanities Fellow.

**Author Hometown:** Tustin, Michigan

# Biography, Autobiography, Memoirs



## *Live an Extreme Life: Losing the Weight and Gaining My Purpose*

Bob Brenner

Reji Laberje (with); Chris Powell (Foreword)

9780989309585

Paperback | \$19.95

288 pages | 6 x 9

Publication Date: September 2014

Ascend Books

### Content

Growing up in small-town Wisconsin, Bob Brenner fed his addictions to food and football, becoming the biggest guy in his family of six siblings and on the defensive lines of winning team after winning team. Football carried Bob to the status of hometown hero on a college football team that he eventually coached. However, his education was all about pursuing his lifelong dream of being a police officer. Going into the dark underground of drug trafficking, Bob's size was an asset once again. Life on the edge pushed Bob's weight and his well-being over it. The adrenaline-infused tales of Bob's youth and his portentous career as a narcotics officer ultimately gave way to the spiritual journey and commitment to changing his physical appearance and lifestyle that transformed Bob into a man on the edge of Commitment, Love, Integrity, and Faith . . . life at the edge of the C.L.I.F.

### Author Bio

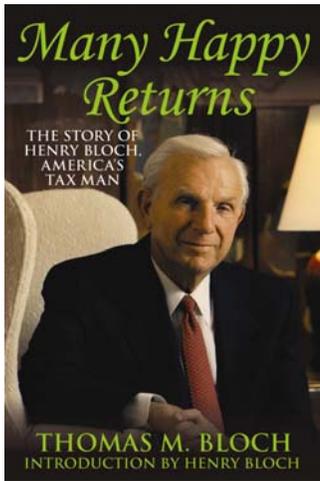
Bob Brenner is a police detective and football coach. After an athletic youth left his body injured and exhausted, he spent the first 19 years of his adulthood letting himself go -- and grow. With the help of his church, he put his insides back together and, with the help of reality TV's Season 3 of ABC's Extreme Weight Loss, he put his outsides back together. Today, living outside of Milwaukee with his wife of more than 20 years, Bob now has his own life coaching business and he inspires people through his story of emotional, spiritual, and physical redemption.

Reji Laberje is a writer and speaker who has presented entertaining and educational programming to thousands since 1997. She is the author of seven books, including "Getting a W in the Game of Life," written with ESPN's Dick Vitale. She also authored the "Winning in Life" advisory curriculum being used by middle and high schools. Reji lives with her husband of 17 years, Joe, and their children near Milwaukee, Wisconsin.

### Marketing Plan

- Publicity in conjunction with Brenner's speaking engagements
- Marketing and Social Media following Brenner's participation in Season 3 of ABC's Extreme Weight Loss, and during the 2014 season of the show
- Radio, TV, and Print marketing during speaking tours related to Brenner's life coaching business, I-Coach Transformation LLC
- Extensive promotions at gyms and other establishments dedicated to fitness and nutrition
- Publicity in magazines related to health, fitness, spirituality, well-being, and reality television

# Biography, Autobiography, Memoirs



## *Many Happy Returns: The Story of Henry Bloch, America's Tax Man*

Thomas Bloch

Henry Bloch (introduction)

9780990437505

Paperback | \$18.95

240 pages | 6 x 9

Publication Date: October 2014

Ascend Books

### Content

Henry Bloch is America's tax man. He and his brother Richard pioneered the commercial tax preparation industry, and the two tycoons built the world-leading firm that has prepared over 500 million returns, H&R Block. But Henry's life deserves to be studied for another reason: His remarkable entrepreneurial philosophy and extraordinary humanitarianism will have a lasting impact on generations.

Many Happy Returns tells the compelling story of this unlikely American hero through Henry's son Tom, who worked alongside his father for nearly twenty years and interviewed him extensively for this book. Here, for the first time, you'll gain illuminating insights into a man whose selfless and unassuming nature made him an uncommon corporate icon. As Time once wrote, "He is a direct, plain-spoken Midwesterner in a brown suit and brown shoes, the type of fellow for whom the word unpretentious was invented."

### Author Bio

Thomas M. Bloch is an author, speaker, educator, entrepreneur, former CEO of H&R Block, and the son of its co-founder, Henry Bloch. Tom worked closely with his father at H&R Block for nearly two decades, serving as President and CEO while Henry was Chairman of the Board. In 1995, Tom Bloch resigned as CEO to become a teacher in an impoverished inner-city section of Kansas City. He co-founded University Academy, an eminently successful urban college preparatory charter school. Tom's highly acclaimed book, "Stand for the Best", chronicles his journey from the corporate boardroom to an inner-city classroom.

### Marketing Plan

- Social Media
- Regional and national speaking engagements
- Author tour: NY, TX, MO, IL
- National and regional TV appearances
- Regional newspaper coverage

### Previous Books

2008: Stand for the Best, 9780470188965

### Previous Edition

2010: 9780470767771 (Hardcover)

# Biography, Autobiography, Memoirs



## *McCulloch of Ohio: For the Republic*

Mark Bernstein

9780692204368

Hardcover | \$22.50

302 pages | 6.25 x 9.25

Publication Date: July 2014

Crown Equipment Corporation

## Content

A story of civic valor - the willingness to place nation ahead of self and justice ahead of expediency. William Moore McCulloch played a pivotal role in the passage of the major civil rights legislation of the 1960s. The larger story is not what he did, but why, and how. He fought for justice and equality because it was in his nature to do so. The purpose of the fight, he said, was not to achieve victory, but to create the reconciliation that civil society requires.

## Marketing Plan

- Book signings/speaking engagements
- Review copies to location and national newspapers

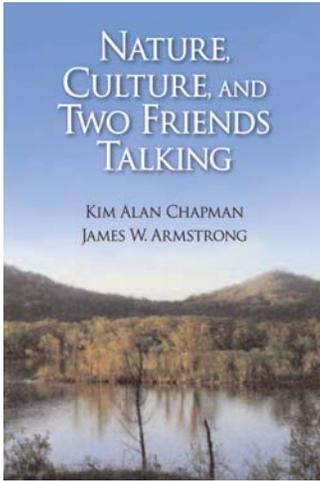
## Previous Books

2013: John J. Gilligan, 9781606351130

2003: World War II on the Air, 9781402200267

# Biography, Autobiography, Memoirs

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## *Nature, Culture, and Two Friends Talking, 1985 to 2013*

Kim Alan Chapman; James W. Armstrong

9780878397327

Paperback | \$16.95

320 pages | 6 x 9

Publication Date: October 2014

North Star Press Of St Cloud

## Content

This book is in part the story of a friendship over thirty years centering on love of nature and two men's quest to understand how to save what they love. At turns literary and scholarly, these essays, poems and public presentations also document not only the evolution of their ideas and expressions of this love, but reflect American culture's own dialog about nature and conservation. In heartfelt prose and vivid language, these two friends give back to us some thirty years of the environmental conversation in America.

## Marketing Plan

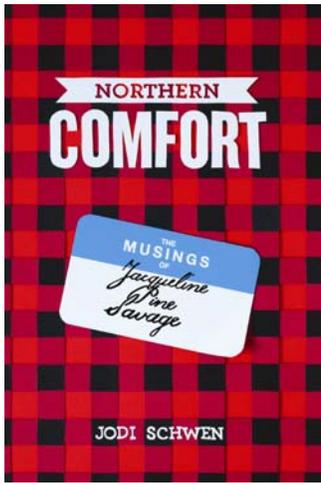
- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

1998: Valley of Grass, 9780878391271

1999: Monument in a Summer Hat, 9780932826787

# Biography, Autobiography, Memoirs



## *Northern Comfort: The Musings of Jacqueline Pine Savage*

Jodi Schwen

9780878397341

Paperback | \$14.95

144 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

Using the pen name of “Jacqueline Pine Savage” has allowed Jodi Schwen to protect the innocent while writing about life up north. Some call it “outstate” or “boondocks”—Jacqueline Pine Savage calls it home. Either way, living in a rural community means finding the humor in north woods living. In *Northern Comfort: The Musings of Jacqueline Pine Savage*, enjoy the several holidays of hunting and fishing seasons, family bonding when the dogs get “skunked,” and how to politely refuse the house tour when guests come a-calling.

## Author Bio

Jodi Schwen (Jacqueline Pine Savage) is a native of the north woods and lives in Brainerd, Minnesota. Her up-north tales first appeared in *Lake Country Journal* magazine, where she began writing under her “Jackypine” pen name. She has learned to survive and thrive in her rural lifestyle by keeping her wit about her.

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Biography, Autobiography, Memoirs



## *One More Time!: The Dal Richards Story*

Dal Richards; Jim Taylor

9781550176858

Paperback | \$21.95

288 pages | 6 x 9

Publication Date: October 2014

Harbour Publishing Co. Ltd.

## Content

These are Dal's memories of the stars and the wannabes, the hustlers and bootleggers and hat check chicks, all of whom paraded through his life in the days when Vancouver's nightclub scene rivalled San Francisco's, and Hollywood's big-name performers made it a regular tour stop.

This story takes a loving look back at the gigs, laughter and musical misadventures of a time when the songs came from records and radio instead of CDs and iPods. It was a time when the music business was rich with characters like "Two-for Joe," who ran the spotlight at the Cave and frequently took it off the performer to turn it on his girlfriend lest she was cavorting with a new beau; and the one-hit wonder singer and piano player who had to hide between performances because a Mafia hit man was looking to turn out his lights.

On his ninetieth birthday Dal sold out the Orpheum Theatre; in 2009 he released a new CD; in 2010 he ran in the Olympic Torch relay, and when the Dal Richards Orchestra launches into *In the Mood*, graceful dancers are set swinging, just as their parents, and even grandparents, have done—through seven decades of keeping the music alive.

## Author Bio

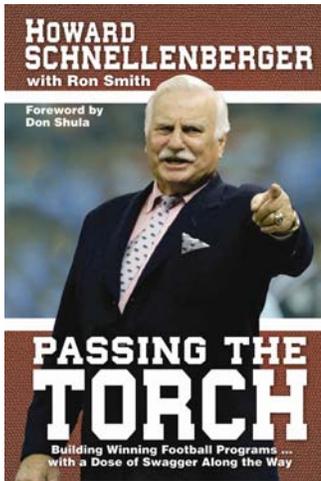
Dal Richards is a legendary musician and bandleader who was an integral part of the big band era in Western Canada and, even at age ninety-six, is still playing gigs. Dal and his band have entertained audiences for over seventy consecutive years at the Vancouver PNE. Richards, or "Doctor Swing" as he is affectionately known, is the recipient of numerous honours and accolades including the Order of British Columbia and the Order of Canada.

Jim Taylor has produced some 7,500 sports columns, three times as many radio shows and thirteen books. His passionate sports writing has earned him membership in the CFL and BC Sports Halls of Fame and a lifetime achievement award from Sports Media Canada. He lives in Shawnigan Lake, BC.

## Previous Books

2009: *One More Time* (hardcover), 9781550174922

# Biography, Autobiography, Memoirs



## *Passing the Torch: Building Winning Football Programs... with a Dose of Swagger Along the Way*

Howard Schnellenberger; Ron Smith  
Don Shula (Foreword); Joe Namath (Introduction)

9780991275670

Hardcover | \$24.95

304 pages | 6 x 9

Publication Date: September 2014

Ascend Books

### Content

One of the most colorful and successful football coaches of the last half-century is ready to tell his story for the first time. Howard Schnellenberger learned his trade from two of the all-time greats, Paul "Bear" Bryant and Don Shula, winning championships with each mentor. Schnellenberger then took the football torch that nominated him for the College Football Hall of Fame.

Schnellenberger saved football at two proud universities. He launched football at a third. He has sent more than 60 college stars on to professional football careers. His stories about those players and the secrets to his remarkable success are the subject of this memoir.

### Author Bio

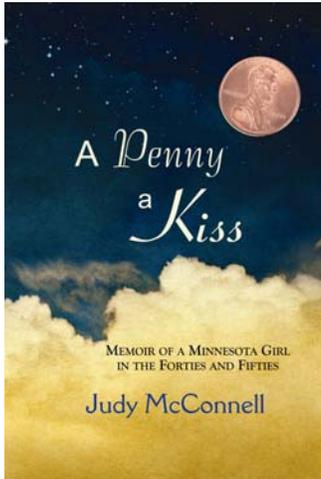
Howard L. Schnellenberger retired from the sidelines in 2011 after 29 years as a head coach and 18 more as an assistant coach. He continues to work at Florida Atlantic University as an Ambassador At Large. He and his wife, Beverlee, live in Boynton Beach with their Brussels Griffon affectionately named Safety Blitz.

Ronald C. Smith has a journalism degree from Boston University, a master's in education from Converse College and a law degree from Florida State University. Ron was executive city editor of the Sarasota Herald-Tribune, managing editor of the Chattanooga Times and editor in chief of the Boca Raton News. He is now a prosecuting attorney living and working in South Florida.

### Marketing Plan

- Radio presence
- New ESPN documentary to air Fall 2014
- Speaking engagements
- Social Media
- Author Website
- Reviews in regional newspapers in Louisville, Alabama, and throughout South Florida

# Biography, Autobiography, Memoirs



## *A Penny A Kiss: Memoir of a Minnesota Girl in the Forties and Fifties*

Judy McConnell

9780878397280

Paperback | \$14.95

272 pages | 6 x 9

Publication Date: August 2014

North Star Press Of St Cloud

## Content

A young southern family moves from the hills of small-town West Virginia to Minneapolis, Minnesota in 1939 and enters a new social stratum. After struggling to fit into a private girl's high school, the daughter attends a western college, where she suffers staggering defeat and enters a relationship that sets her on a singular path. Striving to carve out her identity within the rigid moral codes of the conventional Forties and Fifties, she defiantly pushes the front edge of the emerging hippy protest movements. The demands of academia, isolation, and personal relationships teach her that there's a price to pay for freedom.

## Author Bio

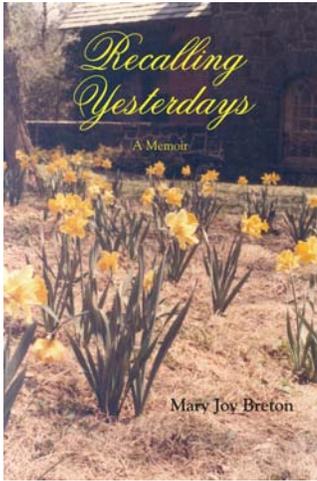
Judy McConnell was born in Charleston, West Virginia. As a young child, she moved with her family to Minneapolis, Minnesota, where she grew up. During her life she dabbled in poetry and short stories, but it wasn't until after marriage, children, and a career in education and training that she took up creative writing full time. Her first book, a memoir, took four years to write. She has recently completed a sequel memoir.

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Biography, Autobiography, Memoirs

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## *Recalling Yesterdays: A Memoir*

Mary Joy Breton

9780878397549

Paperback | \$14.95

208 pages | 6 x 9

Publication Date: May 2014

North Star Press Of St Cloud

## Content

Plunged into poverty by the Great Depression, Mary Joy tells how—after losing their home in Minneapolis—she and her family lived off an acre of land in then-rural Eden Prairie township.

Volunteer work during a political campaign in 1968 led to a job offer that launched her back into the work world.

Mary Joy's memoir covers the ups and downs of her 27-year career in government, corporations, the University of Minnesota, and environmental organizations—rising from a secretary role to an executive level. She also tells about her 40-year marriage, her mid-life metamorphosis, and her people-to-people diplomacy experience with Russian citizens during a Volga River cruise in 1990.

## Author Bio

Mary Joy Breton, eighty-nine, is retired from careers as assistant to the governor of Delaware and as national Audubon Society vice president. Along with a couple of other volunteers--no one, not even the Bretons, is paid--they run the six-year-old nonprofit publishing company, which has published four books about restorative justice and community peacemaking and has two others in the works.

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Biography, Autobiography, Memoirs



## *A Rock Fell on the Moon: Dad and the Great Yukon Silver Ore Heist*

Alicia Priest

9781550176728

Hardcover | \$32.95

256 pages | 6 x 9

Publication Date: October 2014

Harbour Publishing Co. Ltd.

## Content

In its heyday in the 1950s and '60s, the remote community of Elsa, 300 miles north of Whitehorse in the Yukon Territory, was the epicentre of one of the world's most lucrative silver mining operations—an enterprise that far surpassed the riches produced during the iconic Klondike gold rush. For twelve of those years, Gerald Priest was the chief assayer for United Keno Hill Mines (UKHM), the major player in the region. Priest was a clever man who could as easily carry the role of refined gentleman as he could rustic mountain man. As far as ten-year-old Alicia Priest was concerned, her father Gerry's life in Elsa was perfect, but as Alicia grows older, she realizes that perhaps her dad saw things differently, with four female dependents, an ailing wife who couldn't give him the son he wanted, a religiously fanatical mother-in-law and a tedious, dead-end job.

Escape becomes possible when Gerry stakes the Moon Claims and discovers a phenomenal silver-rich boulder—enough silver to make him and his family rich and fund their relocation south. But when Gerry tries to smelt and sell the ore, UKHM calls the RCMP. Too many things don't add up: geologists find the former assayer's boulder story improbable, the manpower required to hand-mine and transport seventy tons of rock across the Yukon terrain is beyond Herculean and most suspiciously, Gerry's ore looks a lot like the ore found in UKHM's Elsa mine.

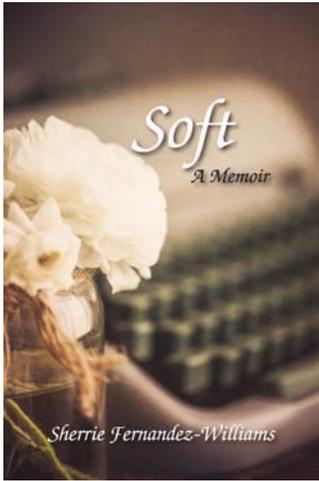
In *A Rock Fell on the Moon*, Alicia Priest consults letters, news stories, archived RCMP files and court documents, and interviews with former mine employees, litigators and police investigators, to piece together the full story of her father's infamous silver ore heist. The result is a lively, heartrending account of a mysterious crime that came extraordinarily close to succeeding; a fascinating look into the small mining communities that once thrived in the Yukon; and the personal story of the Priest family, who could only watch aghast as the life they knew crumbled around them. As she uncovers more of the story, Alicia must reconcile two different versions of her father: the fun-loving, bush-savvy adventurer who raised her, and the man accused and convicted of the Great Yukon Silver Ore Heist.

## Author Bio

Alicia Priest is a journalist with more than twenty-five years of newspaper, radio, magazine and report writing experience, with work appearing in the *Globe and Mail*, *Canadian Medical Association Journal*, the *Georgia Straight*, the *Vancouver Sun*, *Vancouver Magazine* and *Western Living*. She lives in Victoria, BC, with husband Ben Parfitt, also a writer, and their two cats and one dog. They have one daughter. This is her first book.

# Biography, Autobiography, Memoirs

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## *Soft: A Memoir*

Sherrie Fernandez-Williams

9780878397426

Paperback | \$14.95

182 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

## Content

*Soft*, Sherrie Fernandez-Williams's first book, is a relentlessly textured memoir exposing the author's life as she goes back and forth in time, examining who she is today, and why. *Soft* is a story for those who understand moving from one geographical, spiritual, or identity-oriented place to another, hoping to escape, only to discover there are always other places that need escaping. It is a story for those searching their own lives to understand the capacity we may have to move forward, even as we may be forced to move back, with strength, and dignity and compassion, and despite our fears.

## Author Bio

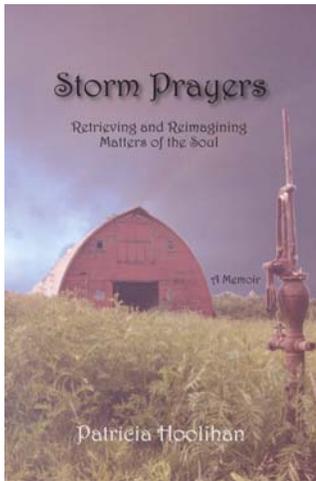
Sherrie Fernandez-Williams is the author of *Soft*. She holds an MFA in Writing from Hamline University in Saint Paul, Minnesota, and is the recipient of an Artist Initiative Award through the Minnesota State Arts Board as well as a SASE/Jerome Grant through Intermedia Arts of Minneapolis. She was a Loft Mentor Series winner for Creative Nonfiction, selected for a Givens Black Writers Collaborative Retreat, and received a Jones Commission Award for new playwrights through the Playwrights' Center of Minneapolis. Excerpts of her memoir have been published in several literary journals and anthologies. Fernandez-Williams discovered her need for words in Brooklyn, New York, where she was born and raised, but she "grew up" as a writer in Twin Cities. She resides and teaches in Saint Paul, Minnesota.

**Author Hometown:** St. Paul, MN

## Marketing Plan

- Social Media
- Book Signings
- Publisher website

# Biography, Autobiography, Memoirs



## *Storm Prayers: Retrieving Recovering and Reimagining Matters of the Soul*

Patricia Hoolihan

9780878397730

Paperback | \$14.95

256 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

### Content

“Storm Prayers is an intriguing and highly readable account describing a labyrinthine path to retrieve the profound in Patricia’s real life experience. Hers is a journey which in many ways relates to universal human experience, but in some incredible way touches down on and in my—and I’m sure many other people’s—most painful and most positively felt parts of our lives.”

~Fr. Michael O’Connell, pastor of the Church of the Ascension, Minneapolis, Minnesota

### Author Bio

Patricia Hoolihan's previous books combine the topics of family, parenting and spirituality (Moments of Peace for Parents of Teens, Launching Your Teen into Adulthood, and more). She teaches at Metropolitan State University and The Loft in Minneapolis, where she lives with her husband during the school year. They spend their summers on a small island north of Honey Harbour, Ontario.

**Author Hometown:** Minneapolis, MN

### Marketing Plan

- Social Media
- Book Signings
- Publisher website

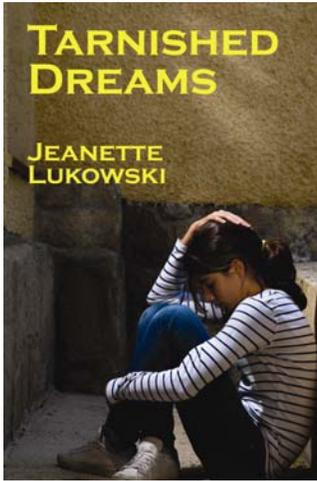
### Previous Books

2007: A Moment's Peace for Parents of Teens, 9781574822472

2009: Launching Your Teen into Adulthood, 9781574822731

# Biography, Autobiography, Memoirs

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## *Tarnished Dreams*

Jeanette Lukowski

9780878397235

Paperback | \$14.95

250 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

Thrilled to have my daughter back after she ran away from home in 2009, I catered to her every whim. I heard the accusations all over my small Minnesota community about how much she lied, but my blinding love made me believe every word she uttered. Discovering my high school daughter was sending topless photos of herself electronically made my stomach lurch. Hearing the police say it was a crime left me speechless. A year later, I began to see the intricacies of her lies and manipulations THIS is some tough love.

## Author Bio

Jeanette Lukowski, born in Chicago, followed her muse to Minnesota in 1991. She's moved around a bit since then, with a slight detour to Wyoming, but still lives in her adopted state. Jeanette earned all three of her degrees post-divorce, while single-handedly raising her two wonderful children.

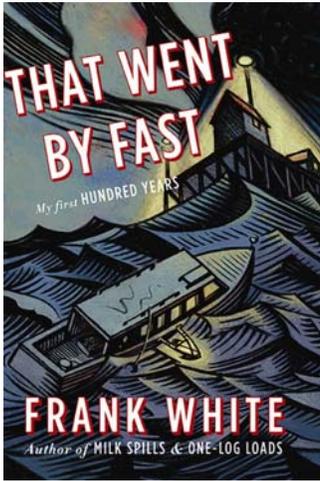
## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2013: Heart Scars, 9780878396559

# Biography, Autobiography, Memoirs



## *That Went By Fast: My First Hundred Years*

Frank White

9781550176681

Hardcover | \$32.95

400 pages | 6 x 9

Publication Date: November 2014

Harbour Publishing Co. Ltd.

## Content

Ex-logger and gas station owner Frank White says living to the age of one hundred is not all it's cracked up to be but it has some plusses. When he trundles down to the local shopping centre in Pender Harbour pretty girls hug him and everybody in town seems to be glad he's lived another day. But celebrity has its drawbacks—when he was only fifty and still had most of his marbles, people only wanted to know what was wrong with their car. But “Now that everything is starting to get hazy, they're not satisfied unless I can tell them the meaning of life.”

In this second memoir in two years, centenarian White sifts through his lengthy adventures trying to live up to those expectations of wisdom before deciding “Life just is.” But what a wild ride he takes us on! Born at the start of the First World War and maturing during the Great Depression, he worked variously as a pioneer freight hauler, pioneer truck logger, camp owner, garment presser, boat builder, home builder, excavating contractor, garage mechanic and waterworks operator, among other things. Then in later life he married the sophisticated and well-connected New Yorker writer Edith Iglauer and started a totally different way of life consisting of opera, celebrity dinners and world travel. His ironic observations on the differences between the two worlds make for fascinating and frequently hilarious reading.

## Author Bio

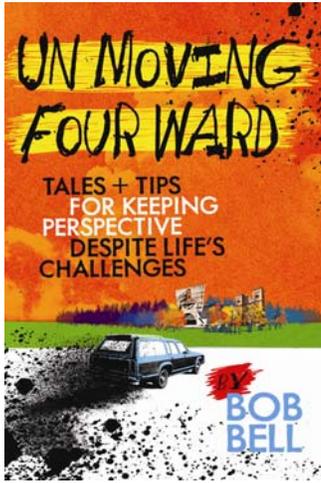
Frank White, author of 2013's bestselling *Milk Spills and One-Log Loads*, lives in Garden Bay, BC, with his wife, the writer Edith Iglauer, who is ninety-seven. He celebrated his hundredth birthday on May 9, 2014.

## Previous Books

2013: *Milk Spills and One-Log Roads*, 9781550176223

# Biography, Autobiography, Memoirs

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## *Un Moving Four Ward*

Bob Bell

9780878397655

Paperback | \$14.95

176 pages | 6 x 9

Publication Date: May 2014

North Star Press Of St Cloud

## Content

Having suffered an accident in the dorms while a student at St. John's University, Bob became a quadriplegic. This fact, however, doesn't keep Bob from living his life fully. This book describes some of his adventures--and challenges--along the way.

This book is for anyone who has faced, is facing, or will face a difficult time in their life. Meaning: it's for everyone. Equal parts humorous, inspirational, informative, and painfully honest. It provides ample doses of tough love, highlights the impact of a loving mother, and calls you to live the one life you've been given to its absolute fullest.

## Author Bio

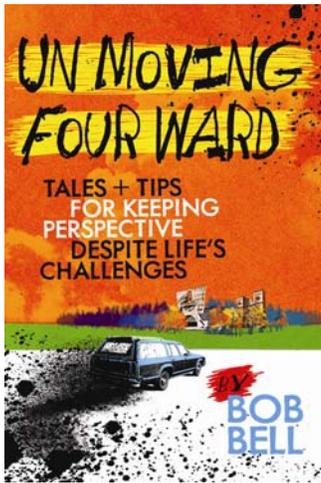
Bob Bell was born and raised in Pensacola, Florida. He has lived in Minnesota, Georgia, Washington, D.C., and New York. He has also traveled in thirty-eight countries. Yet he has never worked as a DJ in a strip club; consequently, he has never welcomed anyone to center stage named Ferrari or Cinnamon.

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Biography, Autobiography, Memoirs

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## *Un Moving Four Ward*

Bob Bell

9780878397815

Hardcover | \$24.95

176 pages | 6 x 9

Publication Date: May 2014

North Star Press Of St Cloud

## Content

Having suffered an accident in the dorms while a student at St. John's University, Bob became a quadriplegic. This fact, however, doesn't keep Bob from living his life fully. This book describes some of his adventures--and challenges--along the way.

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## Author Bio

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## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Biography, Autobiography, Memoirs

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## *When the Spirit Moves*

Paul Leonard

9780989788533

Hardcover | \$22.95

148 pages | 6.5 x 9.5

Publication Date: October 2014

Lorimer Press

## Content

This moving collection of probing and sometimes humorous writing by Paul Leonard, author of *Music of 1000 Hammers*, *Inside Habitat for Humanity* and *Where is Church?* explores how faith, trust, love and commitment can lead us to live more meaningful lives. His work has a psalm-like openness to both the joys and struggles of life and reflects the wisdom gained from a life of servant leadership. This lyrical collection includes poems, essays, litanies and stories about family, friends and even a few dogs.

## Author Bio

Author of *WHERE IS CHURCH* and *MUSIC OF 1000 HAMMERS*, *Inside Habitat for Humanity*, Paul Leonard's professional career has spanned the two disparate worlds of nonprofit ministry and big business. With degrees from Davidson College, University of Chicago's Divinity School, and Emory University, he first served at Trinity Presbyterian Church and then founded a non-traditional church that focused on community action and service. He left the traditional ministry to work in city housing, and was later recruited by the John Crosland Company. He became the company's president in 1984. After the company was acquired by Centex Real Estate Corporation, Leonard was appointed as its Executive Vice-President, responsible for the company's southeast region. After retiring from Centex, Leonard was elected to the Board of Habitat for Humanity International; he served as Chairman of the Board from December, 2001 to December, 2003 and was employed as the Interim CEO of Habitat for Humanity from June, 2004 through October, 2005.

## Previous Books

2012: *Where is Church*, 9780983893622

2007: *Music of a Thousand Hammers*, 9780826428295

# Comics and Graphic Novels

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## *Metaphase*

Chip Reece

Kelly Williams (illustrator)

9781934985380

Paperback | \$9.99

80 pages | 6 x 9

Publication Date: March 2015

Alterna Comics Inc.

## Content

Metaphase is an all-ages graphic novel written by Chip Reece with artwork by Kelly Williams. The story is inspired by the author's real-life superhero son, who has Down syndrome. Lash is one of the greatest superheroes of all time, but his life is forever changed when his son, Ollie, is born with all the physical vulnerabilities that come along with having heart defects and Down syndrome. As Ollie gets older he becomes tired of his dad's over-protection and unwillingness to include him in his superhero adventures. Ollie has lived his life listening to the world tell him he will be limited in what he can do and with the added frustration of being compared to a dad with unlimited abilities. Fueled by his desire to be "super", Ollie turns to Meta-Makers - a company that claims it can give anyone superpowers through chromosome tampering. Unfortunately, Ollie's decision may be disastrous for the greatest hero of all time... his dad!

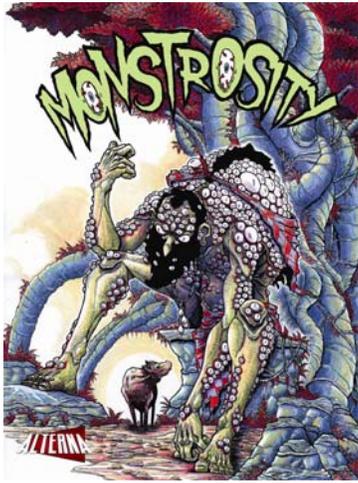
## Author Bio

Chip Reece is the creator and author of Metaphase, a story that is inspired by the his real-life superhero son, Ollie, who has Down syndrome.

## Marketing Plan

- Publisher website promotion
- Publisher Twitter and Facebook
- Author and artist promotion via their own websites, forums, social media, and local media
- Advertising on various websites through banner and link exchange
- Distribution of review copies (both physical and digital) to bloggers, review sites, fan sites, retailers and independent reviewers
- Press releases sent to the 900+ subscribers of Alterna Comics' newsletter
- Book tour

# Comics and Graphic Novels



## *Monstrosity Vol. 2*

Phil McClorey; Ben Truman; Sam Agro

Brian Evinou (illustrator)

9781934985410

Paperback | \$14.99

240 pages | 5.5 x 7.5

Publication Date: October 2014

Alterna Comics Inc.

## Content

From the dark void of outer space and the edges of time comes a monster anthology like no other! Alien transmitted diseases, dimension hopping serial killers, robot massacres and more - roam in the pages of MONSTROSITY!

## Author Bio

Phil McClorey is a comic writer that currently resides in Toronto, ON Canada. His previous works include a contribution to New York Times Best Selling Graphic Book FUBAR Vol.2 Empire of the Rising Dead, Horror in the West, and Monstrosity Volume One.

**Author Hometown:** Toronto, ON Canada

## Marketing Plan

- Publisher website promotion
- Publisher Twitter and Facebook
- Author and artist promotion via their own websites, forums, social media, and local media
- Advertising on various websites through banner and link exchange
- Distribution of review copies (both physical and digital) to bloggers, review sites, fan sites, retailers and independent reviewers
- Press releases sent to the 900+ subscribers of Alterna Comics' newsletter
- Book tour: New York, Baltimore, Philadelphia, Boston, San Diego, Chicago, Columbus, Nashville, Dallas, Toronto, and Pittsburgh

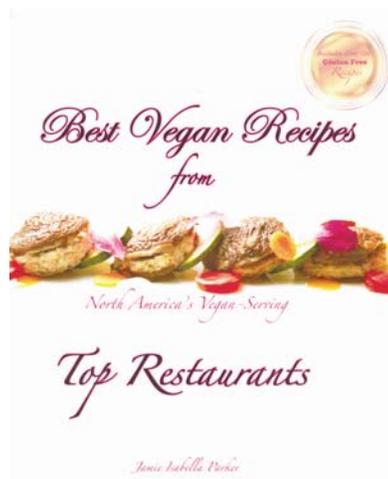
## Previous Books

2013: Monstrosity Vol. 1, 9781934985335

2012: Horror in the West, 9781934985267

# Cookbooks, Cookery, Cooking

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## *Best Vegan Recipes from North America's Vegan-Serving Top Restaurants*

Jamie Isabella Parker

9780993699603

Paperback | \$29.95

256 pages | 7.75 x 9.75

Publication Date: February 2014

Jamie Parker

## Content

Author and vegan cooking teacher Jamie Parker set out on a mission to compile a cookbook with the best vegan recipes from North America's top vegan-serving restaurants.

After years of research, traveling, cooking and tasting she has created this book, Best Vegan Recipes. The book takes the reader on a tour across North America showing off the continent's top 38 vegan-serving restaurants and over 130 of their tastiest recipes.

Every recipe is outstanding and each of the restaurants included have exceptional reputations, most have multiple awards and national fame. Best Vegan Recipes is for novice cooks who want to learn to cook like the best chefs on the continent as well as advanced chefs who want to broaden their skills.

# Cookbooks, Cookery, Cooking



## *Cooking with Mena: Favorite Italian Recipes from Calabria & Sicily*

Filomena "Mena" Castriciano

9780692292594

Paperback | \$24.95

300 pages | 8 x 10

Publication Date: November 2014

Roma Press

### Content

Mena Castriciano of Lansing, Michigan's Roma Bakery presents her favorite Italian dishes including Antipasti, Soups, Dips, Eggs, Fish, Meat, Poultry, Vegetables, Salads, Sauces, Pasta & Rice, Doughs & Breads, Desserts & Cookies. There's an Italian recipe for every occasion!

### Author Bio

Born in the southern Italy region of Calabria, the oldest of five children, Filomena "Mena" Castriciano learned authentic Italian cooking directly from her mother and grandmother. Her family immigrated to America in 1960 when she was just twelve years old. She met her husband Sostine, and for the past forty-six years they have owned and operated the Roma Bakery in Lansing, Michigan, providing traditional Italian meals, breads, cookies, pastries, and cakes to the greater Lansing area.

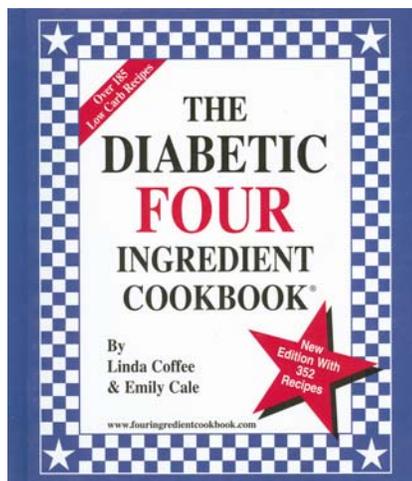
Mena feels that cooking is an act of love, and these delicious recipes are dedicated to her loved ones. Mena wants to share her lifetime of cooking and baking with her children and anyone interested in traditional Calabrese and Sicilian recipes.

**Author Hometown:** Lansing, MI

### Marketing Plan

- Book signings
- TV and Radio interviews
- Cooking presentations and demonstrations
- Reviews in local newspapers
- Social media

# Cookbooks, Cookery, Cooking



## *The Diabetic Four Ingredient Cookbook*

Linda Coffee; Emily Cale

9780962855078

Hardcover | \$19.95

376 pages | 8 x 9.25

Publication Date: November 2003

Coffee & Cale

### Content

If you are trying to eat a healthier diet because of diabetes, or just because you know it is “good for you,” this cookbook is a lifesaver! More than 350 delicious dishes using 4 ingredients. Each with nutritional analysis, and 180 recipes that are low in carbohydrates. Appetizers, salads, veggies, main dishes, sauces, pastas, and desserts for family meals and entertaining!

### Author Bio

Linda Coffee is a trained Home Economist, who worked in a nutrition program for Texas A&M University. She is an accomplished cook, home designer and a partner in her husband's home building business. She has two children and co-authored this book in response to their need for good home cooking on a busy schedule.

Emily Cale is a native Texan, a world traveler and gourmet cook, wife, mother and full time employee with an adult and community education program. She co-authored this book as a way of sharing her secrets for "meals in minutes" with busy people in need of "quick to fix" food.

### Marketing Plan

Author website

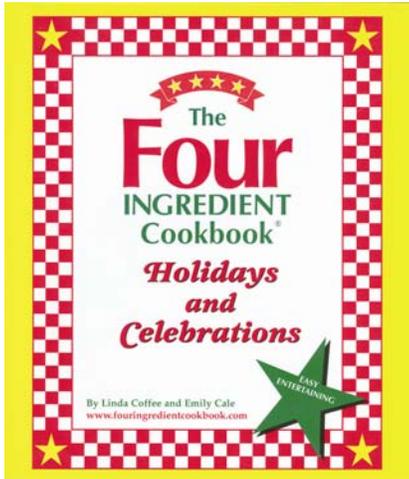
Publisher website

Social media

### Previous Books

2002: Four Ingredient Cookbooks: Over 700 Four Ingredient Recipes, The, 9780962855054

# Cookbooks, Cookery, Cooking



## *The Four Ingredient Cookbook Holidays & Celebrations*

Linda Coffee, Emily Cale

9780978963804

Hardcover | \$9.95

200 pages | 8 x 9.25

Publication Date: September 2007

Coffee & Cale

## Content

Entertaining does not have to be complicated! With this book, you can enjoy hosting your own dinner parties. For each holiday, we give you easy recipes using only 4 ingredients, a complete shopping list, and delightful entertaining tips. How easy is that!?

## Author Bio

Linda Coffee is a trained Home Economist, who worked in a nutrition program for Texas A&M University. She is an accomplished cook, home designer and a partner in her husband's home building business. She has two children and co-authored this book in response to their need for good home cooking on a busy schedule.

Emily Cale is a native Texan, a world traveler and gourmet cook, wife, mother and full time employee with an adult and community education program. She co-authored this book as a way of sharing her secrets for "meals in minutes" with busy people in need of "quick to fix" food.

**Author Hometown:** Texas

## Marketing Plan

Author website

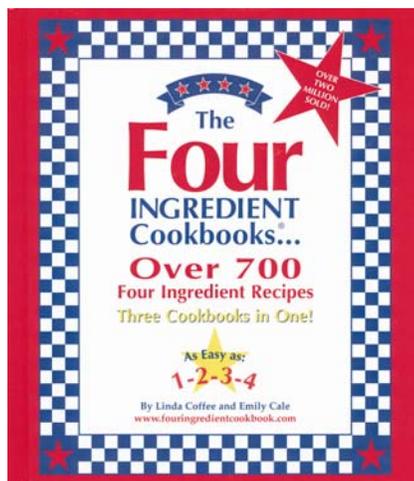
Publisher website

Social media

## Previous Books

2002: Four Ingredient Cookbooks: Over 700 Four Ingredient Recipes, The, 9780962855054

# Cookbooks, Cookery, Cooking



## *The Four Ingredient Cookbooks: Over 700 Four Ingredient Recipes*

Linda Coffee; Emily Cale

9780962855054

Hardcover | \$19.95

368 pages | 8 x 9.25

Publication Date: October 2002

Coffee & Cale

### Content

This is the one that started it all—a combination of the first three cookbooks: The Four Ingredient Cookbook; More of the Four; and Low Fat & Light. You will find more than 700 quick, simple recipes—each using only four ingredients! Quick and easy to create, you will be amazed at the great tasting dishes you can make for appetizers, salads, veggies, meats, and desserts.

### Author Bio

Linda Coffee is a trained Home Economist, who worked in a nutrition program for Texas A&M University. She is an accomplished cook, home designer and a partner in her husband's home building business. She has two children and co-authored this book in response to their need for good home cooking on a busy schedule.

Emily Cale is a native Texan, a world traveler and gourmet cook, wife, mother and full time employee with an adult and community education program. She co-authored this book as a way of sharing her secrets for "meals in minutes" with busy people in need of "quick to fix" food.

### Marketing Plan

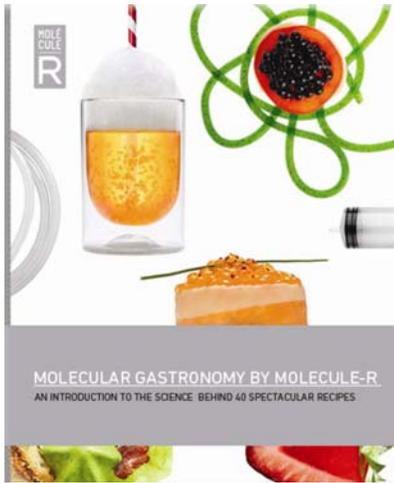
Author website

Publisher website

Social media

# Cookbooks, Cookery, Cooking

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## *Molecular Gastronomy*

Molecule-R

9780992111014

Hardcover | \$24.99

168 pages | 8.5 x 10.5

Publication Date: October 2013

Molecule-R Flavors, Inc.

## Content

40 new stunning recipes explained and illustrated with the intelligence and aesthetic beauty that defines the MOLECULE-R brand. A complete and accessible reference work now paves the way for a democratisation of molecular gastronomy!

## Author Bio

Molecule-R Flavors Inc. aims to make a wide range of products and applications taken from molecular gastronomy accessible to amateur cooks.

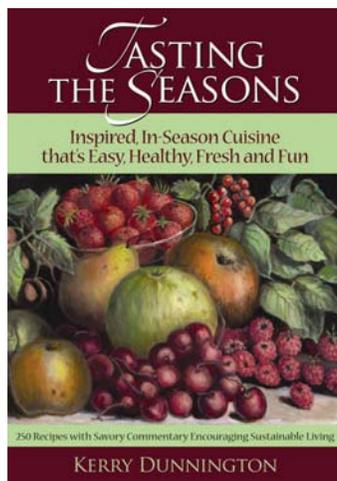
## Marketing Plan

Social Media

Samples sent to magazines and TV shows

Celebrity chefs to be contacted to increase awareness

# Cookbooks, Cookery, Cooking



## *Tasting the Seasons: Inspired, In-Season Cuisine That's Easy, Healthy, Fresh and Fun*

Kerry Dunnington

9780990418504

Paperback | \$19.95

312 pages | 7 x 10

Publication Date: September 2014

Kerry Dunnington

## Content

For cooking aficionados or those just beginning their culinary journey, the innovative approach in *Tasting the Seasons* allows cooks to follow the food seasons and appreciate nature's bounty. With flair and humor, culinary expert Kerry Dunnington shares 250 perfectly seasoned recipes with savory commentary that inform and inspire a sustainable approach to home cuisine and entertaining. Each recipe conveys the powerful benefits of serving food that is whole, real, seasonal, local and well-prepared. These delicious dishes will help transform the way you and your family and friends feel about preparing and eating great-tasting food.

## Author Bio

Kerry Dunnington's passion for creative food preparation, ethical food practices, and healthy food consumption encompasses all that she's done for three decades as a food columnist, recipe developer, entertainment consultant, culinary judge, and award-winning cookbook author. Kerry writes for multiple publications, including the Examiner newspapers, Smart Woman, Baltimore eats, and the Urbanite. Now living the concepts of "local, organic and sustainable," Kerry continues her writing on this subject.

**Author Hometown:** Baltimore, MD

## Marketing Plan

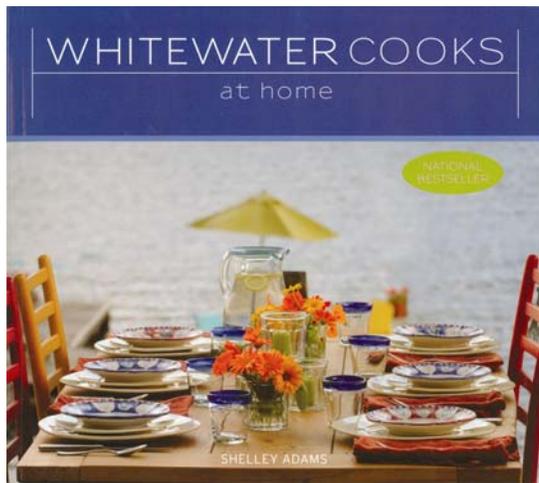
- Marketing Plan:
- Publishers Weekly fall cookbook feature
- Many bloggers are expected to review the book
- National print media campaign
- Social media campaign
- Mailing to bookstores and libraries in mid-Atlantic states, in the Northwest, and California
- Author tour
- Trade show attendance

## Previous Books

2013: Planet Kitchen Table, 9780615844220

2004: This Book Cooks, 9781413465440

# Cookbooks, Cookery, Cooking



## *Whitewater Cooks at Home*

Shelley Adams

9780981142401

Paperback | \$29.95

164 pages | 10.25 x 9

Publication Date: July 2009

Alicon Holdings LTD

## Content

If you bought the first cookbook of Shelley Adams, you are in for a treat. Her second cookbook is even better. Complicated food techniques or passing all day in the kitchen is not necessary to impress your friends and family. You simply need tasty recipes. This is what *Whitewater Cooks at Home* is all about. Shelley gathered recipes for friends, family, local celebrities and favorites from Fresh Tracks Café. The cookbook is divided in 5 sections: starters, salads, soups and sides, dinners and desserts. Each recipe is well documented with easy to follow step by step instructions. Each step starts with a verb written in bold. You will not have any problems to reproduce the beautiful way she plated her dishes. The recipes rely on easy to find, often inexpensive, ingredients. This cookbook fits within our time. The culinary world is experiencing a resurgence of using every day ingredients over luxurious ingredients.

## Author Bio

Shelley Adams is the chef and driving force behind the *Whitewater Cooks Series*. After starting her career as a caterer to the movie industry in Vancouver, Shelley became the creative director of the Fresh Tracks Cafe and owner of *Whitewater Ski Resort* in Nelson, B.C. She soon became celebrated for her innovative and delicious menu options. Shelley is passionate about creating easy-to-follow, delicious recipes from fresh ingredients and about sharing her love of food with others. Shelley is a force of nature who thrives on non-stop activity and on creating amazing meals for friends and family. Shelley and Mike's two children, Ali and Conner, create great meals for their friends at university with their dog-eared copies of *Whitewater Cooks* cookbooks. Shelley and Mike live on the Shores of Kootenay Lake with Tempy, their large golden retriever and Pants, their elusive cat.

**Author Hometown:** British Columbia, Canada

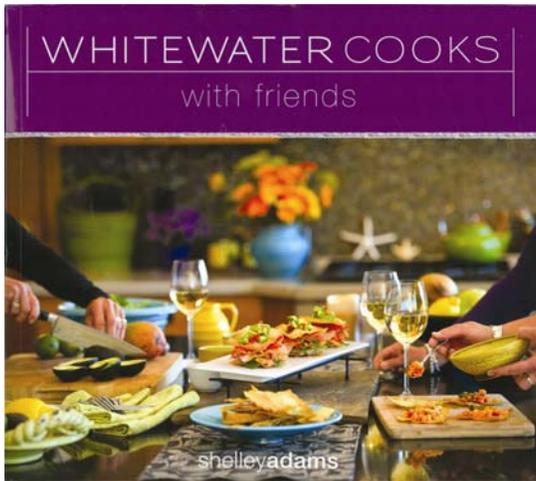
## Marketing Plan

- Working with publicist for promotion
- Soliciting newspaper, radio and TV media
- Working to build an on line presence through social media

## Previous Books

2010: *Whitewater Cooks*, 9781552858714

# Cookbooks, Cookery, Cooking



## *Whitewater Cooks with Friends*

Shelley Adams

9780981142418

Paperback | \$29.95

156 pages | 10.25 x 9

Publication Date: October 2011

Alicon Holdings LTD

## Content

If you want to know why the Whitewater Cooks series by Shelley Adams has been so successful, you have to believe in the power of word-of-mouth. Whitewater Cooks and Whitewater Cooks at Home have become national bestsellers in record time. For every home cook who's entertained using Shelley's recipes, there's a table of guests so impressed with the meal, that each has immediately headed off to their nearest retailer to purchase their own copies of these amazing cookbooks. The proof is literally "in the pudding". Whitewater Cooks with Friends adds a new dimension to Shelley's awesome recipes: it's fun and casual, with a dollop of easy but impressive recipes that people will LOVE!

## Author Bio

Shelley Adams is the chef and driving force behind the Whitewater Cooks Series. After starting her career as a caterer to the movie industry in Vancouver, Shelley became the creative director of the Fresh Tracks Cafe and owner of Whitewater Ski Resort in Nelson, B.C. She soon became celebrated for her innovative and delicious menu options. Shelley is passionate about creating easy-to-follow, delicious recipes from fresh ingredients and about sharing her love of food with others. Shelley is a force of nature who thrives on non-stop activity and on creating amazing meals for friends and family. Shelley and Mike's two children, Ali and Conner, create great meals for their friends at university with their dog-eared copies of Whitewater Cooks cookbooks. Shelley and Mike live on the Shores of Kootenay Lake with Tempy, their large golden retriever and Pants, their elusive cat.

**Author Hometown:** British Columbia, Canada

## Marketing Plan

- Working with publicist for promotion
- Soliciting newspaper, radio and TV media
- Working to build an on line presence through social media

## Previous Books

2010: Whitewater Cooks, 9781552858714

# Cookbooks, Cookery, Cooking

WHITEWATER COOKS  
with passion



## *Whitewater Cooks with Passion*

Shelley Adams

9780981142425

Paperback | \$29.95

204 pages | 10.25 x 9

Publication Date: September 2014

Alicon Holdings LTD

## Content

passion: "a strong and barely controllable emotion"... this word so aptly describes the inspiration for the fourth book in the Whitewater Cooks series. Shelley Adams' passion for cooking is so evident to anyone who knows her or her fabulous recipes.

The focus in Whitewater Cooks with Passion is on fresh, healthy recipes that range from innovative vegetarian dishes to sumptuously rich and extravagant ones that will inspire passion for food in everyone.

## Author Bio

Shelley Adams is the chef and driving force behind the Whitewater Cooks Series. After starting her career as a caterer to the movie industry in Vancouver, Shelley became the creative director of the Fresh Tracks Cafe and owner of Whitewater Ski Resort in Nelson, B.C. She soon became celebrated for her innovative and delicious menu options. Shelley's first cookbook, Whitewater Cooks - Pure, Simple, and Real Creations from the Fresh Tracks Cafe was soon followed by two other Canadian best sellers, Whitewater Cooks at Home and Whitewater Cooks with Friends. Whitewater Cooks with Passion is the fourth book in the series.

Shelley is passionate about creating easy-to-follow, delicious recipes from fresh ingredients and about sharing her love of food with others. Shelley is a force of nature who thrives on non-stop activity and on creating amazing meals for friends and family. Shelley and Mike's two children, Ali and Conner, create great meals for their friends at university with their dog-eared copies of Whitewater Cooks cookbooks. Shelley and Mike live on the Shores of Kootenay Lake with Tempy, their large golden retriever and Pants, their elusive cat.

**Author Hometown:** British Columbia, Canada

## Marketing Plan

- Working with publicist for promotion
- Soliciting newspaper, radio and TV media
- Working to build an on line presence through social media

## Previous Books

2010: Whitewater Cooks, 9781552858714

# Education and Teaching



## *What's Under Your Cape?: SUPERHEROES of the Character Kind*

Barbara Gruener

9781938326332

Paperback | \$12.95

120 pages | 5.5 x 8.5

Publication Date: May 2014

Nelson Publishing & Marketing

Ferne Press

### Content

What if students in your classroom could excel in academics AND character education? What kind of impact would they make on the world? Through stories and activities, learn how Barbara Gruener uses the word SUPERHEROES to define positive character traits. This powerful handbook will change the way you look at character education.

### Author Bio

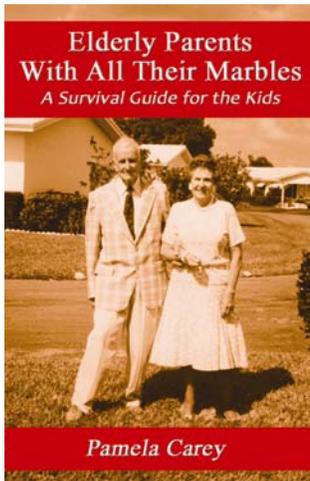
Barbara Gruener is a counselor and character coach at Westwood-Bales Elementary, a National School of Character. She grew up on a family dairy farm in Wisconsin and credits life on the farm with helping build her strength of character and work ethic during her formative years. Though she'll tell you that she informally started teaching when she was in kindergarten, Barbara has worked as a teacher and counselor with students across all grades, pre-K through twelfth, for thirty years. During that time, Barbara has always used fun as her invitation to engage, create, discover, learn, and grow with her students. She feels blessed to be able to connect with kids, be a part of their stories, and help them reach their greatest potential. Her boundless energy and passionate enthusiasm have taken her from San Francisco to New Jersey and Wisconsin to Puerto Rico, sharing her message about the importance of shaping hearts and minds for the future with kindness, respect, and care. When she's not working, Barbara likes to knit, bake, read, write, and take long walks. She lives in Friendswood, Texas, with her husband, John, and their three children. Please visit Barbara at [www.corneroncharacter.com](http://www.corneroncharacter.com)

**Author Hometown:** Friendswood, TX

### Marketing Plan

- Author talks and book signings at schools, libraries, and bookstores
- Publisher will contact press/media for events relating to this book
- Press Kit distributed to bookstores
- Publisher website, author website, and social media presence
- Local newspaper articles
- Op-ed articles for trade journals, newspapers, and magazines
- Publisher will market this book when exhibiting at conferences - 20-25 per year.
- Book will be submitted to reviewers such as Publisher's Weekly, Book List and School Library Journal.

# Family and Relationships



## *Elderly Parents With All Their Marbles: A Survival Guide for the Kids*

Pamela Carey

9781891724183

Paperback | \$14.95

158 pages | 5.5 x 8.5

Publication Date: June 2014

New River Press/Barking Cat Books

### Content

While there is a plethora of guidance on dealing with parents and loved ones with dementia, little to nothing is available to guide children in dealing with parents who are still sentient and astute but who might need some assistance for physical reasons. In *Elderly Parents With All Their Marbles* author Pam Carey has created a resource which provides that guidance. From how to deal with parents reluctant to accept assistance or downsize to insinuating yourself into their medical care, from how to facilitate the necessary letting go of some controls to how to do so while allowing parents to maintain their dignity, Pam covers it all.

### Author Bio

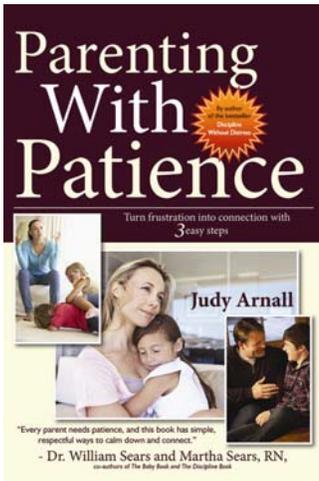
Pam Carey was the primary caretaker of her aging parents and wrote this book as a resource for others facing similar journeys. Pam is also the author of *Minor League Mom, A Mother's Journey Through the Red Sox Farm Teams* (2009). The mother of Red Sox farm team veterans Tim and Todd Carey, Pamela holds a B.A. from Colby College and an M.A. from Columbia University Teachers College. A former information director for the Delaware Department of Education, Pam taught in Connecticut, Georgia and Maine. Later, she earned an advanced degree in interior design and opened *Interiors by Pamela* in Cumberland, R.I. There, she taught adult education and served in many civic capacities. Pamela and her husband, Charley, are "snowbirds," residing in Delray Beach, Florida in the winter and Westport, Massachusetts in the summer.

**Author Hometown:** Delray Beach, FL

### Marketing Plan

- Radio interviews
- Local TV in MA and FL
- National TV Campaign
- Author website
- Social Media/Social Networking
- Online Review Solicitation
- Blog Awareness Campaign

# Family and Relationships



## *Parenting With Patience: Turn Frustration Into Connection With 3 Easy Steps*

Judy Arnall

9780978050955

Paperback | \$16.95

150 pages | 6 x 9

Publication Date: October 2014

Professional Parenting Canada

## Content

According to a New York Times article, shouting at children is the new spanking. Parents don't intend to shout or yell, but they lose patience and raise their voices. Afterwards, parents feel guilt, and resolve not to yell. Parenting With Patience is a short easy-to-read book that is full of tips and tricks that really work in the moment of anger to curb yelling. It provides a simple model for dealing with anger to help parents to better connect with children in order to solve everyday normal parenting challenges.

Positive parenting and positive discipline has to begin with positive stress management. All families have stress. Make it work for you!

## Author Bio

Judy Arnall is a parenting speaker, trainer, and bestselling author based in Canada. As a professional speaker, Judy Arnall is Canada's leading authority on non-punitive, respectful parenting and family relationships. Judy has been a regular article contributor for the past 18 years to Calgary's Child Magazine and is a regular guest on Global TV, City TV, Shaw TV, and CTV. She is regularly quoted in magazines such as Chatelaine, Today's Parent, Parents, Canadian Living, Natural Parenting, ParentsCanada and Canadian Family Magazine, and newspapers such as Globe and Mail, Postmedia News, National Post, Metro News, and Huffington Post. She currently teaches Parent Effectiveness Training at [HYPERLINK "http://conted.ucalgary.ca/campaign/200801-newsletter/parenting.html"](http://conted.ucalgary.ca/campaign/200801-newsletter/parenting.html) The University of Calgary, Continuing Education, and speaks for LifeSpeak, Womens Health Resources, CES Education, Chinook Learning and [HYPERLINK "http://www.pactcalgary.com/"](http://www.pactcalgary.com/) PACT - Parents and Children Together Association. Judy has delivered hundreds of quality parent education sessions to thousands of parents in schools, libraries, corporate workplaces, and social agencies.

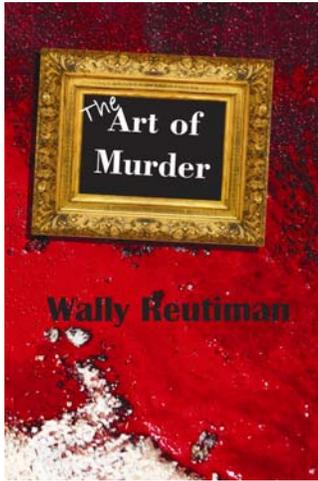
## Previous Books

2007: Discipline Without Distress, 9780978050900

2011: Last Word on Parenting Advice, 9780978050924

# Fiction

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## *The Art of Murder*

Wally Reutiman

9780878397259

Paperback | \$14.95

240 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

### Content

Attorney Michael Connelly lives in the small lakeside community of Excelsior, Minnesota. Mike is perfectly content with his mundane life until he attends a nighttime street dance for his high school reunion, where he chances to meet his old high school sweetheart. She is married, and he is not, and the magic between them remains alive.

### Author Bio

Wally grew up in Excelsior, Minnesota and lived most of his adult life in neighboring Shorewood. After graduating from the University of Minnesota, he worked in the foundry industry where he eventually owned a business. While working in the industry, Wally became exposed to banking as a bank director of a community bank. These experiences gave him knowledge upon which to draw for his story telling. Upon retiring from the foundry business, Wally began his writing career. He now splits his time between Minnesota and Naples, Florida.

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

### Previous Books

2013: Melt Point, 9780878396610

2008: Murder at Christmas Lake, 9780878392940

# Fiction



## *Bad Lies*

Thomas B. Jones

9780878397525

Paperback | \$14.95

256 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

## Content

An African-American golfer and a washed-up St. Paul Saints's pitcher, caught in a dangerous post-World War II mix of racial tension, anxious social change, and anti-Communist paranoia, struggle to find a common ground of trust as they mount a challenge to segregation in professional golf.

It's the late 1940s, and the Professional Golf Association's "Caucasian only" rule is in force for almost every major tournament. Flash Dawkins knows he's good enough to win as a pro golfer, but his attempt to qualify for the St. Paul Open makes him a marked man with a growing list of enemies ready to short-circuit his dreams of becoming golf's Jackie Robinson.

## Author Bio

Thomas B. Jones is a retired professor of history and author of *The Missing Professor* (2005), *Deadly Professors* (2010), and articles and books on U.S. history, golf, liberal education, student success, and college teaching. For more information, visit <http://missingprofessor.blogspot.com>.

## Marketing Plan

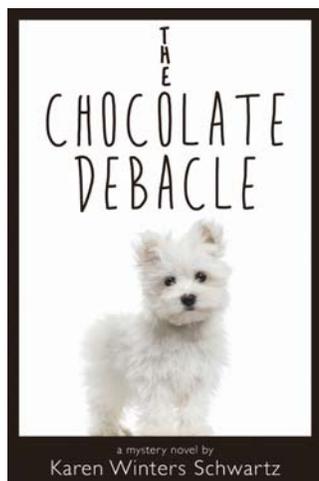
- Social Media
- Book Signings
- Publisher website

## Previous Books

2005: *The Missing Professor*, 9781579221386

2010: *Deadly Professors*, 9781579224509

# Fiction



## *The Chocolate Debacle*

Karen Winters Schwartz

9781936636136

Paperback | \$14.95

288 pages | 5.25 x 8

Publication Date: October 2014

Goodman Beck Publishing

### Content

Six months after her husband dies, fifty-eight-year-old Florence Loughton falls in love. She falls in love the moment that Hector stretches out his tiny little neck and licks at the smooth tan skin of her face. She soon forms an unlikely bond with twenty-six-year-old Trey Barkley, Hector's dog walker. Trey doesn't seem to mind that he walks dogs for a living or that he still lives with his parents, but when his whole world is set on end by a brief chocolate bar encounter, leading to his arrest for a murder he may or may not have committed--threatening his livelihood, his freedom, and the sanity he's worked so hard to maintain--he minds. He minds very much--especially considering that it's the murder of his only real friend: Mrs. Florence Loughton. Detective Seth Wooley is initially confident in his quick arrest of the crazy-ass dog walker. Every clue indicates that Trey Barkley is the murderer. Easy--except Seth just can't seem to shake the fact that sometimes things are just too damn easy. *The Chocolate Debacle* is a captivating story where two lonely people come together and form an odd friendship that comes to an abrupt and troubling end on the day Flo dies.

### Author Bio

Karen Winters Schwartz was born and raised in Mansfield, Ohio. Educated at The Ohio State University, both Karen and her husband have shared a career in optometry in Central New York's Finger Lakes while raising two daughters together. Karen is the president of NAMI Syracuse (National Alliance on Mental Illness), a strong advocate for mental illness awareness, and a sought-after speaker at health association events and conferences across the country. Her widely praised novel on mental illness, *Reis's Pieces* was released in the spring of 2012 as a follow-up to her critically acclaimed debut, *Where Are the Cocoa Puffs?* Through her books Karen opens up discussions about the need for empathy and the impact of the negative stigma associated with these neurobiological brain disorders. Through literature, she educates while entertaining, elicits empathy while telling a great story, and advocates by reaching those who just don't "get it." *The Chocolate Debacle* is her third novel.

### Marketing Plan

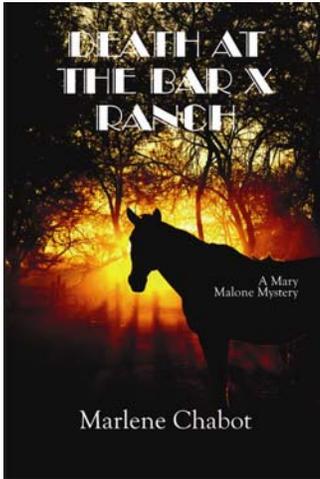
- Author is working with publicist
- ARC distribution
- Radio Shows
- Speaking engagements across the country
- Social media

### Previous Books

2012: *Reis's Pieces*, 9781936636082

2010: *Where Are the Cocoa Puffs?*, 9780979875564

# Fiction



## *Death at the Bar X Ranch*

Marlene Chabot

9780878397389

Paperback | \$14.95

272 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

### Content

Newly unemployed teacher Mary Malone never suspected she would become a Miss Marple wannabe when she and her recently widowed aunt decide to sublet her private investigator brother's apartment in the Foley complex near downtown Minneapolis. After having listened to a message intended for the PI's ears only, Mary is determined to solve what sounds like an easy case for Reed Griffin, owner of the Bar X Ranch, and soon finds herself not only facing down her demons from childhood—fear of horses—but also being surrounded by two deaths and three very deceiving men.

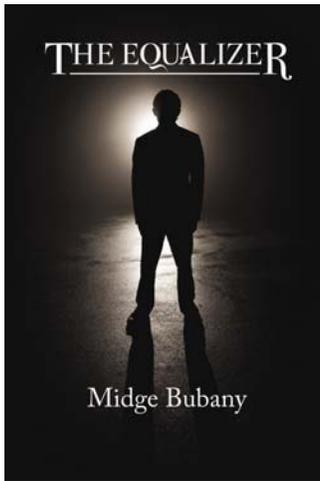
### Author Bio

Marlene Chabot, a member of Sisters in Crime and Great River Writers, has been a freelance writer since 2007 and is the author of *China Connection*, *North Dakota Neighbor* and *Mayhem With A Capital M*. She received a B.S. degree in education from St. Cloud State University, an A.A.S. business marketing degree from Anoka Ramsey and a certificate from the Institute for Children's Literature.

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Fiction



## *The Equalizer*

Midge Bubany

9780878397372

Paperback | \$14.95

282 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

Deputy Investigator Cal Sheehan tackles the first homicide investigation of his career: a shocking double murder in an outstate Minnesota county park. In the mix of the tale, Cal is distracted by his dysfunctional family and two aggressive women trying to manipulate their way into his life. But Cal is -unaware of just how manipulating both women are—and to what extent they will each go to get what they want.

## Author Bio

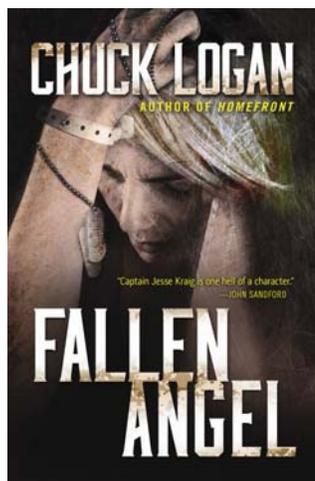
Midge Bubany, a retired teacher, has educated herself on police procedures using several resources, including attending the Orono Citizens Police Academy, an eight-week course offered by the Orono Police Department--which also allowed her the privilege of participating in ride-alongs. Midge lives with her husband in Long Lake, Minnesota. This is her first published novel.

**Author Hometown:** Long Lake, MN

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Fiction



## *Fallen Angel*

Chuck Logan

9780980001792

Paperback | \$15.00

408 pages | 5.5 x 8.5

Publication Date: October 2014

Conquill Press

## Content

Seriously banged up when her Blackhawk went down in Iraq, Captain Jesse Kraig deals with issues related to Traumatic Brain Injury. Now highly placed people are trying to silence her about something she witnessed when she was wounded. But she can't remember what she saw.

## Author Bio

Chuck Logan is the NY Times bestselling author of eight previous books, including Homefront, which was made into a major motion picture of the same name by Millennium Films and starred Jason Statham, James Franco, Winona Ryder and Kate Bosworth. A Vietnam veteran, he lives in Stillwater, Minnesota with his wife and daughter.

**Author Hometown:** Stillwater, MN

## Marketing Plan

- Signings at bookstores
- Book groups
- Tradeshow attendance
- Book Fairs and festivals
- Local/national TV and radio
- Social media campaign

## Previous Books

2006: Homefront, 9780060570217

2009: South of Shiloh, 9780061136702

# Fiction



## *Forgotten Spirits: A No Ordinary Women Mystery*

Barbara Deese

9780878397686

Paperback | \$14.95

288 pages | 6 x 9

Publication Date: October 2014

North Star Press Of St Cloud

### Content

It's shaping up to be a beautiful Christmas season, until someone from Foxy's past winds up dead. Fearing she's being stalked by her friend's killer, Foxy flees to a resort in northern Minnesota. But trouble follows her. Setting aside their holiday plans, Robin, Cate and the rest of the No Ordinary Women book club mobilize to come to her aid, but a blizzard may keep them from getting there in time. An almost forgotten memory from Foxy's checkered past will determine whether or not she becomes the next victim.

### Author Bio

Barbara Deese, author of the No Ordinary Women mystery series, mainstream fiction and short stories, is an officer of the Twin Cities Chapter of Sisters in Crime. She lives in Bloomington, MN. Visit her on [www.noordinarywomenmysteries.com](http://www.noordinarywomenmysteries.com)

**Author Hometown:** Bloomington, MN

### Marketing Plan

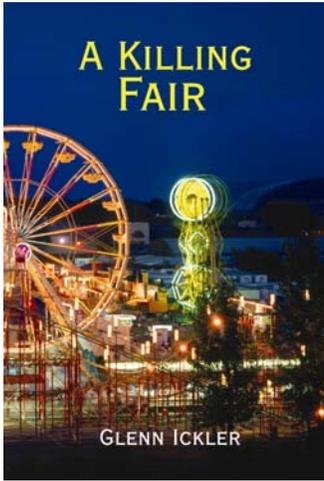
- Social Media
- Book Signings
- Publisher website

### Previous Books

2013: Spirited Away, 9780878396566

2012: Murder at Spirit Falls, 9780878396146

# Fiction



## *A Killing Fair*

Glenn Ickler

9780878397136

Paperback | \$14.95

264 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

The Minnesota State Fair is famous for its endless variety of foods on a stick, so reporter Warren “Mitch” Mitchell and his photographer buddy Alan Jeffrey are surprised when they’re sent to the fairgrounds to cover the introduction of still another stick-bound treat. The new novelty, called Square Meal on a Stick, is introduced by its celebrity inventor, Vinnie Luciano, owner of one of St. Paul’s most successful restaurants. The program is held at Heritage Square, backed by square dancers and their handsome caller. The square is broken when Vinnie falls dead after taking three bites from his concoction. Will Mitch and Al square-off against the killer who poisoned the Square Meal?

## Author Bio

Glenn Ickler has had a long career in newspapers as a reporter, feature writer, theater critic, columnist, and editor. He has been part of an editorial page staff that was nominated for a Pulitzer Prize and he has won numerous awards for his writing. A native of Woodbury, Minnesota, he holds a degree in Speech and English from Hamline University.

## Marketing Plan

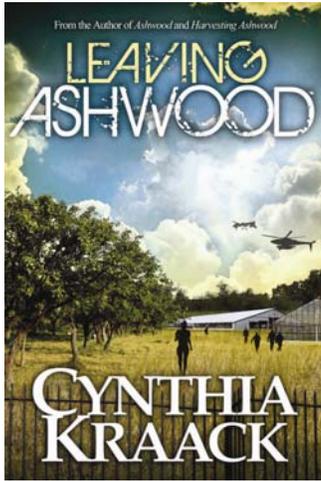
- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2013: Murder on the St. Croix, 9780878396726

2012: Carnival of Killing, 9780878395842

# Fiction



## *Leaving Ashwood*

Cynthia Kraack

9780878397211

Paperback | \$14.95

240 pages | 6 x 9

Publication Date: July 2014

North Star Press Of St Cloud

## Content

The Ashwood trilogy ends three decades after failure of the global economy. The big question is answered. If world leaders had the opportunity to build from scratch, what would happen? At the half point of the twenty-first century, corporate spinners say: “The vote of a shareholder is a commitment to building a better world, while the vote of a citizen is an uneducated guess.”

## Author Bio

Cynthia Kraack lives in Minnesota. She is the author of *Ashwood*, *Harvesting Ashwood: Minnesota 2037*, and *Minnesota Cold*, winner of the 2009 Northeastern Minnesota Book Award for Fiction. She completed a M.F.A. through the University of Southern Maine's Stonecoast Program in Creative Writing and holds degrees from the University of Minnesota and Marquette University.

**Author Hometown:** Minnesota

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2012: *Harvesting Ashwood Minnesota 2037*, 9780878396078

# Fiction



## *Literaria*

Carolyn Boehlke

9780878397174

Paperback | \$14.95

288 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

Florence, a quiet librarian, has a relationship going—several actually—with the male leads in her favorite books. Then she meets a “real” man, and the men from the books don't like him.

## Author Bio

Carolyn K. Boehlke was born and raised in Stevens Point, Wisconsin. St. Olaf College brought her to Minnesota, where she graduated with bachelor's degrees in English and Women's Studies, and she later earned a Master of Fine Arts degree in Creative Writing from Hamline University. She is the author of *Chasing the Moon*, and she currently lives in Minneapolis with her husband and children.

**Author Hometown:** Minneapolis, MN

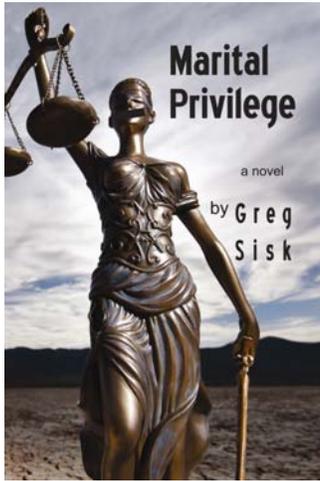
## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2013: *Chasing the Moon*, 9780878396986

# Fiction



## *Marital Privilege*

Greg Sisk

9780878397396

Paperback | \$14.95

224 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

Candace Klein is one of the lucky ones in her professional life, finding genuine meaning in her work as a law professor. But her personal life is troubled by a growing distance from her husband, Bill, who languishes in a dead-end job working for her father.

Suffering the horrific loss of her child in a car bombing, Candace grieves and seeks solace in her faith. Then a politically climbing prosecutor, Robby Sherburne, takes control of the criminal investigation and promises the death penalty for a child-killer. Meanwhile, Ed Burton, a suburban cop, simply tries to follow the evidence where it leads. When her husband becomes the target of the investigation, Candace asserts her "marital privilege" and refuses to cooperate. This ultimately provokes a crisis of identity between her professional commitment to the justice system and her resolute loyalty to her husband.

"Compelling, surprising, and full of intrigue, *Marital Privilege* is a wonderful novel." –Mark Osler, law professor, criminal lawyer, and author of *Jesus on Death Row* (Abingdon, 2009)

"A heart-wrenching tale of love, law, tragedy, and faith." –Alyssa Schaller, lawyer

"I don't normally read mystery novels, but Greg Sisk's work makes me want to start . . . I thoroughly enjoyed this page-turner." –Julie Oseid, winner of the Warren E. Burger Award for outstanding writing on civility and professionalism

## Author Bio

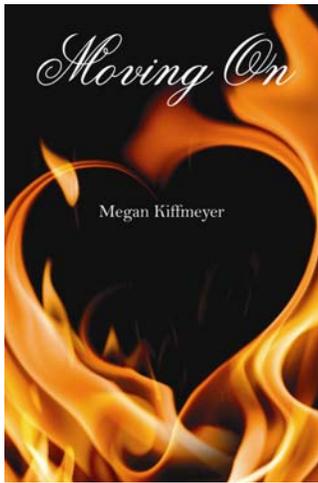
Greg Sisk holds the Laghi Distinguished Chair in Law at the University of St. Thomas. A prolific legal scholar, his work has been cited by the United States Supreme Court as well as many other courts.

**Author Hometown:** Eden Prairie, Minnesota

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Fiction



## *Moving On*

Megan Kiffmeyer

9780878397334

Paperback | \$14.95

180 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

After Beth's husband dies responding to a fire department call, she fears finding new love. But sparks fly with a new member of the fire department, and Beth has to decide if she can handle a new relationship. Will she take the chance on another fireman?

## Author Bio

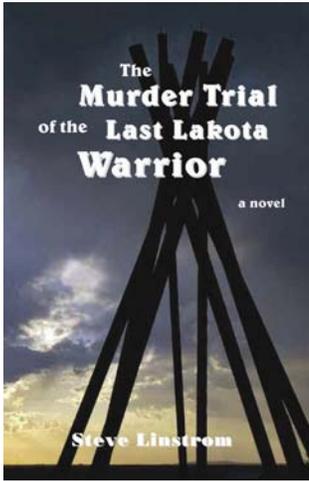
Megan (Truenow) Kiffmeyer is a 2004 graduate of St. Cloud Technical High School, where she was a writer and editor for the high school paper. After graduating, she attended St. Cloud Technical College and received an AAS degree in Credit and Finance. Megan married her husband, Brian, in 2007. They have two boys. Megan is an active supporter of her local fire department, and is the wife of a firefighter.

**Author Hometown:** Kimball, Minnesota

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Fiction



## *The Murder Trial of the Last Lakota Warrior: A Novel*

Steve Linstrom

9780878397228

Paperback | \$14.95

256 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

### Content

In the aftermath of the Wounded Knee Massacre, a young Lakota warrior stands trial for murder in Sioux Falls, the 1891 Divorce Capitol of America. Plenty Horses admits to shooting the army lieutenant, but he claims it was an act of war. Laura, a beautiful New York socialite escaping an unhappy marriage, and Morgan, a former member of the Seventh Cavalry haunted by his memories of Wounded Knee, form an unlikely team, exposing the forces looking to execute Plenty Horses.

The culture of the West, the politics and racism of the day, and a sense of justice for native people clash, with the fate of a young Lakota warrior at stake.

### Author Bio

Steve Linstrom grew up in western South Dakota and now lives and writes in Marshall, Minnesota, where he grows Marquette grapes and several varieties of hops. He received a Master of Arts degree in English Studies from Minnesota State University Mankato. The Murder Trial of the Last Lakota Warrior is a prequel to his first novel, The Last Ram.

**Author Hometown:** Marshall, MN

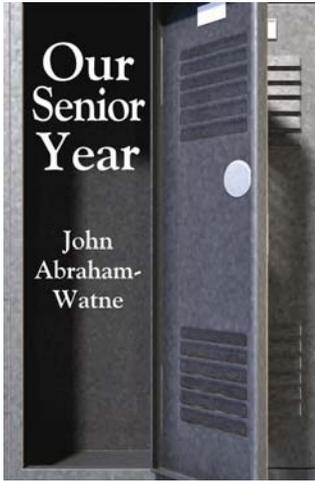
### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

### Previous Books

2013: The Last Ram, 9780878396931

# Fiction



## *Our Senior Year*

John Abraham-Watne

9780878397716

Paperback | \$14.95

208 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

## Content

Minneapolis writer Jason Wareheim never expected to go back to his ten-year high school reunion, but what he found back in his hometown changed the way he saw everything. The journal left behind by his best friend, Jack Wayne, brings back all the memories of their senior year, inspiring Jason to finally tell the story of "the three musketeers" and their lives in the small town of Clarmont, Iowa. Theirs was a story crossed by love, tragedy, friendship, loyalty, and simple cruising on gravel roads. This is a story of high school.

## Author Bio

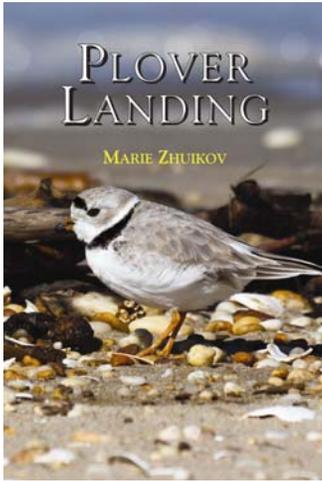
John Abraham-Watne lives near Lake Calhoun in Minneapolis with his wife, Mary, and their two cats, Marble and Scout. This is his first novel. He has done freelance journalism with the Minneapolis Examiner since 2009.

**Author Hometown:** Minneapolis, MN

## Marketing Plan

- Social Media
- Book Signings
- Publisher website

# Fiction



## *Plover Landing*

Marie Zhuikov

9780878397273

Paperback | \$14.95

236 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

This sequel to *Eye of the Wolf* finds Melora St. James working to restore the piping plover, an endangered shorebird, to Lake Superior. When her former boyfriend, Drew, shows up and they find a mysterious boy lost on the beach, the story takes a surprising turn. In helping the boy, Melora and Drew learn secrets about themselves, building community, and coming to terms with the past.

## Author Bio

Marie Zhuikov has had a long interest in environmental issues and helped with efforts to restore piping plovers to Wisconsin Point in Lake Superior. A nonfiction writer for a water research program, Zhuikov is also a poet and is active in the writing community of Duluth, Minnesota, which she calls home.

**Author Hometown:** Duluth, Minnesota

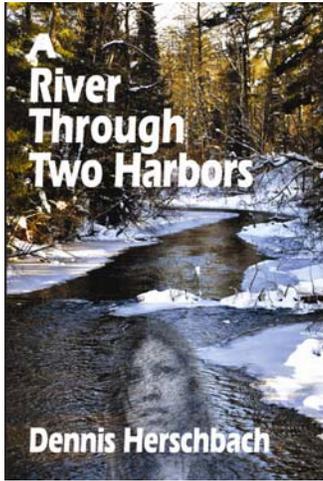
## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2011: *Eye of the Wolf*, 9780878394418

# Fiction



## *A River through Two Harbors*

Dennis Herschbach

9780878397198

Paperback | \$14.95

224 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

### Content

When Deidre Johnson fills in for Silver Bay's only police officer for six weeks, she doesn't anticipate facing anything of consequence. She is so wrong. She discovers the frozen body of a Cree Indian girl within the city limits, and in the process of her investigation uncovers a sex-trafficking ring involving native women being transported from Canada and sold in the Duluth Harbor. She is torn between the normalcy she sees around her and the long-kept secret river of young girls that flows through Two Harbors to Duluth.

"SEX TRAFFICKING during hunting season?" the question on the billboard erected outside Two Harbors asked. "The sign is intended to raise awareness of sex trafficking to the hundreds of deer hunters traveling through the country over the next several weeks. 'They're all over—walking by abandoned buildings and down long [logging] roads' according to a Lake County Commissioner."

—Lake County News Chronicle, November 8, 2013

"Trafficking of Native women is rampant in northern Minnesota. The Duluth harbor is notorious among native people as a site for the trafficking of Native women from northern reservations."

—Christine Stark, Minneapolis Star Tribune, August 4, 2013

### Author Bio

Dennis lived on the North Shore for many years. He now lives in Sartell, Minnesota.

### Marketing Plan

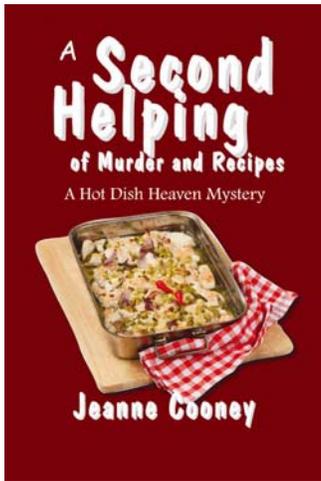
- Publisher website
- Social Media
- Author talks/book signings

### Previous Books

2013: Seven Graves Two Harbors, 9780878397020

2012: Convergence at Two Harbors, 9780878395903

# Fiction



## *A Second Helping of Murder and Recipes: A Hot Dish Heaven Mystery*

Jeanne Cooney

9780878397181

Paperback | \$14.95

272 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

### Content

Reporter Emerald Malloy returns to Minnesota's Red River Valley to gather more recipes for an encore feature the Minneapolis newspaper plans to run on rural cooking. This time around, Margie Johnson, the owner of Hot Dish Heaven, the local café, surprises her with unusual recipes, including Sauerkraut Hot Dish, explaining that man cannot live on Tuna Noodle Hot Dish alone. While intrigued by Margie's efforts to expand her "culinary horizons," Emerald has no interest in looking into the murder of a farmhand whose body is found at a local sugar beet piler. Instead, her plans focus on getting more "intimately" acquainted with Randy Ryden, the deputy she met when last in town. Those plans change, however, when someone close to Margie is arrested for the crime, and Emerald and friends must investigate their way through a blizzard, a fish fry, and a whole lot more to discover the real killer.

### Author Bio

Jeanne Cooney grew up Minnesota's Red River Valley, where she recently returned after forty years away. She loves to read, write, bake, and spend time "at the lake" with family, friends, and her little dog, Gus.

**Author Hometown:** Minnesota

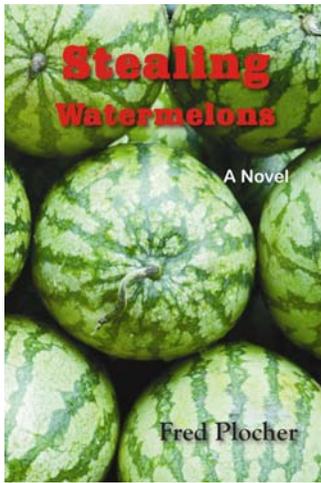
### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

### Previous Books

2013: Hot Dish Heaven, 9780878396450

# Fiction



## *Stealing Watermelons*

Fred Plocher

9780878397303

Paperback | \$14.95

256 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

### Content

Humor, tension, surprises, romance, tragedy, success and failure take the reader through the fast-paced adult novel of *Stealing Watermelons*. The main characters start out in Upper Midwest small towns in 1954. The story continues through the turbulent 1960s. Will Bjorn succeed after dropping out of school? Can the nerdy Pope find popularity and a mate? Will early fatherhood sideline Shu? Ozzie is the jock and skirt chaser; what or who will he catch? The story takes place on both sides of the Atlantic and Pacific and in several states. Readers will find themselves rooting for the men and women as they mature and take risks in relationships, business, and politics.

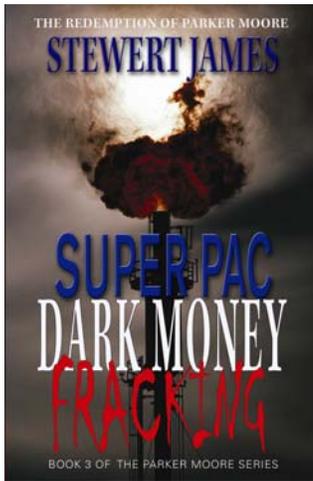
### Author Bio

Fred Plocher is from the far western suburbs of Minneapolis and now splits his time between there and Tucson. A business administration graduate of Hamline University and of the Army Intelligence School, he formed five entrepreneurial companies during his career and is on a first name basis with "risk." His non-writing interests include world travel, golf, keeping track of grandkids, hiking, entertaining (and being entertained), thinking about maybe exercising some day and completing honey-do lists for Mary Sue (MS). Fred has two more novels in progress.

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Fiction



## *Super PAC Dark Money Fracking: The Redemption of Parker Moore*

Stewert James

9780988501140

Paperback | \$14.95

242 pages | 5.5 x 8.5

Publication Date: August 2014

Mitchell Street Press

### Content

In this last installment of the Super PAC trilogy, a handful of global billionaires have reconvened to continue their quest for clandestine political influence in the U.S.; extending their cold-blooded reign to the far reaches of rural Northern Michigan. Parker Moore finds himself ensnared in NSA assignments and the muck surrounding the fracking craze. Can he and his partner, Sam, save the Great Lakes from contamination?

The twists and turns take readers on a fast-paced journey to the oilfields of Turkmenistan, secret below-ground meeting rooms in Washington D.C., and ever closer to answering the questions raised in the first two novels by author Stewert James. Find out just how far people will use Citizens United to gain power.

### Author Bio

Stewert James is a retired executive, educator and lobbyist who was responsible for setting up funding through PAC's (political action committees). He worked through the politics of Rod Blagojevich in Illinois and Sarah Palin in Alaska before moving to the quiet shores of Lake Michigan in Petoskey.

**Author Hometown:** Petoskey, MI

### Marketing Plan

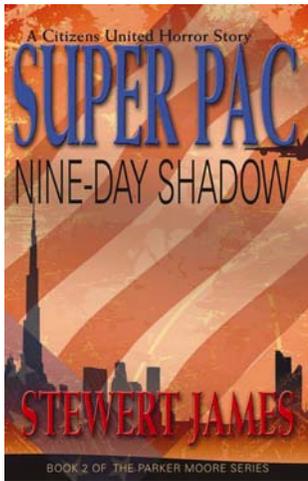
- Library Talks
- Book Talks/Signings
- Radio Interviews
- Hiring a publicist for national radio/TV market

### Previous Books

2013: Super PAC Strikethrough, 9780988501102

2014: Super PAC Nine-Day Shadow, 9780988501126

# Fiction



## *Super PAC Nine-Day Shadow: A Citizens United Horror Story*

Stewart James

9780988501126

Paperback | \$14.95

172 pages | 5.5 x 8.5

Publication Date: January 2014

Mitchell Street Press

### Content

In the second novel of the Super PAC trilogy, a Dubai group has methodically taken control of the world's oil markets and is planning the political takeover of the United States political system through bribery and the use of the new 501(c)4 super PAC allowed by the Citizens United decision of the Supreme Court. They've eliminated all people with knowledge of their existence - except Parker Moore, and the NSA is watching and using Moore as bait for this threatening group.

Over the span of nine-days, Agent Todd Ramsey engages the help of the Petoskey Director of Public Safety and a host of others to protect Parker Moore and give the NSA a chance to find the connections to the Dubai group. The NSA needs to capture the top executives, find the next assassin, get everyone safely to Washington, D.C. and testify at the Senate Intelligence Committee to thwart the political threat.

### Author Bio

Stewart James is a retired executive, educator and lobbyist who was responsible for setting up funding through PAC's (political action committees). He worked through the politics of Rod Blagojevich in Illinois and Sarah Palin in Alaska before moving to the quiet shores of Lake Michigan in Petoskey.

**Author Hometown:** Petoskey, MI

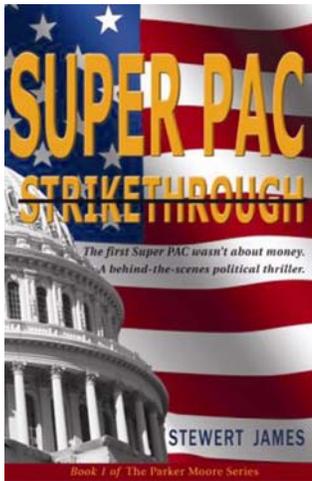
### Marketing Plan

- Library Talks
- Book Talks/Signings
- Radio Interviews
- Hiring a publicist for national radio/TV market

### Previous Books

2013: Super PAC Strikethrough, 9780988501102

# Fiction



## *Super PAC Strikethrough: The first Super PAC wasn't about money*

Stewart James

9780988501102

Paperback | \$14.95

242 pages | 5.5 x 8.5

Publication Date: January 2013

Mitchell Street Press

### Content

After living in the fast lane as executive, lobbyist, and political operative, Parker Moore enjoys his new peaceful surroundings in Petoskey, Michigan. He was challenged on all fronts by unions, politicians (including Sarah Palin and Rod Blagojevich), a ruthless borderline wife, and wore a wire for the first Super PAC run by the NSA.

Suddenly a shot rings out and Parker Moore is the target. After falling unconscious he begins a retrospective ride through the turmoil leading up to this moment. Who fired the shot?

Based on the real life of the author, Super PAC Strikethrough propels readers across the country and into the intrigue of political infighting, unions, and the influence of PAC money.

### Author Bio

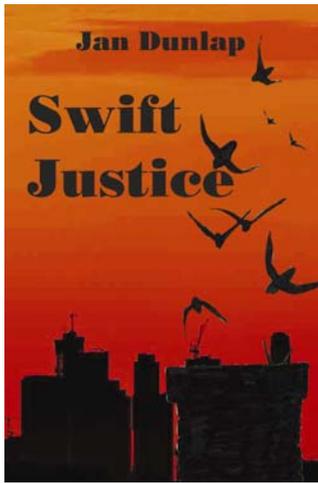
Stewart James is a retired executive, educator and lobbyist who was responsible for setting up funding through PAC's (political action committees). He worked through the politics of Rod Blagojevich in Illinois and Sarah Palin in Alaska before moving to the quiet shores of Lake Michigan in Petoskey.

**Author Hometown:** Petoskey, MI

### Marketing Plan

- Library Talks
- Book Talks/Signings
- Radio Interviews
- Hiring a publicist for national radio/TV market

# Fiction



## *Swift Justice: A Bob White Birder Murder Mystery*

Jan Dunlap

9780878397693

Paperback | \$14.95

256 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

### Content

When Bob White finds a birding colleague dead in a pool of coffee at the annual December meeting of the Minnesota Ornithologists' Union, he finds himself targeted by bad luck and an unknown killer. Adding to his winter blues, Bob's star Hmong student lands in jail for trespassing in an abandoned brewery, and intrigue among rival birding bloggers catches Bob and his friends in a crossfire. In desperation, Bob must go underground (literally!) to solve the puzzle of unseasonal Chimney Swifts, urban redevelopment, a ghost story, and murder in this sixth book of the Bob White Birder Murder Mysteries.

### Author Bio

Jan Dunlap is the Minnesota author of the Bob White Birder Murder Mystery series. Combining humor, suspense, and current conservation issues, Jan's novels entertain and educate her readers about the natural environment. She loves the outdoors, mystery, and chocolate, though not necessarily in that order!

**Author Hometown:** Minnesota

### Marketing Plan

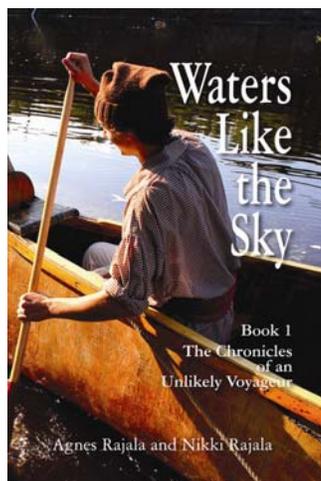
- Social Media
- Book Signings
- Publisher website

### Previous Books

2008: Boreal Owl Murder, 9780878392773

2012: Murder of Crows, 9780878396160

# Fiction



## *Waters Like the Sky: Book 1 The Chronicles of an Unlikely Voyageur*

Agnes Rajala; Nikki Rajala

9780878397761

Paperback | \$14.95

128 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

### Content

Steeped in the history of the French-Canadian voyageur journeys in the early 1800s in North America, *Waters Like the Sky* is a story of a well-educated teen boy who despises his fancy schooling and longs for a more adventurous life. André's fate changes when a letter with a royal seal arrives. He discovers he has French noble blood. He is part of a family in France, has a brother he's never met, and an enemy who wants him dead. Determined to locate his brother and set things right, André sets out to search for Denis in the only way open to him—becoming a voyageur. Unaccustomed to the hard voyageur life, André uses his only advantage—his education. He fights to earn the respect of his fellow voyageurs and gains many life lessons on his quest to track down his brother. Will he be able to reach Denis before the evil one the natives call the windigo finds him first?

### Author Bio

Minnesota native, writer and appreciator of early American and Canadian history, Nikki Rajala grew up watching her mother, Agnes Peloquin Rajala, create literary works based on the rich heritage of their family's ancestors. Nikki joined her in researching the lives and history of French-Canadian voyageurs and explorers. Nikki's first book, *Some Like It Hot: The Sauna, Its Lore and Stories*, published in 2000 by North Star Press of St. Cloud, Minnesota, is a reflection of her Finnish heritage and love of the family sauna. Agnes and Nikki co-authored this book, *Waters Like the Sky*, which pays homage to being direct descendants of French-Canadian voyageurs. After Agnes died in October of 2013, Nikki carried the legacy of *Waters Like the Sky* forward, determined to share this historical adventure with readers everywhere. The end result is an action-packed, yet historically accurate, adventure. Nikki is also an avid photographer. She retired from teaching English as a second language and currently works as a copy editor. She resides in Rockville, Minnesota, with her husband, Bill Vossler, also a freelance writer. Readers can connect with Nikki Rajala on her website: <http://nikkirajala.com/>.

**Author Hometown:** Rockville, MN

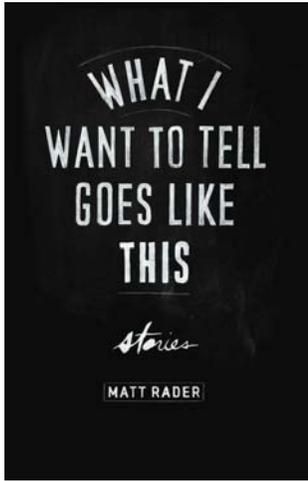
### Marketing Plan

- Social Media
- Book Signings
- Publisher website

### Previous Books

2000: *Some Like it Hot*, 9780878391400

# Fiction



## *What I Want to Tell Goes Like This*

Matt Rader

9780889713062

Paperback | \$21.95

256 pages | 5.5 x 8.5

Publication Date: November 2014

Harbour Publishing Co. Ltd.

Nightwood Editions

### Content

What I Want to Tell Goes Like This is an intensely original first short story collection from acclaimed poet Matt Rader. The last story, "All This Was a Long Time Ago," is the 2014 winner of the Jack Hodgins Founders' Award for fiction from The Malahat Review, and other offerings from the collection have appeared in Event, The New Quarterly, Grain, Joyland, Forget Magazine and the Rusty Toque.

Rader's command of tension is masterful in these dark, off-kilter stories that are largely set in the context of the working/labour class in and around the Comox Valley on Vancouver Island, BC. They alternate between exploring the history of severe labour struggles in the area over a century ago, and the present-day experiences of people sliding through transitional, ambiguous moments in their relationships and sexuality. The juxtaposition of the two time periods seems to hint at the echoes of the harsh, violent legacy of the earlier age and its power struggles that continue to resonate in contemporary life.

### Author Bio

Matt Rader is the author of three books of poems: *A Doctor Pedalled Her Bicycle over the River Arno* (House of Anansi, 2011), *Living Things* (Nightwood Editions, 2008) and *Miraculous Hours* (Nightwood Editions, 2005), which was a finalist for the Gerald Lampert Memorial Award and long-listed for the ReLit Award. His fiction, non-fiction and poetry have appeared in *The Walrus*, *Prism International*, *The Fiddlehead*, *The Journey Prize Anthology*, as well as many other publications across North America. Rader's poetry has also been nominated for numerous awards, including the Journey Prize, the National Magazine Award and two Pushcart Prizes.

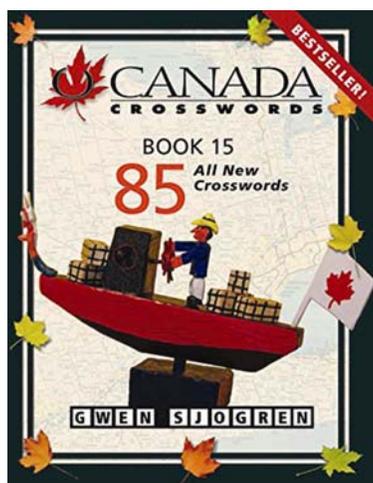
**Author Hometown:** Cumberland, BC

### Previous Books

2008: *Living Things*, 9780889712232

2005: *Miraculous Hours*, 9780889712010

# Games



## *O Canada Crosswords Book 15*

Gwen Sjogren

9780889713048

Paperback | \$12.95

232 pages | 8.5 x 11

Publication Date: November 2014

Harbour Publishing Co. Ltd.

Nightwood Editions

### Content

With eighty-five all new crosswords, Gwen Sjogren's O Canada Crosswords Book features plenty of puns and challenging wordplay for Canadian solvers from coast to coast. The specifically Canadian-themed crosswords cover writers, landmarks, music, and cities, and include puzzles called Shining in Sochi, Leading Canadian Men, National Parks and Playing for Keeps about hockey stars who never left their teams. This cornucopia of Canadiana covers new ground with themes on music, awards, tennis and exports that require a certain measure of Canuck knowledge.

### Author Bio

Gwen Sjogren is one of Canada's top designers of crosswords having created almost 600 puzzles and published ten books. She has authored O Canada Crosswords Books 12, 13, 14 and 15 as well as the Cross-Canada Crossword series (Harbour Publishing). Her connection to her fans and ease of describing how she develops the clues makes her a natural fit for call-in shows and she's been featured on CBC Radio, CFAX Radio, CTV Morning Live and Breakfast Television. With a passion for puns and popular culture, and the discipline of her English degree, Sjogren injects an element of humour into every challenge. Her puzzles are imaginative and fun and will challenge novice to experienced solvers.

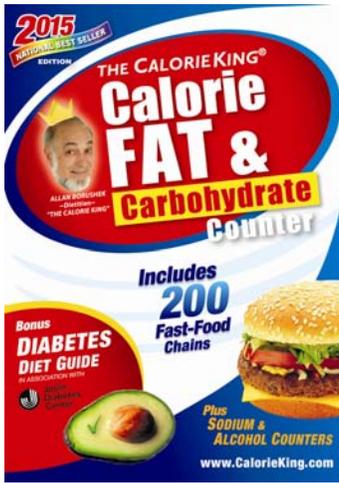
**Author Hometown:** Calgary, Alberta

### Previous Books

2013: O Canada Crosswords 14, 9780889712911

2012: O Canada Crosswords 13, 9780889712720

# Health and Fitness



## *The CalorieKing Calorie, Fat & Carbohydrate Counter 2015: Larger Print Edition*

Allan Borushek

9781930448612

Paperback | \$12.99

288 pages | 5.25 x 7.25

Publication Date: September 2014

Family Health Publications

### Content

2015 CalorieKing™ Calorie, Fat & Carbohydrate Counter is a practical, simple & safe guide to the calorie, fat and carbohydrate content of tens of thousands of your favorite foods by Allan Borushek, health educator and registered dietitian.

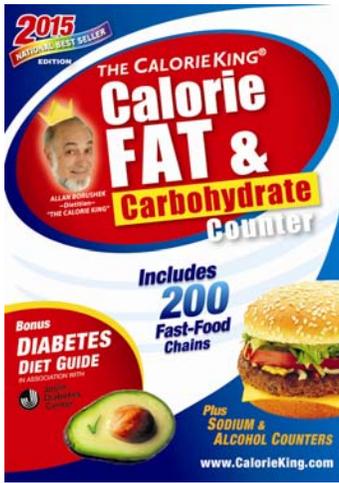
Tens of thousands of food listings. Building on CalorieKing Counter's 24 years as the bestselling book of food counts, this edition has more up-to-date fast food and restaurant chain listings than any similar book with more than 200 fast food and restaurant chains, plus unique listings for food courts, theaters, carnivals and much more. The color-coded listings make it easy to compare foods at a glance and discover hidden calories, fat, and carbohydrates. You'll know which foods to avoid. Better yet, you'll know which ones you can eat and still accomplish your weight and health goals.

The CalorieKing Counter is the #1 seller and receives the highest reader rating of all similar books of food counts. More than just the best book of food counts, the 2015 CalorieKing Calorie, Fat & Carbohydrate Counter includes helpful nutritional guides and tips on how to reduce calories, fat, and carbohydrates and how to lose weight. Plus, you'll find useful guides and bonus counters for alcohol, caffeine, fat & cholesterol, fiber, protein, iron, and sodium and informative reference sections on diabetes, weight management, osteoporosis and high blood pressure.

### Previous Edition

2013: 9781930448599

# Health and Fitness



## *The CalorieKing Calorie, Fat & Carbohydrate Counter 2015: Pocket-Size Edition*

Allan Borushek

9781930448605

Paperback | \$8.99

288 pages | 4.5 x 6

Publication Date: September 2014

Family Health Publications

### Content

2015 CalorieKing™ Calorie, Fat & Carbohydrate Counter is a practical, simple & safe guide to the calorie, fat and carbohydrate content of tens of thousands of your favorite foods by Allan Borushek, health educator and registered dietitian.

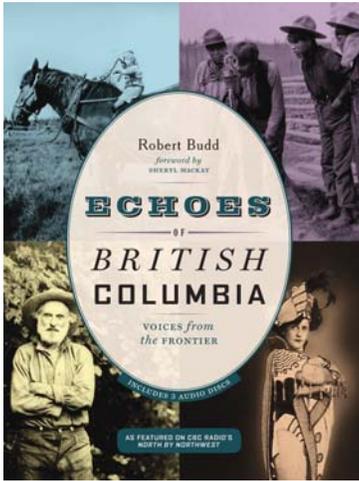
Tens of thousands of food listings. Building on CalorieKing Counter's 24 years as the bestselling book of food counts, this edition has more up-to-date fast food and restaurant chain listings than any similar book with more than 200 fast food and restaurant chains, plus unique listings for food courts, theaters, carnivals and much more. The color-coded listings make it easy to compare foods at a glance and discover hidden calories, fat, and carbohydrates. You'll know which foods to avoid. Better yet, you'll know which ones you can eat and still accomplish your weight and health goals.

The CalorieKing Counter is the #1 seller and receives the highest reader rating of all similar books of food counts. More than just the best book of food counts, the 2015 CalorieKing Calorie, Fat & Carbohydrate Counter includes helpful nutritional guides and tips on how to reduce calories, fat, and carbohydrates and how to lose weight. Plus, you'll find useful guides and bonus counters for alcohol, caffeine, fat & cholesterol, fiber, protein, iron, and sodium and informative reference sections on diabetes, weight management, osteoporosis and high blood pressure.

### Previous Edition

2013: 9781930448582

# History



## *Echoes of British Columbia: Voice from the Frontier*

Robert 'Lucky' Budd

9781550176780

Paperback | \$35.00

224 pages | 8.5 x 10

Publication Date: November 2014

Harbour Publishing Co. Ltd.

## Content

In *Echoes of British Columbia*, author Budd skillfully renders some of the most entertaining and astonishing accounts from the Orchard collection into entrancing prose. There are tales about rawhiding to the Klondike; being rescued by the legendary Chief Capoose; of riding and racing horses standing up; of homesteading, birth and murder. You'll meet Pattie Halsam, who grew up at remote Cape Beale Lighthouse and travelled to Victoria by canoe. You'll laugh and cry with Bob Gamman as he transports a frozen corpse via wicker laundry basket and tugboat. You'll thrill to Thomas Bullman's eyewitness account of the siege of the murderous McLean Gang's cabin in Douglas Lake. Combining text, archival photographs and original sound recordings on three CDs, this collection brings the reader (and listener) in intimate contact with British Columbia's past, deepening our understanding of the characters and events that shaped the province.

## Author Bio

Robert (Lucky) Budd holds an MA in History and has digitized many high-profile oral history collections including that of the Nisga'a First Nation. He is the co-author of the immensely popular Northwest Coast Legend series-- including *Raven Brings the Light* and *Cloudwalker* (Harbour Publishing 2013, 2014)--and is the author of *Voices of British Columbia* (Douglas & McIntyre, 2010), a bestseller that was shortlisted for the 2011 Bill Duthie Booksellers' Choice Award.

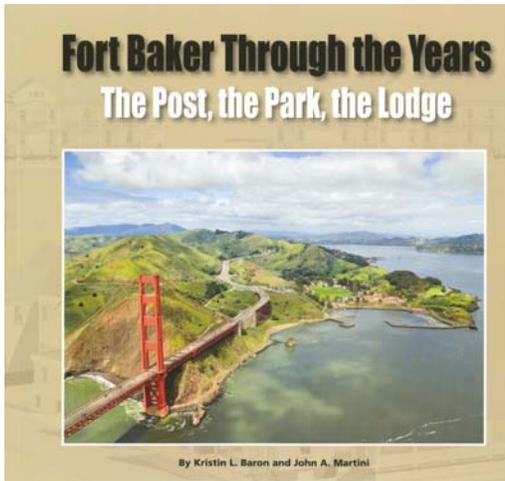
**Author Hometown:** Victoria, B.C.

## Previous Books

2010: *Voices of British Columbia*, 9781553654636

2013: *Raven Brings the Light*, 9781550175936

# History



## *Fort Baker Through the Years: The Post, the Park, the Lodge*

Kristin L. Baron; John A. Martini

9780976149422

Paperback | \$19.95

100 pages | 9 x 8.75

Publication Date: September 2011

Hole in the Head Press

## Content

Fort Baker lies hard-by the famous Golden Gate. For nearly 140 years it was a stronghold of the U.S. Army, where glowering coastal fortifications overlooked snug Victorian military houses. Built to protect San Francisco from enemies that never came, the fort today is a part of the National Park Service and home to the world-famous Cavallo Point Lodge at the Golden Gate.

For the first time, the fort's fascinating human and historic stories are retold in the new publication, *Fort Baker Through The Years*.

Written by historical architect Kristin Baron and historian John Martini, *Fort Baker Through the Years* provides fascinating glimpses into the fort's many stories. In addition, the book contains numerous appendices on the fort's individual buildings, its armament, the military units stationed there, and the officers who commanded the post.

## Author Bio

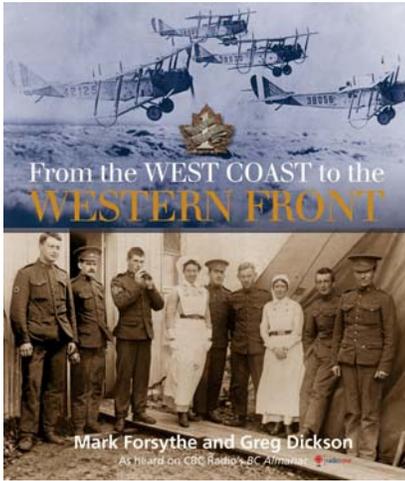
Kristin L. Baron is the Architectural Historian for Cultural Resources at Golden Gate National Recreation Area and has worked for the National Park Service for 20 years. Kristin was originally a member of the Presidio Planning Team where she worked extensively on planning documents, building physical histories and special history publications. Kristin's published works includes *The Presidio of San Francisco*, *An Army Post Standing Guard over the Marin Headlands and Fort Mason*, and *An Army Post at the Edge of San Francisco*.

John A. Martini is a native Californian and a researcher into the history of the American West. Martini worked as a National Park Ranger for more than twenty-five years. He now serves as a professional researcher and historical consultant. Martini's is an acknowledged expert on America's coastal defenses. He appears frequently on documentaries for The History Channel, A&E Network, The Discovery Channel, National Geographic Channel, and PBS affiliates.

## Marketing Plan

- Book signings
- Social Media
- Publisher website
- Direct mailings to bookstores and libraries

# History



## *From the West Coast to the Western Front: British Columbians and the Great War*

Greg Dickson; Mark Forsythe

9781550176667

Paperback | \$26.95

288 pages | 8.5 x 10

Publication Date: November 2014

Harbour Publishing Co. Ltd.

## Content

It has often been observed that the First World War jolted Canada into nationhood, and as Mark Forsythe and Greg Dickson show in this compelling book, no province participated more eagerly in that transformation or felt the aftershock more harshly than British Columbia. In *From the West Coast to the Western Front*, Forsythe, host of CBC Radio's mid-day show *BC Almanac*, marks the 100th anniversary of World War I by teaming with historian Greg Dickson and the ever resourceful *BC Almanac* audience to compile a sweeping portrayal of that crucial chapter of BC history.

By turns devastating, harrowing, insightful and miraculous, these stories reveal much about the spirit and resilience of a people who survived one of history's greatest disasters to build the province we have today.

## Author Bio

Mark Forsythe has hosted CBC Radio One's *BC Almanac* since 1996. Raised in Toronto, Forsythe moved to BC in the mid-seventies and has come to know the province intimately through broadcasting assignments in Smithers, Prince George, Prince Rupert, the Okanagan and Vancouver. He currently lives in Fort Langley, BC.

Greg Dickson was a journalist and producer at CBC radio and television for over 20 years. He also co-authored the Harbour Publishing titles *The BC Almanac Book of Greatest British Columbians* (2005) and *The Trail of 1858* (2007) with Mark Forsythe. He lives in Coquitlam, BC.

## Previous Books

2005: *The BC Almanac Book of Greatest British Columbians*,  
9781550173680

2007: *The Trail of 1858*, 9781550174243

# History



## *Hawaiki Rising: Hokule'a, Nainoa Thompson, and the Hawaiian Renaissance*

Sam Low

9781617102004

Hardcover | \$24.95

344 pages | 6 x 9

Publication Date: May 2013

Sanford Low

## Content

A young Hawaiian discovers clues his ancestors once used to navigate across a trackless ocean...

A navigator from a tiny Micronesian island reaches out across barriers of culture and distance to pass on the seafaring art of his ancestors...

A replica of a Polynesian voyaging canoe, Hōkūle'a, sails ancient sea-paths...

A crew bonds together with aloha on a voyage to raise distant islands...

Hawaiki Rising is the true story of the Hōkūle'a and the men and women who sailed in the wake of their ancestors to discover pride in their culture and themselves.

"The vision of Hōkūle'a was conceived in 1973, so the publishing of this book marks the 40th anniversary of her creation. Sam Low, the author, has sailed with us on three voyages, written numerous articles and now, after ten years of work, has finished Hawaiki Rising. This book is an important part of our 'olelo, our history, and it contains the mana of all those who helped create and sail Hōkūle'a." Nainoa Thompson

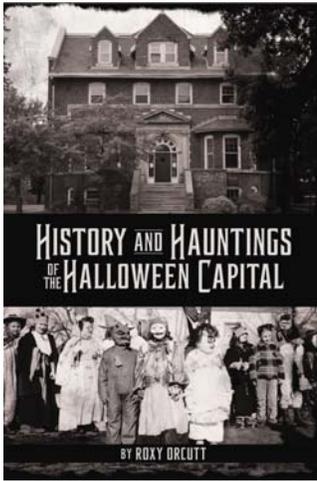
## Author Bio

Author Sam Low served in the U.S. Navy in the Pacific from 1964 to 1966 and earned a Ph.D. from Harvard (in anthropology) in 1975. In 1983, after traveling throughout Polynesia, Sam produced his award-winning film, *The Navigators--Pathfinders of the Pacific*, which told the story of the Polynesian diaspora on PBS nationally and internationally on television venues throughout the world. He has sailed aboard Hōkūle'a on three voyages, from 1999 to 2007, and is the author of many articles on the canoe, and her meaning to Polynesians. For more information please see Sam's website, [www.samlow.com](http://www.samlow.com)

## Marketing Plan

- Book Signings
- Author website
- Book Reviews
- Print Media
- Radio Interviews

# History



## *History and Hauntings of the Halloween Capital*

Roxy Orcutt

9780878397747

Paperback | \$14.95

116 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

### Content

History and Hauntings of the Halloween Capital takes a look into why the small village of Anoka, MN, has been declared (by Congress and everything!) to be The Halloween Capital of the World. This fun look at the elements that make up this unique town, from the rivers along its borders and limestone underfoot to the historical locations and rich characters that helped put Anoka on the world map—to those characters who have seemed to stick around long after their time—History and Hauntings of the Halloween Capital mixes together the popular ghost stories of Anoka as well as answers to the question inhabitants are so frequently asked: "Why is Anoka the Halloween Capital?"

### Author Bio

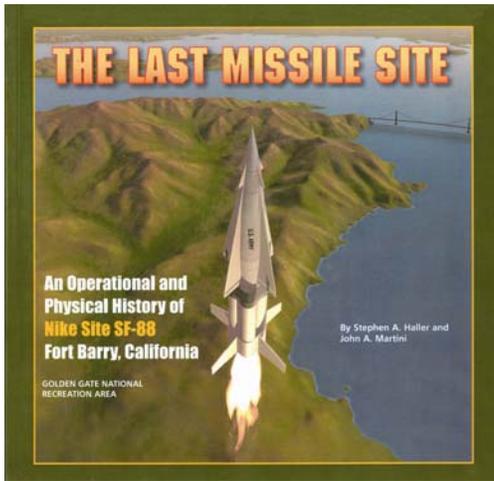
Roxy Orcutt is a self-professed Professional Halloween Lover. She grew up obsessing over ghosts, ghouls, haunted houses, witches and all things spooky. Roxy runs the year-round website The Halloween Honey. She lives in Anoka, MN, The Halloween Capital of the World, with her family that includes, of course, a black cat.

**Author Hometown:** Anoka, MN

### Marketing Plan

- Social Media
- Book Signings
- Publisher website

# History



## *The Last Missile Site: An Operational and Physical History of Nike Site SF-88, Fort Barry, California*

Stephen Haller, John A. Martini

9780976149415

Paperback | \$19.95

158 pages | 9 x 8.75

Publication Date: April 2010

Hole in the Head Press

## Content

The Last Missile Site is the only book to bring readers inside the only mechanically operational Nike site in the United States. Historians Stephen Haller and John Martini provide a fascinating detailed description of the physical layout of Nike Site SF-88 as well as insight about life at the battery during the Cold War from officers and enlisted who served at the site. Nike Sites with nuclear warheads surrounded almost every major American City during the Cold War. This is the book for history fans, military historians, park managers, and other who need to understand how these Cold War relics operated. Illustrated by the award winning Ormsby & Thickstun Design Studio.

## Author Bio

Stephen A. Haller is the Park Historian and Branch Chief for Cultural Resources at Golden Gate Stephen Haller National Recreation Area. Haller's academic background is in 19th century American history; he specializes in the study of shipwrecks, military history, and historic landscapes in the Bay Area.

Haller is the author of Post and Park and The Last Word in Airfields. He is also former editor of the Sea Letter, the journal of the National Maritime Museum Association.

John A. Martini is a native Californian and a researcher into the history of the American West. Martini worked as a National Park Ranger for more than twenty-five years. He now serves as a professional researcher and historical consultant.

Martini's is an acknowledged expert on America's coastal defenses. He appears frequently on documentaries for The History Channel, A&E Network, The Discovery Channel, National Geographic Channel, and PBS affiliates.

**Author Hometown:** San Francisco, CA

## Marketing Plan

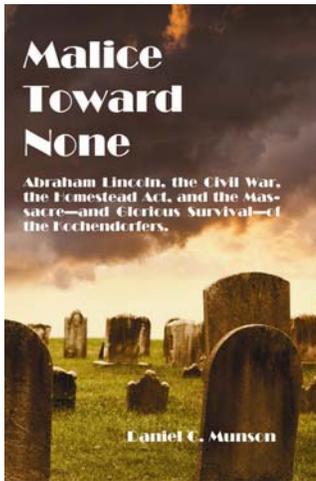
- Book signings
- Social Media
- Publisher website
- Direct mailings to bookstores and libraries

## Previous Books

2001: Last Word in Airfields, 9781883869472

2004: Fortress Alcatraz, 9781580086264

# History



## *Malice Toward None: Abraham Lincoln, the Civil War, the Homestead Act, and the Massacre—and Glorious Survival—of the Kochendorfers*

Dan Munson

9780878397167

Paperback | \$14.95

144 pages | 6 x 9

Publication Date: August 2014

North Star Press Of St Cloud

### Content

A gravestone inscription leads the author on a search through early Minnesota history, and then U.S. and Civil War history. He discovers that four siblings orphaned by the Dakota War commissioned that inscription in memory of their parents and younger sister, and that their many descendants now live all around him. Those quiet descendants have kept many wonderful family records, and in those letters and photographs he learns that those four brave orphans lived lives of tolerance and gratitude, lives that answered President Lincoln's hopes in that Second Inaugural Address.

### Author Bio

Daniel C. Munson is a chemical engineer and student of scientific and financial history. He has published professional journal articles as well as a half-dozen articles connecting art and literature with financial history in Barron's Financial Weekly and other publications. *Malice Toward None* is his first book of history. He lives with his wife and sons in Maplewood, Minnesota.

**Author Hometown:** Maplewood, MN

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# History



## *Michigan Agricultural College, Campus Life 1900-1925: A Postcard Tour*

Stephen Terry

9781933272443

Hardcover | \$19.95

144 pages | 10 x 8

Publication Date: September 2014

Thunder Bay Press

### Content

Join author Stephen Terry on this early 1900's postcard tour of the nation's first land-grant college, now Michigan State University. With increasing enrollment and expanding curriculum, see how the campus was transformed through this major period of growth.

Step back through time and read first-hand postcard accounts of students as they participated in athletics, class rivalries, and wartime on campus. Stop by the Dairy Store for some ice cream then take a stroll through the early Beal Gardens. Get a bird's eye view of Laboratory Row and witness the fire that ravaged the Engineering Buildings. In this collection of historical postcards, Stephen Terry acts as tour guide, providing readers with a vibrant time-capsule documentary of the growth of MAC.

### Author Bio

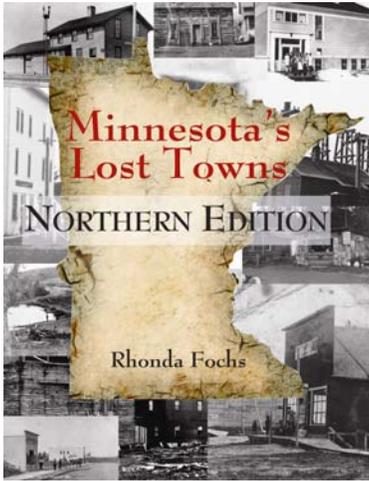
Author Stephen Terry graduated from Michigan State University in 1960 and worked on campus for thirty-two years. He began collecting MSU memorabilia as a teenager and currently has a collection of approximately one thousand cards from throughout the university's history.

**Author Hometown:** Michigan

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings
- Marketing to MSU Alumni Association
- Marketing to local news and media outlets
- Direct marketing to Michigan retailers and gift shops

# History



## *Minnesota's Lost Towns : Northern Edition*

Rhonda Fochs

9780878397631

Paperback | \$19.95

240 pages | 8.5 x 11

Publication Date: May 2014

North Star Press Of St Cloud

### Content

Journey to the past and visit over 100 northern Minnesota lost towns. Read what created them, how they grew and prospered, why they died, where they are located, and what you'll see there today. Learn the stages of a "boom and bust" cycle and how lost towns are classified according to their physical remnants. Written in a personal narrative style, Minnesota's Lost Towns is filled with then and now photos and amusing tales and anecdotes. The book is a fun read for historians, tourists, genealogists, and anyone who loves a good story.

### Author Bio

After several years of working in the public and private sector, doing everything from assembling Tonka Toy trucks (when they were made in America), working in a LP record distribution warehouse, serving in a variety of public governmental roles, managing a construction office, to becoming a social studies teacher at the age of forty-two, Rhonda is recently retired.

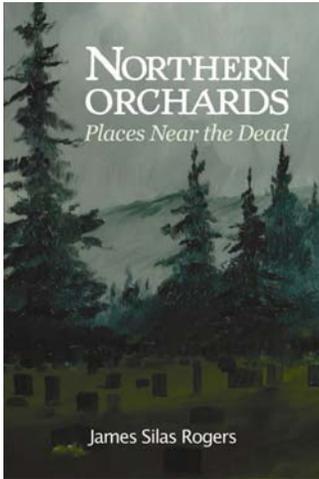
Her passion for history, especially local and regional history, has resulted in Minnesota's Lost Towns: Northern Edition. As she and her family (including the dog) travel the state, north, east, south and west, she is now working on the second book in the Lost Towns Series, this one covering Central Minnesota. She is also presently working on a book detailing other regional points of interest.

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# History

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## *Northern Orchards: Notes from Places Near the Dead*

James Rogers

9780878397624

Paperback | \$14.95

104 pages | 6 x 9

Publication Date: May 2014

North Star Press Of St Cloud

## Content

A thought-provoking collection of essays and poems that explore memory, the meaning of place, and sacred space.

## Author Bio

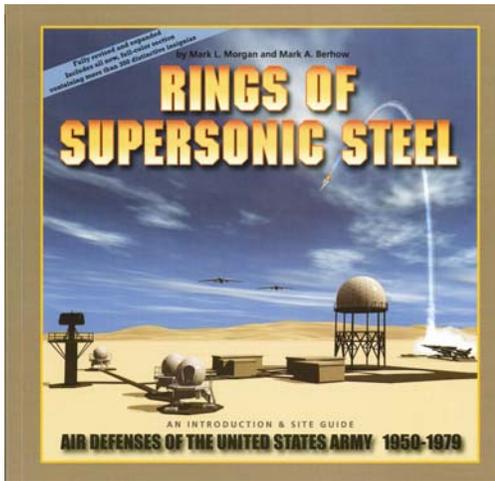
James Silas Rogers is a Minnesota-based essayist and poet. He is the author of the chapbook *Sundogs* (2006), and his poems have appeared in many journals and on Garrison Keillor's "Writers Almanac." His creative nonfiction has appeared in *New Letters*, *Notre Dame Magazine*, *Ruminare*, and elsewhere; he has been listed as a "notable" in *Best American Essays*. Rogers edits *New Hibernia Review*, an Irish Studies quarterly published by the University of St. Thomas.

**Author Hometown:** Minnesota

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# History



## *Rings of Supersonic Steel: Air Defenses of the United States Army 1950-1979 An Introductory History & Site Guide*

Mark L. Morgan, Mark A. Berhow

9780976149408

Paperback | \$34.95

355 pages | 9 x 8.75

Publication Date: April 2010

Hole in the Head Press

### Content

Rings of Supersonic Steel, 3rd Edition is an introductory history of the U.S. continental air defense missile network and a complete survey of all Nike, BOMARC, and safeguard sites in the Continental U.S., Alaska, Hawaii, and Canada. This expanded edition includes updated text based upon information from new resources (cited in the bibliography) and from fellow enthusiasts. Rings of Supersonic Steel—the must have for your reference shelf and for exploring former underground bunkers—is now even better!

### Author Bio

Mark L. Morgan has spent the past 33 years as a Naval officer, intelligence specialist, aerospace operations research analyst, and National Park Service historian/ranger. He was also a journalist and high-tech analyst/writer, leading up to his "final" career move as a Department of Defense civilian historian. A member of a multitude of professional and history organizations, Mark has authored two other books including a history of his old airplane, the Grumman A-6 Intruder. He currently lives in the St Louis, Missouri area.

Mark A. Berhow is a research chemist with the United States Department of Agriculture's Agricultural Research Service, currently at the National Center for Agriculture Mark A. Berhowral Utilization Research in Peoria, Illinois. An active member of several historical organizations, he has authored four books on American military defenses and more than 80 scientific articles and book chapters. Mark's latest book was US Strategic and Defensive Missile Systems 1950--2004.

**Author Hometown:** St. Louis, MO

### Marketing Plan

- Book signings
- Social Media
- Publisher website
- Direct mailings to bookstores and libraries

### Previous Books

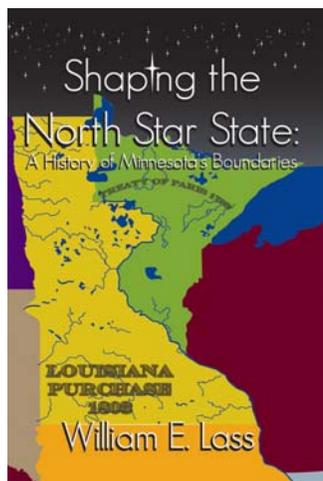
2004: Intruder, 9780764321009

### Previous Edition

2002: 9780615120126

# History

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## *Shaping the North Star State: A History of Minnesota's Boundaries*

William Lass

9780878397006

Paperback | \$16.95

240 pages | 6 x 9

Publication Date: May 2014

North Star Press Of St Cloud

### Content

The history hidden in the story of our borders. How those borders were formed. What deals were struck. Why Minnesota looks like it does.

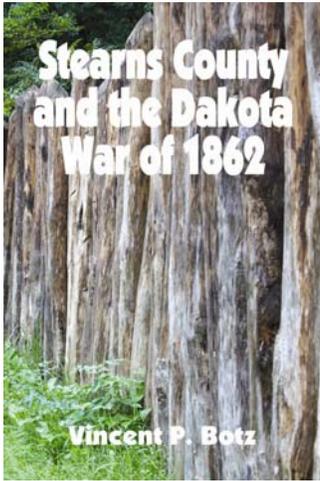
### Author Bio

William E. Lass is a Minnesota historian who taught at Mankato State University. His previous publications about Minnesota include *Minnesota: A History*, and *Minnesota's Boundary With Canada: Its Evolution Since 1783*.

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# History



## *Stearns County and the Dakota War of 1862*

Vince P. Botz

9780878397358

Paperback | \$14.95

96 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

### Content

During the year 1862, the United States was in turmoil as the Civil War continued. Minnesota would start its own war in August with the Dakota Indians. From the Dakota's loss of lands, encroachments by whites, embezzlement and questionable annuity dealings, the clash of cultures, starvation, drought, and previous conflicts, the tensions reached a climax. All these factors brought on war. This uprising would take over 600 white lives and an unknown number of Dakota. Stearns County was spared the bulk of the massacres, which mostly centered around the Minnesota River Valley. However, its people were still affected by the events taking place a short distance away. This book tells of the people and places in Stearns County affected by the Dakota Uprising of 1862, information found in museums and historical societies and other sources.

### Author Bio

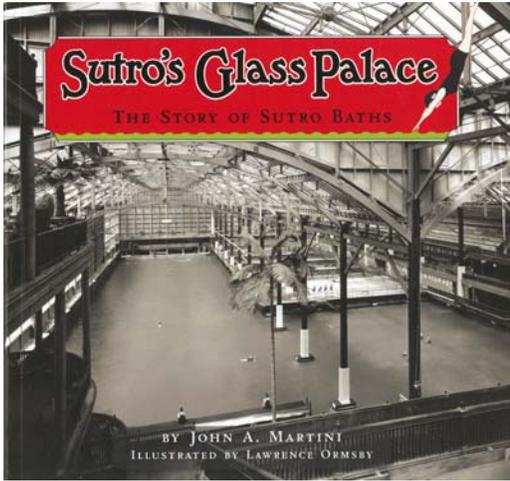
Vince Botz is originally from Sauk Centre, Minnesota. He has lived in Saint Cloud, Minnesota, since 1985 and worked at Fingerhut/Blue-stem since 1991. He has spent much of his life playing and coaching softball. Vince married Bernette in 2002, and they enjoy exploring and searching for anything related to history, including the Dakota War.

**Author Hometown:** St. Cloud, MN

### Marketing Plan

- Social Media
- Book Signings
- Publisher website

# History



## *Sutro's Glass Palace: The Story of Sutro Baths*

John A. Martini

Lawrence Ormsby (illustrator)

9780976149460

Paperback | \$22.95

140 pages | 9 x 8.75

Publication Date: January 2014

Hole in the Head Press

## Content

Sutro Baths is one of San Francisco's 'lost landmarks.' Built by Comstock millionaire Adolph Sutro as the world's largest indoor swimming complex, it dazzled visitors with its Victorian opulence when it opened in 1894. Attractions include seven swimming pools, a museum, restaurants, tropical plants, promenades, and seating for thousands of spectators. Never profitable, the Baths remained a popular destination for San Franciscans until it burned in 1966. Today, the site of Sutro Baths still attracts visitors who come explore its concrete ruins and mysterious tunnels. Sutro's Glass Palace is the fascinating story of this vanished but enduring piece of San Francisco history. Lavishly illustrated with dozens of historic photographs and new artwork, this book will be popular with San Franciscans, historians, and visitors to the site.

## Author Bio

John A. Martini is a native Californian and a life-long researcher into the history of the American West. A fourth-generation San Franciscan, Martini worked as a National Park Ranger. He retired from the National Park Service in 1999 and now serves as a professional researcher and historical consultant.

Martini's is an acknowledged expert on America's coastal defenses and consults with numerous state and federal agencies on the restoration of seacoast fortifications and artillery pieces.

Martini's published works include *Fort Point: Sentry at the Golden Gate*, *Fortress Alcatraz*, *The Official Guide to the Presidio of San Francisco*, and *Alcatraz at War*. His articles have appeared in *American Heritage Magazine*, *The Civil War Chronicles*, *After the Battle Magazine*, and the National Archives' quarterly journal *Prologue*. He appears frequently on documentaries for The History Channel, A&E Network, The Discovery Channel, National Geographic Channel, and PBS affiliates.

**Author Hometown:** San Francisco, CA

## Marketing Plan

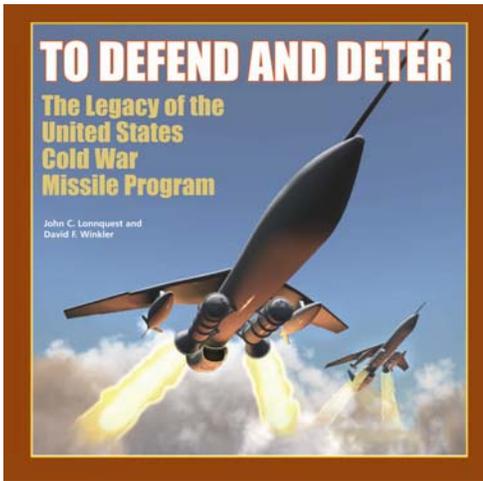
- Book signings
- Social Media
- Publisher website
- Direct mailings to bookstores and libraries

## Previous Books

2010: *The Last Missile Site*, 9780976149415

2004: *Fortress Alcatraz*, 9781580086264

# History



## *To Defend And Deter: The Legacy of the United States Cold War Missile Program*

John C. Lonnquest, David F. Winkler

9780976149453

Paperback | \$34.95

432 pages | 9 x 8.75

Publication Date: September 2014

Hole in the Head Press

## Content

The Department of Defense's official history of the United States Cold War missile program -- completely reformatted with all-new color illustrations. The DoD commissioned this study as part of its Cold War Project in 1996. With permission from the DoD's Legacy Program, Hole in the Head Press brings *To Defend and Deter* back into print. This informative guide offers a thorough look at Cold War missile development, from the earliest beginnings of rocketry in the 13th century to the arms control agreements that began in the 1970s. Both a narrative history and reference guide, *To Defend and Deter* traces the evolution of the Cold War and establishes the United States missile program's scope and its massive impact on the American landscape, citizens, and structure of the U.S. military establishment.

## Author Bio

John Lonnquest is the Chief of the Office of History, Headquarters, U.S. Army Corps of Engineers. After receiving a Ph.D. in history from Duke University, Dr. Lonnquest joined the Air Force history program in 1997 and became a USACE historian in 2000. He became Chief of the Office of History in 2008.

Dr. Lonnquest was the editor of *A Guide to Source Material on Ballistic Missile Defense* and co-editor of *Remembering the Forgotten War*. He and his wife have two children and live in Oakton, Virginia.

David F. Winkler is executive editor of the newsletter *Pull Together* at the Naval Historical Foundation and manages other Navy history-related projects. He also writes a monthly history column for the Navy League's journal *Sea Power*. A retired commander in the Naval Reserve, Dr. Winkler served ten years as a Surface Warfare Officer. He wrote *Amirs, Admirals, and Desert Sailors* and was managing editor of *The Navy*. Dr. Winkler currently resides in northern Virginia with his wife and two daughters.

**Author Hometown:** Virginia

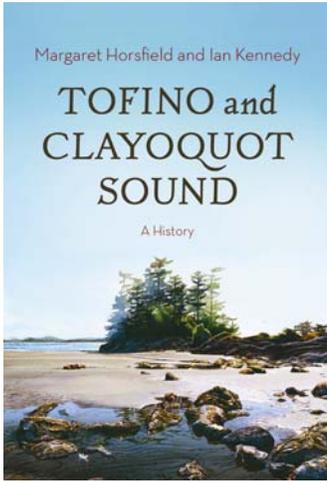
## Marketing Plan

- Book signings
- Social Media
- Publisher website
- Direct mailings to bookstores and libraries

## Previous Edition

1996: 9789996175718

# History



## *Tofino and Clayoquot Sound: A History*

Margaret Horsfield; Ian Kennedy

9781550176810

Hardcover | \$36.95

576 pages | 6 x 9

Publication Date: November 2014

Harbour Publishing Co. Ltd.

### Content

Clayoquot Sound, on the West Coast of Vancouver Island is not only a place of extraordinary raw beauty, but also a region with a rich heritage and fascinating past.

Tofino and Clayoquot Sound delves into all facets of the region's history, bringing to life the chronicle that started with the dramatic upheavals of geological formation and continues to the present day. The book tours through the history of the Hesquiaht, Ahousaht and Tla-o-qui-aht as well as other nations that inhabited the area in earlier times. It documents the arrival of Spanish, British and American traders on the coast and their avid greed for sea otter pelts. It follows the development of the huge fur seal industry and its profound impact on the coast. It tracks the establishment of reserve lands and two residential schools. The coming of World War II is discussed, as is the installation of a large Air Force base near Tofino, which changed the town and area dramatically. From here the story spirals into the post-road period. With gravel and asphalt came tourism, newcomers, the counter-culture of the 1960s, the establishment of Pacific Rim National Park and, of course, surfing. The book also addresses logging—which became the main industry in the area—and its questionable practices, going into detail about the "War in the Woods"—the world-famous conflict and largest mass arrest in Canadian history.

Offering an overall survey of the history of the area, Tofino and Clayoquot Sound is extensively researched and illustrated with historic photos and maps; it evokes the spirit and culture of the area and illuminates how the past has shaped the present.

### Author Bio

Margaret Horsfield is the author of several books including *Voices from the Sound* (Salal Books, 2008) and *Cougar Annie's Garden* (Salal Books, 1999), which won the Roderick Haig-Brown Regional Prize. She has also worked in radio and print journalism. She lives in Nanaimo, BC.

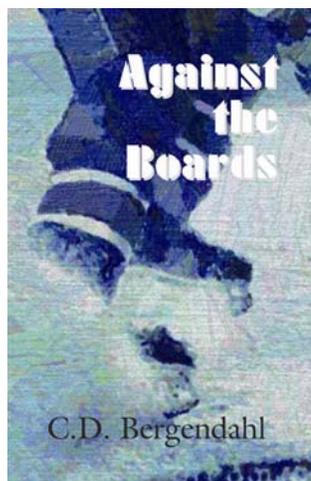
Ian Kennedy is the author of several books about BC history including *Sunny Sandy Savary* (Kennell Publishing, 1992). For many years, he has also served as one of Canada's few rugby journalists and has written for numerous magazines around the world. He currently lives in Comox, BC.

### Previous Books

2008: *Voices from the Sound*, 9780969700821

1992: *Sunny Sandy Savary*, 9780969629108

# Juvenile



## *Against the Boards*

Connie Bergendahl

9780878397778

Paperback | \$12.95

160 pages | 5.5 x 8.5

Publication Date: October 2014

North Star Press Of St Cloud

## Content

In *Against the Boards*, sixteen-year-old Jacye Quinn's home, his freedom, and his hockey career, are threatened by his father's issues and hockey rivals. With help from an unlikely ally, Jayce confronts these negative forces with integrity and courage. Set in a small fictional northern Minnesota town, readers will feel the intensity, passion, and fervent spirit of high-school hockey, and find themselves cheering on Jayce.

## Author Bio

Connie Bergendahl is a devoted hockey fan and a high-school English teacher. She gleans much of her writing inspiration from her students. *Against the Boards*, her debut novel, is the 2007 winner of the "Emily award," given to the most promising manuscript presented at the University of north Dakota's Writer's Conference in Children's literature. Connie resides in east grand Forks, Minnesota, the heart of hockey country, with her husband and their Yorkshire terrier, Ms. Dixie.

**Author Hometown:** Great Forks, MN

## Marketing Plan

- Social Media
- Book Signings
- Publisher website

# Juvenile

## *The Ant Who Walked from New York to L.A.*

Steve Gray, Andy Hardie-Brown

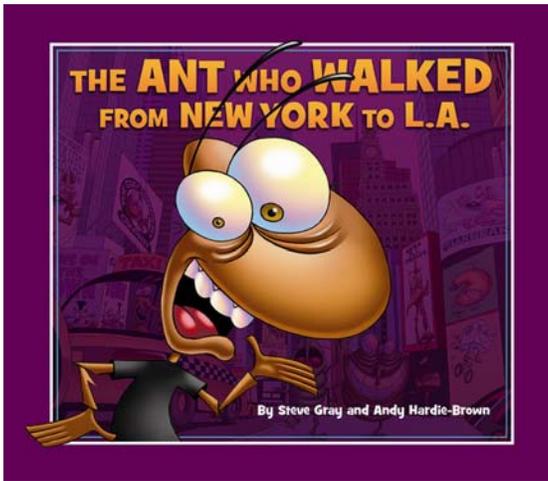
9780578120270

Hardcover | \$15.95

34 pages | 10.5 x 9

Publication Date: November 2013

The Gray Brown Ant Co LLC



### Content

Avi is a big-hearted ant with a sunny disposition. He decides to walk from New York to Los Angeles to pursue his dream. Along the way he discovers that life is full of surprises!

### Author Bio

Steve Gray is an award winning children's picture book illustrator. He has illustrated a number of children's books including "Farmer McPeepers and his Missing Milk Cows," which was chosen two years in a row by the California Teachers Association to promote Read Across America and was an Arkansas Diamond Honor book winner. His animated film, "Santa's Camels," has been showing in over 70 film festivals around the world. Steve collaborated on "There Was a Coyote Who Swallowed a Flea," "There Was an Old Monkey Who Swallowed a Frog" and "There Was an Old Pirate Who Swallowed a Fish." Learn more about Steve at [www.stevegrayillustration.com](http://www.stevegrayillustration.com). "There Was a Coyote Who Swallowed a Flea" was a Texas Mockingbird Award Nominee, won a Grand Canyon Reader Award, was a New Mexico Book Award Finalist and a Wyoming Reads Book Selection. "There Was an Old Monkey Who Swallowed a Frog" was an IRA-CBC Children's Choice, a Wyoming Reads Book Selection and "Publishers Weekly" said the "text and art deliver equal measures of over-the-top zaniness." Steve lives with his wife Cindy in Redondo Beach, California. Steve Gray's collaborator, Andy Hardie-Brown, became an avid reader from an early age, a passion shared by his wife and children. Urgently needing more books for his four-year-old son, Avshalon, Andy became the creative co-partner with Steve Gray on "The Ant who Walked from New York to L.A."

**Author Hometown:** Redondo Beach, CA

### Marketing Plan

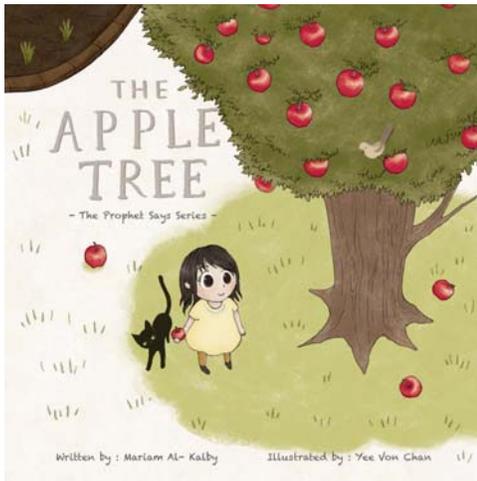
- Distribution of sample copies
- Press Releases
- Email blasts
- Online advertising
- Media appearances/interviews
- Attendance at children's book fairs
- Book signings/appearances in Los Angeles, New York, Arizona, Nevada, Virginia, Texas
- Social Media, Facebook, Twitter, Pinterest, Instagram

### Previous Books

2007: There Was a Coyote Who Swallowed a Flea, 9780873588980

2010: Was an Old Monkey Who Swallowed a Frog, 9780761455806

# Juvenile



## *The Apple Tree: The Prophet Says Series, 2nd Ed*

Mariam Al-Kalby

Yee Von Chan (Illustrator)

9780988507067

Hardcover | \$16.00

32 pages | 9 x 9

Publication Date: December 2013

Prolance

### Content

Little Shaima learns a valuable lesson in giving for the sake of charity and reward from God after planting an apple tree with her dad. By learning to give the fruit to others, including people, animals, and birds, she overcomes the selfishness she feels.

### Author Bio

Mariam Al-Kalby is a storybook writer, poet, blogger, wife, and mother of two young girls from California. She received her Bachelors in English Education and Creative Writing from California State University, Long Beach. She is a dreamer and seeks out the creative aspects of life. She loves nature and natural beauty whether it's through art, writing, photography, or architecture...she believes art is in every form and it is up to the person to see the light within.

**Author Hometown:** Irvine, CA

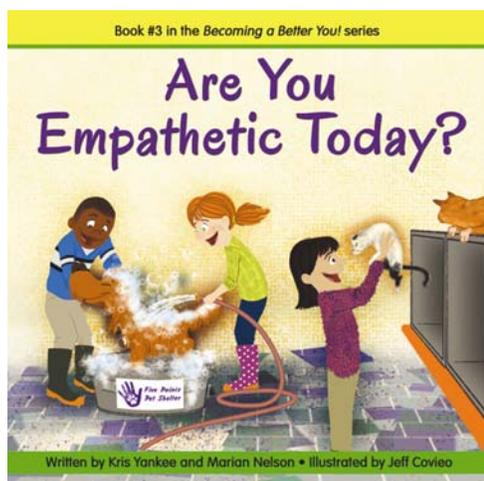
### Marketing Plan

- Facebook
- Book readings at schools, community centers, Mosques, Churches, etc.
- Author Interviews with newspapers and radio stations
- Press Releases
- Author Blog
- Publisher website
- Ads in newspapers
- Advertising with Google AdWords
- Book fairs and festivals
- Writing workshop attendance

### Previous Edition

2012: 9780988507005

# Juvenile



## *Are You Empathetic Today? Becoming a Better You!*

Kris Yankee; Marian Nelson

Jeff Covio (Illustrator)

9781938326264

Paperback | \$9.95

32 pages | 9 x 9

Publication Date: October 2014

Nelson Publishing & Marketing

Ferne Press

### Content

*Are You Empathetic Today?* is part of the *Becoming a Better You!* series which strives to highlight character traits that help readers reach their potential and help make a positive impact in the world.

### Author Bio

Kris Yankee is a freelance editor, writer, wife and mom. Kris feels blessed to be a part of this new series, she believes that the values presented are ones she and her husband hope to instill in their children. She is an award-winning author of *Cracking the Code: Spreading Rumors* and *Tommy Starts Something Big: Giving Cuddles with Kindness* co-written with Chuck Gaidica.

For the last nine years, Marian Nelson has been the publisher for Nelson Publishing & Marketing. She is happy to launch this new series of books called, *Becoming a Better You!* Helping people grow to become better individuals has been her life passion. Formerly an educator for nearly twenty years, Marian keeps her focus on the children of the world, actively pursuing concepts of building healthy character.

**Author Hometown:** Northville, MI

### Marketing Plan

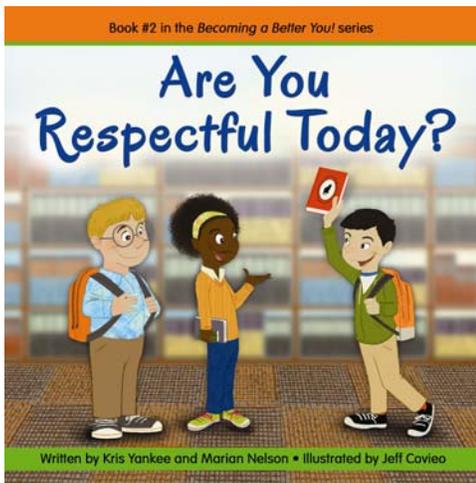
- Author talks and book signings at schools, libraries, and bookstores
- Publisher will contact press/media for events relating to this book
- Common Core Standards- Five non-fiction titles in the *Becoming a Better You* series that will benefit the classrooms who require more non-fiction
- Publisher website [www.nelsonpublishingandmarketing.com](http://www.nelsonpublishingandmarketing.com)
- Blog site at [parentsforcharacter.blogspot.com](http://parentsforcharacter.blogspot.com)
- Social media: Facebook, twitter and Tumblr site
- YouTube video presentation on building confidence launching February 2014
- Nelson Publishing & Marketing monthly newsletter
- Attendance at conferences focusing on early childhood, reading, self-improvement, special education, social and emotional development, social workers and counselors across the US

### Previous Books

2014: *Are You Confident Today?*, 9781938326240

2014: *Are You Respectful Today?*, 9781938326257

# Juvenile



## *Are You Respectful Today?: Becoming a Better You!*

Kris Yankee; Marian Nelson

Jeff Covieo (Illustrator)

9781938326257

Paperback | \$9.95

32 pages | 9 x 9

Publication Date: April 2014

Nelson Publishing & Marketing

Ferne Press

### Content

Why do you need to be respectful? Patience, tolerance, consideration, and trustworthiness are qualities of respectful people. Life is happier with a respectful heart. *Are You Respectful Today?* presents situations that will help build and reinforce respect in all readers. This is the second book in the *Becoming a Better You!* series, which strives to highlight character traits that help readers reach their potential and help make a positive impact on the world.

### Author Bio

Kris Yankee is a freelance editor, writer, wife and mom. Kris feels blessed to be a part of this new series, she believes that the values presented are ones she and her husband hope to instill in their children. She is an award-winning author of *Cracking the Code: Spreading Rumors* and *Tommy Starts Something Big: Giving Cuddles with Kindness* co-written with Chuck Gaidica.

For the last nine years, Marian Nelson has been the publisher for Nelson Publishing & Marketing. She is happy to launch this new series of books called, *Becoming a Better You!* Helping people grow to become better individuals has been her life passion. Formerly an educator for nearly twenty years, Marian keeps her focus on the children of the world, actively pursuing concepts of building healthy character.

**Author Hometown:** Northville, MI

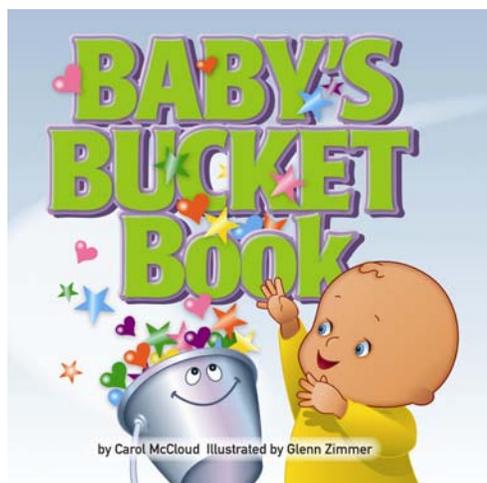
### Marketing Plan

- Author talks and book signings at schools, libraries, and bookstores
- Publisher will contact press/media for events relating to this book
- Common Core Standards- Five non-fiction titles in the *Becoming a Better You* series that will benefit the classrooms who require more non-fiction
- Publisher website [www.nelsonpublishingandmarketing.com](http://www.nelsonpublishingandmarketing.com)
- Blog site at [parentsforcharacter.blogspot.com](http://parentsforcharacter.blogspot.com)
- Social media: Facebook, twitter and Tumblr site
- YouTube video presentation on building confidence launching February 2014
- Nelson Publishing & Marketing monthly newsletter
- Attendance at conferences focusing on early childhood, reading, self-improvement, special education, social and emotional development, social workers and counselors across the US

### Previous Books

2014: *Are You Confident Today?*, 9781938326240

# Juvenile



## *Baby's Bucket Book*

Carol McCloud

Glenn Zimmer (Illustrator)

9780996099929

Board Book | \$7.95

16 pages | 5.5 x 5.5

Publication Date: October 2014

Bucket Fillers, Inc.

Bucket Fillosophy

## Content

This easy-to-read, rhyming, board book starts the process of teaching infants and toddlers that they have their own unique bucket inside, filled with love and light. When they are happy, their buckets are full. Throughout life, our bucket level indicates our mental and emotional health and happiness.

## Author Bio

Carol McCloud, the Bucket Lady, is an early childhood specialist, award-winning author and popular speaker. For more information, please visit [www.bucketfillers101.com](http://www.bucketfillers101.com).

**Author Hometown:** Brighton, MI

## Marketing Plan

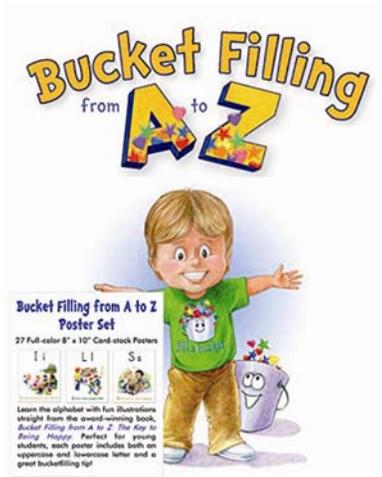
- Attendance at Child Development Conferences
- Social Media: Facebook, Twitter, Pinterest
- Bookstore signings and presentations
- School Visits

## Previous Books

2006: Have You Filled a Bucket Today?, 9780978507510

2013: Bucket Filling from A to Z, 9781938326134

# Juvenile



## *Bucket Filling from A to Z Poster Set*

Carol McCloud; Caryn Butzke

Glenn Zimmer (Illustrator)

9780996099912

Other | \$12.95

27 pages | 8 x 10

Publication Date: August 2013

Bucket Fillers, Inc.

Bucket Fillosophy

## Content

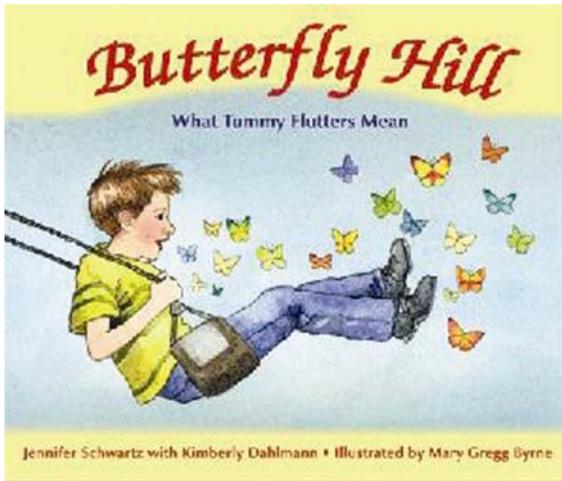
Learn the alphabet with fun illustrations straight from the award-winning book, *Bucket Filling from A to Z: The Key to Being Happy*. Perfect for young students, each poster includes both an uppercase and lowercase letter and a great bucketfilling tip!

## Author Bio

Carol McCloud, the Bucket Lady, is an early childhood specialist, award-winning author and popular speaker. Caryn Butzke is the business manager for Bucket Fillers, Inc. She co-authored the multi-award-winning book, *Bucket Filling from A to Z*. For more information, visit [www.bucketfillers101.com](http://www.bucketfillers101.com).

**Author Hometown:** Brighton, MI

# Juvenile



## *Butterfly Hill: What Tummy Flutters Mean*

Jennifer Schwartz; Kimberly Dahlmann

Mary Gregg Byrne (Illustrator)

9781938326356

Paperback | \$10.95

32 pages | 10 x 8.5

Publication Date: October 2014

Nelson Publishing & Marketing

Ferne Press

## Content

Have you ever felt tingles in your stomach? Max has and when his mom tells him that they are butterflies, Max begins to notice all of the times he feels his butterflies. Through sweet prose and delightful illustrations, *Butterfly Hill* will help readers understand the different types of feelings that are connected to our butterfly tingles.

## Author Bio

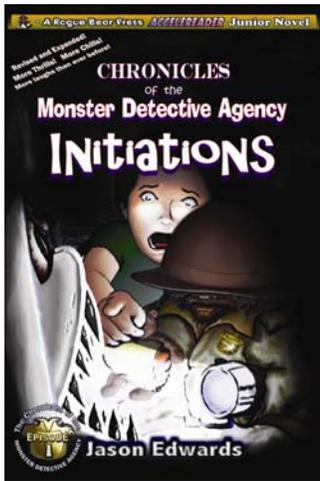
Jennifer Schwartz grew up in Michigan and earned her MFA from The Art Institute of Chicago in Fashion Design. As an aspiring artist and designer, she moved to New York City where she had a successful career designing children's clothes. After the birth of her second child, Jennifer became a full-time mom. As an artist, her passion and creativity filtered into her days with her children and the adventures they would share. After her diagnosis with a rare form of cancer, Jennifer became aware of the preciousness of each moment. In honoring these moments, she experienced an inner landscape that we all share, either young or old; butterflies. This story was born out of Jennifer's love for her children, connection to the beauty of nature, and the many wonders within. Kimberly Dahlmann lives in Maine where she is a yoga instructor. As the younger sister to Jennifer, she often experienced life through her older sister's eyes. They were not just sisters but best friends. It was through their close relationship, Jennifer's sketches, and artist journals that she edited that brought *Butterfly Hill* to fruition. Kimberly is grateful to share in her sister's final creation and gift to the child within each of us.

**Author Hometown:** Brighton, MI

## Marketing Plan

- Author talks and book signings at schools, libraries, and bookstores
- Publisher will contact press/media for events relating to this book
- Press Kit distributed to bookstores
- Publisher website, author website, and social media presence
- Local newspaper articles
- Op-ed articles for trade journals, newspapers, and magazines
- Publisher will market this book when exhibiting at conferences - 20-25 per year.
- Book will be submitted to reviewers such as *Publisher's Weekly*, *Book List* and *School Library Journal*.

# Juvenile



## *Chronicles of the Monster Detective Agency - INITIATIONS*

Jason Edwards

Jeffrey Friedman (illustrator)

9780978951276

Hardcover | \$16.95

208 pages | 6 x 9

Publication Date: November 2014

Rogue Bear Press

### Content

Will Allen may be one of the smartest boys in the 6th grade, but all his cleverness is of little use when monsters infest his room! Fortunately, a mysterious business card summons the Great Monster Detective, Bigelow Hawkins, who teaches Will how to conquer monsters. But when Bigelow recruits Will to join the cause and become a monster detective himself, can Will rise to the occasion and save himself and his friends from a horror beyond their wildest imaginings?

### Author Bio

Award-winning author Jason Edwards is a teacher, storyteller, producer of children's enrichment programs for schools and libraries, and an authority on children's anxieties who has over 20 years of experience developing innovation ways to entertain, instruct, and inspire children. Even his frightfully funny chapter books in the Chronicles of the Monster Detective Agency series help children by inspiring them to confront fears and modeling ways to control anxiety. Jason has performed his MONSTER HUNT Library Skills-building Adventure and his Destination: INSPIRATION InterACTIVE StoryCrafting program at over 100 schools and libraries across the country. His gift for teaching and inspiring children has been featured in all forms of media including WCBS TV, The NY Daily News, The New Jersey Observer, Talk of Connecticut Radio, and the Sirius Satellite Book Channel.

**Author Hometown:** White Plains, NY

### Marketing Plan

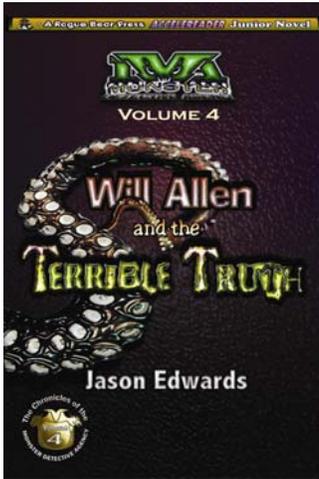
- National Ads in Publisher's Weekly, School Library Journal
- Promotional program performances (most notably - MONSTER HUNTS)
- Bookstore signings
- Signings at book fairs, ALA, NJSL, CASL, NYLA, CSLA, BookExpo, and other conventions
- Author appearances at schools and libraries
- Regional book tour

### Previous Books

2007: Will Allen and the Great Monster Detective, 9780978951207

2012: Will Allen and the Hideous Shroud, 9780978951245

# Juvenile



## *Chronicles of the Monster Detective Agency, Volume 4: Will Allen and the Terrible Truth*

Jason Edwards

Jeffrey Friedman (illustrator)

9780978951269

Paperback | \$6.95

200 pages | 6 x 9

Publication Date: November 2014

Rogue Bear Press

### Content

In this fourth installment in the Chronicles of the Monster Detective Agency series, fledgling Monster Detective Will Allen has so far triumphed over horrors of every kind, and even survived his mother's cooking, but now he faces a challenge that all of his skill, cleverness, and bravery are powerless against - dealing with GIRLS! And even if he muddles his way through that obstacle, can Will then rise to the occasion and save himself and his friends from living manifestations of their worst fears when his special monster-fighting tools, the Revealer and the MonsterScope, suddenly lose their magical powers?

### Author Bio

Jason has performed his MONSTER HUNT Library Skills-building Adventure and his Destination: INSPIRATION InterACTIVE StoryCrafting program at over 100 schools and libraries across the country. His gift for teaching and inspiring children has been featured in all forms of media including WCBS TV, The NY Daily News, The New Jersey Observer, Talk of Connecticut Radio, and the Sirius Satellite Book Channel.

**Author Hometown:** White Plains, NY

### Marketing Plan

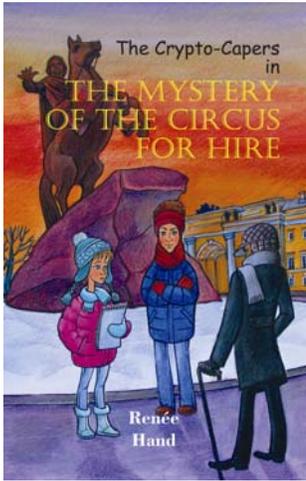
- National Ads in Publisher's Weekly, School Library Journal
- Promotional program performances (most notably - MONSTER HUNTS)
- Bookstore signings
- Signings at book fairs, ALA, NJSL, CASL, NYLA, CSLA, BookExpo, and other conventions
- Author appearances at schools and libraries
- Regional book tour

### Previous Books

2007: Will Allen and the Great Monster Detective, 9780978951207

2012: Will Allen and the Hideous Shroud, 9780978951245

# Juvenile



## *Crypto Capers #6: The Mystery of the Circus for Hire*

Renee Hand

9780878396115

Paperback | \$12.95

112 pages | 5.5 x 8.5

Publication Date: June 2014

North Star Press Of St Cloud

### Content

The Assignment: The Circus for Hire is a whirlwind of an adventure where the Crypto-Capers travel to Russia to save Max and Mia's parents, Mitchem and Martha Holmes, from going to prison for a crime they didn't commit. Finding themselves caught up in a scandal that is beyond their control, they use their skills and talents to try to outsmart the most notorious criminal of all time, but can they do that without sacrificing one of their own? Lies become intermixed with truth, yet, with the help of a new ally, the Crypto-Capers find themselves ahead of the game, but will they find the ending they're looking for? Puzzles of varying degree of difficulty challenge the reader in this award-winning interactive mystery series.

### Author Bio

Renee Hand is a multi-award-winning mystery children's author. She has created an interactive mystery series known as the Crypto-Capers Series that encourages children to read by incorporating several topics of interest. The reader participates into the story by solving cryptograms and puzzles to solve the case. She is also the author of the Adventures of Joe-Joe Nut and Biscuit Bill Series, which focuses on animal detectives and science. This series is a great way to teach children about animals in a fun and interesting way that captures the reader's attention, yet fills them with knowledge about science topics they will be learning about in school. All books are great to use in a classroom setting to supplement various topics or to just enjoy. Not quite sure what a cryptogram is and want to learn more? Visit the author's website at [www.reneehand.com](http://www.reneehand.com) to learn about cryptograms and how to solve the ones that are in the books.

### Marketing Plan

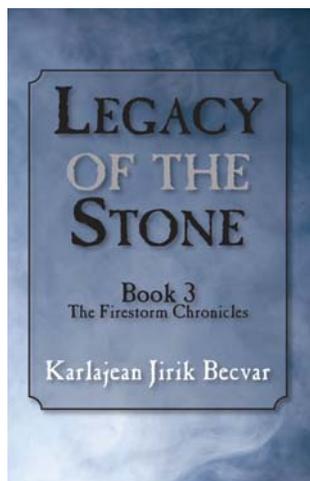
- Publisher website
- Social Media
- Author talks/book signings

### Previous Books

2011: Crypto Capers #5, 9780878395668

2010: Crypto Capers #4, 9780878393947

# Juvenile



## *The Firestorm Chronicles Book 3: Legacy of the Stone*

Karlajean Becvar

9780878397150

Paperback | \$12.95

148 pages | 5.5 x 8.5

Publication Date: September 2014

North Star Press Of St Cloud

### Content

Unable to reconnect with Thomas and Judith Markham after the second fire, Addie returns to Hinckley. Only this time, Thomas and Judith's Uncle Caspian is not dead and Jake Tanner is seeking revenge. What does Jake want and why is he preying on Addie and the Markhams? Addie's adventure in time continues, and there has never been more at stake!

### Author Bio

Legacy of the Stone is Karlajean Becvar's third book in the Firestorm Chronicles series. The fourth and final book, Keeper of the Stone, is slated for a 2016 release date. The author makes her home in Hinckley, MN, with her husband, five dogs, and two cats. Check out her website at [thefirestormchronicles.weebly.com](http://thefirestormchronicles.weebly.com).

**Author Hometown:** Hinckley, MN

### Marketing Plan

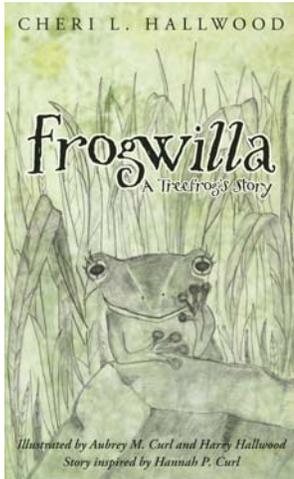
- Social Media
- Book Signings
- Publisher website

### Previous Books

2012: The Seeing Stone, 9780878395996

2013: Secrets of the Stone, 9780878396665

# Juvenile



## *Frogwilla, A Treefrog's Story*

Cheri Hallwood

9780977442263

Paperback | \$9.95

128 pages | 5.25 x 8

Publication Date: October 2014

Forever Young Publishers

## Content

When a midsummer storm floods the banks of a great pond, a young treefrog named Frogwilla finds herself separated from her mama and papa and her beloved home, Willow's End.

Alone and scared, she soon finds the courage to venture out into the unknown on a quest to search for her parents. But many obstacles await her.

Along the way, Frogwilla discovers some unlikely friendships in a speedy dragonfly called Sunshine and a wandering turtle called Tucker. With the help of her new-found friends, they embark on a journey that teaches them the true meaning of hope, friendship, and courage.

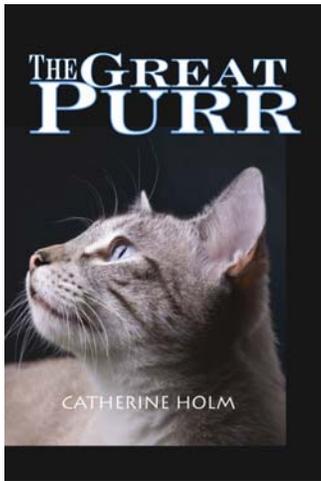
## Author Bio

Cheri L. Hallwood had dreamed of writing for young children, since her children were toddlers. Now as the grandmother of 6 granddaughters, she takes great pleasure in bringing her dream to life. She credits her grandchildren for inspiring her to share her style of lyrical rhyme with others.

## Marketing Plan

- Publisher Website
- Social Media
- Book Signings
- School Visits

# Juvenile



## *The Great Purr*

Cat Holm

9780878397204

Paperback | \$12.95

240 pages | 6 x 9

Publication Date: June 2014

North Star Press Of St Cloud

## Content

In a northern Minnesota mining town, cats have always maintained the Great Purr, a force that holds the Real World, the UnderEarth, and the Spirit World together. But when the Great Purr becomes corrupted and threatens to destroy the world, the magical cats of Ironton must work together to prevent disaster. Can Karma use her exquisite sensitivity without it destroying her? Will Target harness his gift of focus at the right time? And will sensual Kali be able to resist the temptation of the Evil that threatens to unravel The Great Purr?

## Author Bio

Catherine Holm is the author of the memoir *Driving with Cats: Ours for a Short Time* and the short story collections *My Heart Is a Mountain* and *Voice Lessons*. She is a regular writer at [Catster.com](http://Catster.com), an online community and magazine for cat lovers. As Ann Catanzaro, she authored cat fantasy fiction chapbooks that are available on her website. Catherine and her husband live between Vermont and Minnesota. She is a yoga instructor, freelance writer, and the guardian of several wonderful cats and a dog.

**Author Hometown:** Minnesota

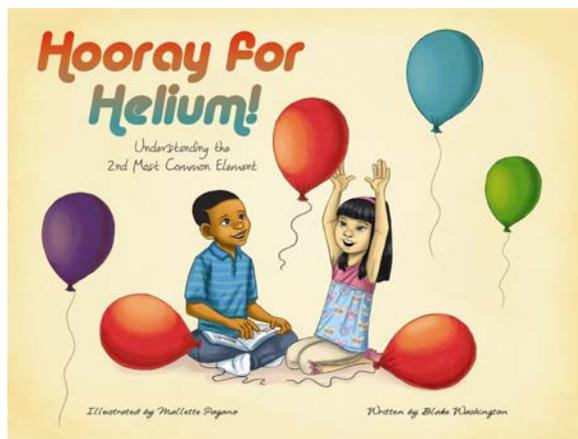
## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

## Previous Books

2013: *Driving with Cats*, 9780878396887

# Juvenile



## *Hooray for Helium!: Understanding the 2nd Most Common Element*

Blake Washington

Mallette Pagano (Illustrator)

9781938326325

Paperback | \$10.95

32 pages | 10.5 x 8

Publication Date: May 2014

Nelson Publishing & Marketing

Ferne Press

### Content

As Jay waits for his friends to arrive for his 8th birthday, his sister Kayla helps him discover how important Helium is in his everyday world. From balloons to an MRI machine, *Hooray for Helium!* uses everyday language and activities to help kids understand this important element and encourage them to be excited about chemistry.

### Author Bio

Blake Washington grew up in Strongsville, Ohio, and earned her bachelor's degree in chemical engineering at The Ohio State University. Her passion for science, engineering, and math is apparent both in her career in manufacturing and in the time she spends off the clock tutoring students in disadvantaged school systems. Through her time working with children, Blake noticed a lot of her students demonstrated a knowledge gap in math and science. This was quite the opposite of what she saw in her young niece and nephew, Kayla and Jay. Recognizing Kayla and Jay's extreme curiosity and desire to learn, Blake was motivated to change the direction of her teaching style. She wanted to write engaging children's books that introduced children to math and science topics in an enjoyable way. This is Blake's first book in a series that introduces children to the Periodic table of Elements and a variety of chemistry concepts. Blake currently lives in Decatur, Georgia, and enjoys spending spare time with friends and family, playing board games, and volunteering at a local homeless shelter. Visit Blake at [www.blakewashingtonbooks.com](http://www.blakewashingtonbooks.com)

**Author Hometown:** Decatur, Georgia

### Marketing Plan

- Author talks and book signings at schools, libraries, and bookstores
- Publisher will contact press/media for events relating to this book
- Press Kit distributed to bookstores
- Publisher website, author website, and social media presence
- Local newspaper articles
- Op-ed articles for trade journals, newspapers, and magazines
- Publisher will market this book when exhibiting at conferences - 20-25 per year.
- Book will be submitted to reviewers such as Publisher's Weekly, Book List and School Library Journal.

# Juvenile

## *Just Another Monday: A Do U? Adventure*

Joy Dey; Anna Skarie

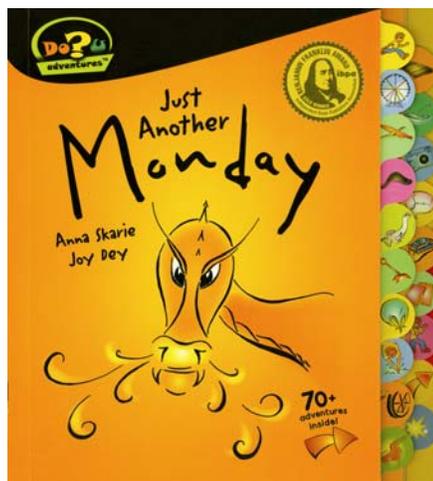
9780985322809

Paperback | \$15.95

48 pages | 9 x 10

Publication Date: January 2010

SWAK Publishing



### Content

This award winning book by Joy Dey and Anna Skarie is the first in the DoU Adventure series. Each page has a decision to make, choose the matching icon on the right-hand tabs to move your story forward. It's just another Monday when...a dragon lands right beside you! Do you hop on the dragon or run the other way? You might soar over Dragon's Eye Lake or land yourself in the middle of a carnival. There's no wrong way to go here, and every path leads you back home in the end. Good luck and have fun deciding!

### Author Bio

Joy Dey delights in setting imaginations free. She writes and designs children's books with all her heart, creativity, and experience. As art director at Pfeifer-Hamilton Publishing, her book designs included "Old Turtle" and "Quiltmaker's Gift", both BookSense award winners. She is also the author of the award-winning "Agate: What Good is a Moose?".

**Author Hometown:** Duluth, MN

### Marketing Plan

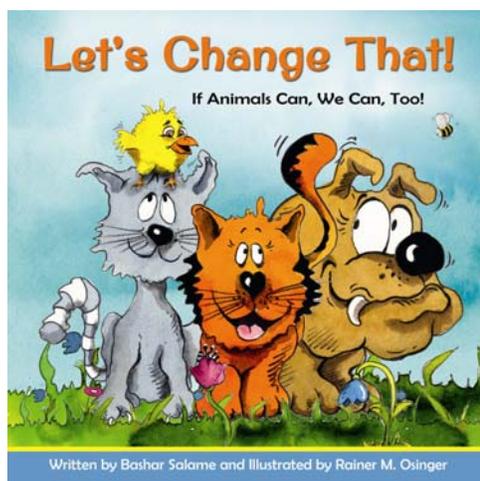
- Marketing through IBPA
- Press releases to local bookstores and local media, and bloggers
- Social Media
- Author blog

### Previous Books

2007: Agate: What Good is a Moose?, 9780942235739

2004: Nightlight, 9780893170578

# Juvenile



## *Let's Change That!: If Animals Can, We Can, Too!*

Bashar Salame

Rainer M. Osinger (Illustrator)

9781938326349

Paperback | \$9.95

24 pages | 8 x 8

Publication Date: May 2014

Nelson Publishing & Marketing

Ferne Press

### Content

What if we had to change the ways we normally did things just to help someone who really needed us? Could we do that? Watch how Felix asks for help from the most unlikely characters and see their reactions. Will they all pitch in and help or will they refuse?

### Author Bio

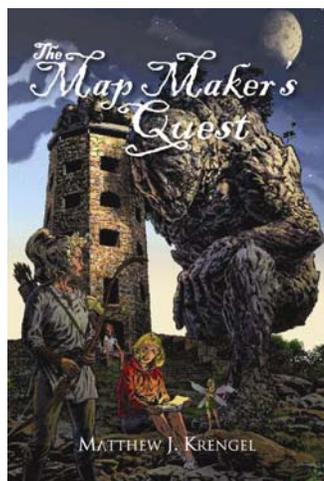
Dr. Bashar Salame has been a practicing Chiropractor in the metro Detroit area for over ten years. He currently owns and operates two clinics, focusing on enhancing the health and well-being of others. He is a married father of a three year old boy named Jude and a nine month old girl named Amelie. Among the family's most cherished activities is reading stories and exploring books together. Their favorite authors include Dr. Seuss, Mo Willems, Greg Foley, Shel Silverstein, and Ferne Press's own Carol McCloud.

**Author Hometown:** Dearnborn, MI

### Marketing Plan

- Author talks and book signings at schools, libraries, and bookstores
- Publisher will contact press/media for events relating to this book
- Press Kit distributed to bookstores
- Publisher website, author website, and social media presence
- Local newspaper articles
- Op-ed articles for trade journals, newspapers, and magazines
- Publisher will market this book when exhibiting at conferences - 20-25 per year.
- Book will be submitted to reviewers such as Publisher's Weekly, Book List and School Library Journal.

# Juvenile



## *The Map Maker's Quest*

Matthew Kregel

9780878397808

Paperback | \$12.95

186 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

## Content

Something valuable has been hidden in Duluth, Minnesota, and the evil Adherents are willing to tear the city apart searching for it. Led by Cain aboard the mighty steam battleship Goliath and using a weapon capable of tearing great holes in the Divide they have come to our world. Now all that stands in the Temple's way is a ragtag group of rebels led by Jane and Jackie. With events spiraling out of control, the two girls go on a desperate quest through the city seeking a way to stop Cain.

## Author Bio

Matthew J Kregel grew up in rural Minnesota. He attended college in Pensacola, Florida, and returned to the St Cloud area after graduation. With a bachelor's degree in criminal justice and minors in history and English, he is an avid reader of science fiction, history, and fantasy books. His *The Map Maker* was published by North Star Press in 2012. In 2013 the sequel, *The Map Maker's Sister* was released. This is the epic conclusion to the series, *The Map Maker's Quest*.

**Author Hometown:** St. Cloud, MN

## Marketing Plan

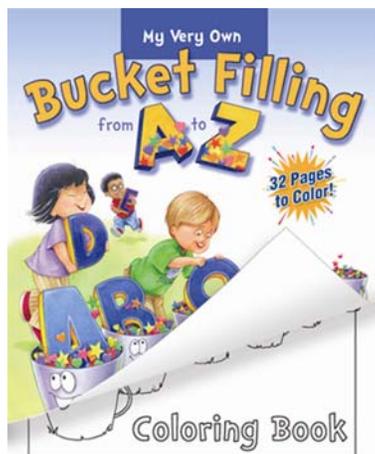
- Social Media
- Book Signings
- Publisher website

## Previous Books

2012: *The Map Maker*, 9780878395880

2013: *The Map Maker's Sister*, 9780878396740

# Juvenile



## *My Very Own Bucket Filling From A to Z Coloring Book*

Carol McCloud; Caryn Butzke

Glenn Zimmer (Illustrator)

9780996099905

Paperback | \$3.95

32 pages | 8.5 x 11

Publication Date: June 2014

Bucket Fillers, Inc.

Bucket Fillosophy

### Content

Ideal for home or classroom, this 32-page coloring book is a supplement to the award-winning, rhyming picture book. Educational and entertaining, this book offers hours of coloring fun as children engage with dozens of pages while learning all about bucket filling!

### Author Bio

Carol McCloud, the Bucket Lady, is an early childhood specialist, award-winning author and popular speaker. Caryn Butzke is the business manager for Bucket Fillers, Inc. She co-authored the multi-award-winning book, *Bucket Filling from A to Z*. For more information, visit [www.bucketfillers101.com](http://www.bucketfillers101.com).

**Author Hometown:** Brighton, MI

### Marketing Plan

American Library Association Conference 2014

Alabama Kindergarten Conference 2014

University of Hawaii Early Childhood Conference 2014

Social Media: Facebook, Twitter, Pinterest

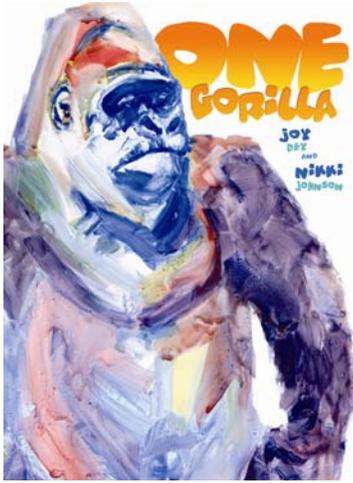
Book signings and presentations

### Previous Books

2006: *Have You Filled a Bucket Today*, 9780978507510

2013: *Bucket Filling from A to Z*, 9781938326134

# Juvenile



## *One Gorilla*

Joy Dey; Nikki Johnson

9780985322823

Hardcover | \$17.95

48 pages | 8.5 x 11

Publication Date: January 2015

SWAK Publishing

## Content

Colorful creatures show us just how nasty things can get in this lush watercolor jungle and how little it can take to turn it around. *One Gorilla* provides the perfect chance to ask a child how their day went, a way for them to talk about what's good and what's not in their jungle, a way for them to think about what they can do to make things better.

## Author Bio

Joy Dey delights in setting imaginations free. She writes and designs children's books with all her heart, creativity, and experience. As art director at Pfeifer-Hamilton Publishing, her book designs included "Old Turtle" and "Quiltmaker's Gift", both BookSense award winners. She is also the author of the award-winning "Agate: What Good is a Moose?".

**Author Hometown:** Duluth, MN

## Marketing Plan

- Marketing through IBPA
- Netgalley participation
- Press releases to local bookstores and local media, and bloggers
- Submissions to Shelf Awareness, Foreword, Publishers Weekly, and Kirkus
- YouTube book trailer
- Social Media
- Author blog

## Previous Books

2007: *Agate: What Good is a Moose?*, 9780942235739

2004: *Nightlight*, 9780893170578

# Juvenile



## *Rodeo Snow*

Pat Rhoades

9780878397310

Paperback | \$12.95

224 pages | 5.5 x 8.5

Publication Date: June 2014

North Star Press Of St Cloud

## Content

The only thing not ordinary about fifteen-year-old Eugene "Gene" Snow is his nerd name—he's named after a peacenik politician his pathetically earnest parents admired. When some street skaters nickname him Rodeo, he's happy to take on that new, totally cool identity. If only he could win the citywide street skate competition, everyone would see him as who he was born to be: Rodeo Snow, street skater. As Gene tries to nail the skate competition and get the girl who happens to be his main competitor, he discovers that winning is something other than what he thought and maybe he's less ordinary than he ever imagined.

## Author Bio

Pat Rhoades is a clinical social worker and writer who lives with her husband in Minneapolis next to the mighty Mississippi. *Rodeo Snow* is her first novel.

**Author Hometown:** Minneapolis, MN

## Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Juvenile



## *Searching for Raven*

Jerry Hines

9780878397365

Paperback | \$9.95

138 pages | 5.5 x 8.5

Publication Date: June 2014

North Star Press Of St Cloud

### Content

Kian lost his mother, and in the grip of grief, in many ways, he'd lost his father too. When his mother's horse, Raven, runs off in a storm, Kian believes finding him will help his father get past his grief.

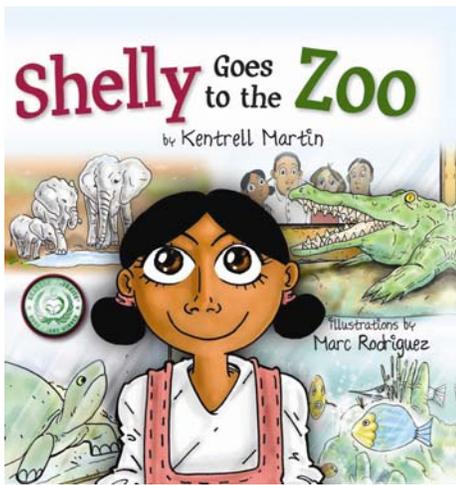
### Author Bio

Jerry Hines, a Minnesota native, worked for thirty-five years with the St. Paul Public Schools before retiring in 2007. Although he was not a teacher, his love for working with children included mentoring students, coaching, being a scout leader, being a Big Brother to three little brothers, and foster parenting. He is currently working with special-needs children in the North Saint Paul and White Bear Lake School Districts as a teacher's aide substitute. He has three children and three grandchildren and resides with his wife in White Bear Lake, Minnesota. He has self-published two previous books: *The Nine of Us: A Lighthearted Memoir* (2007) and a middle-grade novel, *Silly and Stinky Stories My Grandpa Tells* (2011).

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Juvenile



## *Shelly Goes to the Zoo*

Kentrell Martin

Marc Rodriguez (illustrator)

9780985184537

Hardcover | \$15.99

32 pages | 8.5 x 8.5

Publication Date: March 2013

Shelly's Adventures

## Content

Shelly's Adventures offers unique and fun-filled educational resources that incorporate American Sign Language (ASL) while telling a story. In "Shelly Goes to the Zoo", Shelly and her friends spend a day with animals. While exploring the different exhibits, she teaches them animal signs and shares a few interesting facts, too. By the end of the book let's see how many signs you have learned!

## Author Bio

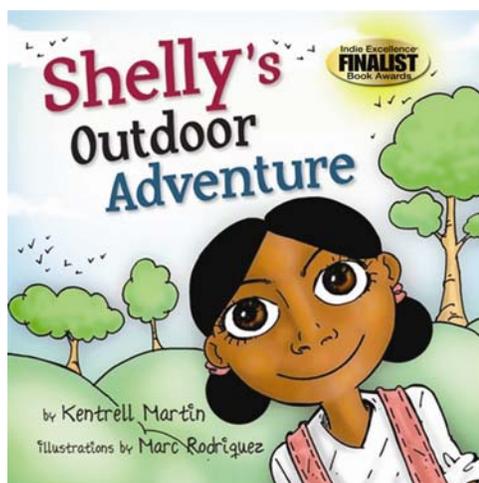
After achieving a Bachelor of Science in Business Management from the University of New Orleans, and an assistant coaching position at his alma mater, Kentrell found himself constantly longing to reconnect with his ASL roots. He enrolled in an Interpreter training program hoping to accomplish this objective. Later, Shelly's Adventures was born! The publications are unique because they tell a story while incorporating ASL. When he is not immersed Shelly's Adventures operations, Kentrell enjoys writing, traveling, and hanging out with family and friends. He is married and has two handsome sons.

**Author Hometown:** Gainesville, Florida

## Marketing Plan

- School visits and book readings
- Book festival attendance
- Readings at libraries
- Regional Book tour (FL, GA, LA)

# Juvenile



## *Shelly's Outdoor Adventure*

Kentrell Martin

Marc Rodriguez (illustrator)

9780985184520

Hardcover | \$15.99

28 pages | 8.5 x 8.5

Publication Date: March 2013

Shelly's Adventures

## Content

Shelly's Adventures offers unique and fun-filled educational resources that incorporate American Sign Language (ASL) while telling a story. In "Shelly's Outdoor Adventure", Shelly introduces her friends to commonly used signs while exploring the great outdoors. You sure don't want to miss out on the fun!

## Author Bio

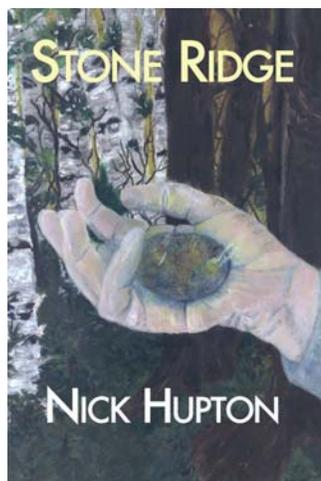
After achieving a Bachelor of Science in Business Management from the University of New Orleans, and an assistant coaching position at his alma mater, Kentrell found himself constantly longing to reconnect with his ASL roots. He enrolled in an Interpreter training program hoping to accomplish this objective. Later, Shelly's Adventures was born! The publications are unique because they tell a story while incorporating ASL. When he is not immersed Shelly's Adventures operations, Kentrell enjoys writing, traveling, and hanging out with family and friends. He is married and has two handsome sons.

**Author Hometown:** Gainesville, Florida

## Marketing Plan

- School visits and book readings
- Book festival attendance
- Readings at libraries
- Regional Book tour (FL, GA, LA)

# Juvenile



## *Stone Ridge*

Nick Hupton

9780878397419

Paperback | \$12.95

192 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

## Content

In this sequel to *The Ridge*, past and present collide as Zach learns the fate of his brother, Chris. Join Zach and his friends for another heart-pounding adventure that gets to the bottom of what's haunting the Sutton family. Hupton's keen writing and silver-tongued prose bring suspense to the boiling point! An A-one job!

## Author Bio

Nick Hupton received his BA from Gustavus Adolphus College in 1999 and his MA from Hamline University in 2008. He teaches high school English in Bloomington, Minnesota. *Stone Ridge* is Nick's third novel for young people. He lives in Minneapolis with his wife, Tara, and two children.

**Author Hometown:** Minneapolis, MN

## Marketing Plan

- Social Media
- Book Signings
- Publisher website

## Previous Books

2013: *The Ridge*, 9780878399369

2012: *If I Know It's Coming*, 9780878396016

# Juvenile



## *Summer of Elves*

Joanne Vruno

9780878397266

Paperback | \$12.95

186 pages | 6 x 9

Publication Date: September 2014

North Star Press Of St Cloud

### Content

“An enchanting fantasy about a twelve-year-old girl who has been thrust into a magical world, and now she must learn how to use this new-found talent. Trained by her grandmother, Aly embraces the responsibility of seeing a mythical world that most humans never will see. In this coming-of-age novel, our heroine needs to embrace these powers so that good conquers evil. This book pulls you in from the first page, and the end comes too quickly. The vivid writing style, charming characters, and enticing storyline hold your attention throughout the novel. Joanne Vruno is a master storyteller, and this beautifully written story is a compelling creation.”

–Martha Rossini Olson, owner of Sweet Martha's Cookies

### Author Bio

Joanne Vruno grew up in Maplewood, Minnesota, just houses away from Battle Creek Regional Park, where she spent most of her childhood days hiking, and exploring. Her love for nature and the wooded parkland bordering Battle Creek created the magic of Summer of Elves, just as her love for the lakes created her first novel, Loon Child.

**Author Hometown:** St. Paul, MN

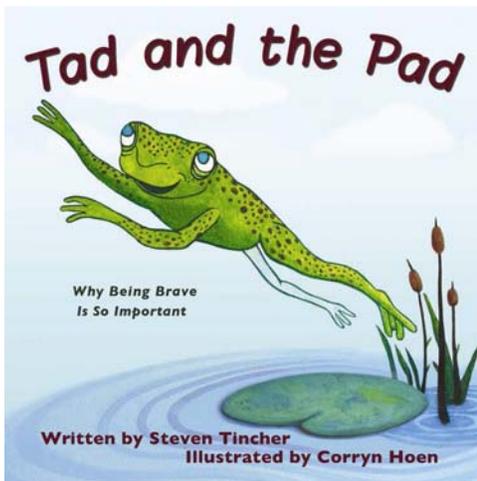
### Marketing Plan

- Social Media
- Book Signings
- Publisher website

### Previous Books

2012: Loon Child, 9780878395934

# Juvenile



## *Tad and the Pad: Why Being Brave Is So Important*

Steven Tincher

Corryn Hoen (Illustrator)

9781938326370

Paperback | \$10.95

32 pages | 9 x 9

Publication Date: October 2014

Nelson Publishing & Marketing

Ferne Press

### Content

How do you react when you can't be the same as others? Do you hang your head and hide, or do you put your chin up and try? Meet Tad. He's a bullfrog with a weak leg which makes it hard for him to jump high. Even though others may tease Tad, he doesn't let their words define him. With ingenuity and courage, Tad becomes the best on the pad.

### Author Bio

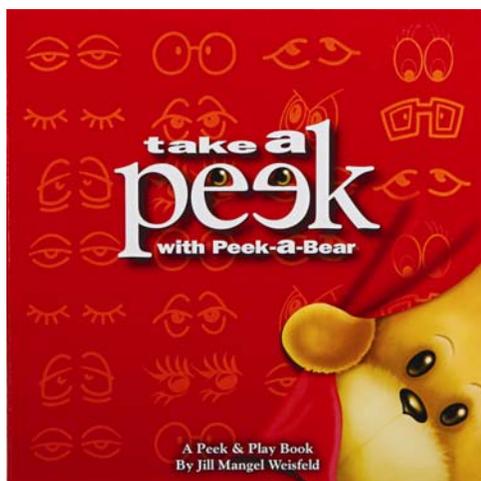
Steven Tincher was born in White Oak, Texas, and attended the White Oak public school system. He went on to acquire a bachelor's degree in biology while attending Midwestern State University in Wichita Falls, Texas. After graduation, Steven married his college sweetheart, Amanda Means. During their early years together, Steven attended the University of Texas at Galveston Medical School program. He attained his Medical Doctorate in Medicine and furthered his training at University of South Alabama Internal Medicine Residency program. He finished his training in 2011 and has been practicing Internal Medicine and Emergency Medicine since that time. The love of literature and art were rediscovered by Steven through his children. His children craved learning and reading during these early years. Amanda had bought several books over the years in anticipation of these precious moments. After all the books had been read several times, Steven was asked by his children at bedtime for new stories. Steven started telling stories again and using subjects his children could understand to convey simple life lessons. One day, Steven decided to try and share his stories with other children who needed to hear words of encouragement. Steven lives with his family in Madison, Mississippi, and enjoys outdoor activities, gardening, and lifting weights.

**Author Hometown:** Madison, Mississippi

### Marketing Plan

- Author talks and book signings at schools, libraries, and bookstores
- Publisher will contact press/media for events relating to this book
- Press Kit distributed to bookstores
- Publisher website, author website, and social media presence
- Local newspaper articles
- Op-ed articles for trade journals, newspapers, and magazines
- Publisher will market this book when exhibiting at conferences - 20-25 per year.
- Book will be submitted to reviewers such as Publisher's Weekly, Book List and School Library Journal.

# Juvenile



## *Take a Peek with Peek-a-Bear*

Jill Weisfeld

9780985806002

Board Book | \$12.99

12 pages | 7 x 7

Publication Date: August 2013

Peek-A-Bear Press

## Content

"Take a Peek with Peek-a-Bear" is cleverly designed children's book filled with colorful imagery and playful poetry that takes you on an exciting interactive adventure with the character Peek-a-Bear. It is the first of a series of "Peek & Play" books.

## Author Bio

Jill Weisfeld is currently Art Director of Pediatric Cancer Foundation and has done freelance graphic design for other various non-profit organizations. She is formerly Senior Art Director at Bride's Magazine and Art Director for Macy's Advertising in New York. Writing a children's books has always been Jill's dream which finally came true with her first title: "Take a Peek with Peek-a-Bear." "Take a Peek with Peek-a-Bear" has received the following awards: Gold Medal in the Mom's Choice Awards Gold Medal in the Purple Dragonfly Awards Silver Medal in the Moonbeam Children's Book Awards Silver Medal in the Nautilus Book Awards Honorable Mention in the New York Book Festival Awards

**Author Hometown:** Scarsdale, NY

## Marketing Plan

- Mom Blogs
- Social media
- Book readings in Pre-School and Libraries
- Press release to newspapers and magazines

# Juvenile



## *What's Behind the Mighty Fitz?*

Joanne Anderson Reisberg

9780878397570

Paperback | \$9.95

112 pages | 5.5 x 8.5

Publication Date: June 2014

North Star Press Of St Cloud

### Content

When Lucas Sanchez fails to catch a Frisbee as it crashes into the oil painting of the Edmund Fitzgerald, he is stunned as part of a green eye stares back. He remembers a CNN report of an art heist and wonders, What's Behind the Mighty Fitz? The Edmund Fitzgerald, a huge freighter that mysteriously sank in 1975 during an unbelievable storm in Lake Superior, is at the center of this action/adventure novel.

### Author Bio

A graduate of the University of Minnesota and Macalester College, Joanne Anderson Reisberg has taught in the Minneapolis and El Paso school districts. Her books have been published in the U.S., Canada, China, and Korea. She received a Certificate of Achievement award from Writer's Digest and an Alumni of Notable Achievement from the University of Minnesota. She loves a good mystery and enjoys giving presentations in elementary classrooms. Reisberg lives in Minneapolis with her husband, Bernie.

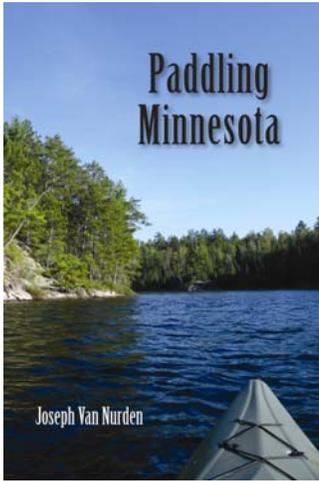
**Author Hometown:** Minneapolis, MN

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Nature

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## *Paddling Minnesota*

Joseph Van Nurden

9780878397662

Paperback | \$14.95

128 pages | 6 x 9

Publication Date: October 2014

North Star Press Of St Cloud

### Content

In this beautiful collection of essays on paddling and growing up in the Northwoods of Minnesota, Joseph Van Nurden regales readers with tales of misty mornings on the lake, paddling alongside moose, introducing his son to the wonders of canoeing, and his own childhood at a northern resort. Full of insights on why we seek the outdoors, *Paddling Minnesota* is sure to delight paddlers of all skill levels and ages.

### Author Bio

Joseph Van Nurden spends his winters as a ski-bum in the mountains of Colorado and summers as a wildland firefighter while getting out with his family traveling, backpacking, paddling, and serving with his local volunteer fire and rescue department.

### Marketing Plan

- Social Media
- Book Signings
- Publisher website

### Previous Books

2009: *Heading North*, 9780878393381

# Nature

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## *The Sea Among Us: The Strait of Georgia*

Richard Beamish; Gordon McFarlane

9781550176834

Hardcover | \$39.95

320 pages | 8.5 x 11

Publication Date: December 2014

Harbour Publishing Co. Ltd.

### Content

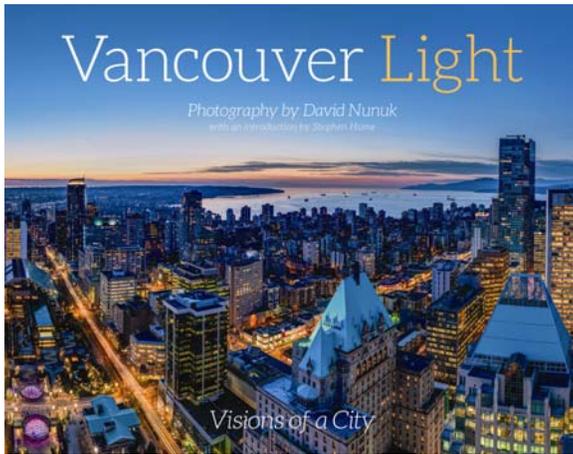
The Sea Among Us is the first book to present a comprehensive study of the Strait of Georgia in all its aspects with chapters on geology, First Nations, history, oceanography, fish, birds, mammals, invertebrates and plants. Covering everything from tsunami modelling to First Nations history to barnacle reproduction, the book is a sweeping overview of the waterway. It describes how fjords formed, what the seafloor is made of, and why coastal BC is so prone to earthquakes; it advises on which jellyfish sting, how to tell the difference between Dall's and harbour porpoises, and where to find whales; and it addresses how climate change and human impacts could affect the strait, noting that though marine ecosystems are tough and adaptable, there are limits to this resiliency.

Informative, descriptive, cautionary and entertaining, The Sea Among Us is illustrated with attractive colour photographs, figures and drawings. It fills a place on the shelf of essential BC reference books beside The Encyclopedia of British Columbia and Marine Life of the Pacific Northwest.

### Author Bio

Lead editor Richard Beamish has a PhD in Zoology from the University of Toronto and has worked for and with numerous research organizations. He is the recipient of the Prix d' Excellence, the Queen's Golden and Diamond Jubilee Medals, the Order of Canada and the Order of British Columbia. He was also a member of the International Panel on Climate Change that received the Nobel Peace Prize in 2007. He lives on Vancouver Island.

# Photography



## *Vancouver Light: Visions of a City*

David Nunuk

David Nunuk (Photographer)

9781550176636

Hardcover | \$49.95

128 pages | 14 x 11

Publication Date: October 2014

Harbour Publishing Co. Ltd.

## Content

Setting out to photograph Vancouver is a daunting challenge for any photographer, even one as accomplished as David Nunuk. Its world-renowned viewscales have been recorded so many times by so many great artists in film and paint that some avoid the challenge by seeking out side streets and producing works in a minor key. But Nunuk faces the Vancouver challenge head on. In *Vancouver Light* his bold plan was to revisit all the classic Vancouver views—the ever changing downtown core, the eternally graceful Lions Gate Bridge, the scintillating waters of English Bay, the snow-clad barrier of the North Shore mountains—and capture their magnificence more completely than anyone has ever done before. As this breathtaking collection shows, he has brilliantly succeeded and reaffirms his city's reputation as one of the most stunningly beautiful urban centres on earth.

Printed in an oversize 11" × 14" format on deluxe coated stock, *Vancouver Light* contains over 100 full colour gallery-quality images spanning the Greater Vancouver region from Howe Sound to the Fraser River. Truly it may be said Vancouver's contrasts and beauty have inspired many photo collections but none like Nunuk's.

# Poetry

## *Albrecht Dürer and me: Travels, 2004 to 2014*

David Zieroth

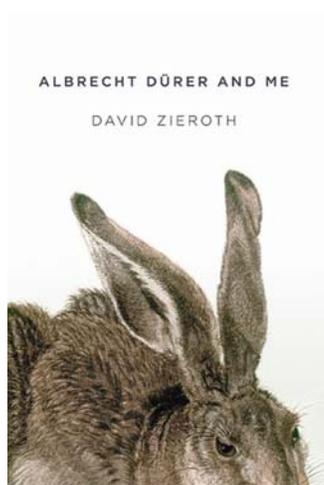
9781550176742

Paperback | \$18.95

80 pages | 6 x 9

Publication Date: December 2014

Harbour Publishing Co. Ltd.



### Content

David Zieroth's *Albrecht Dürer and me*, an autobiographical travelogue spanning the author's journeys through central Europe, explores the transformative effect of dislocation. Inspired by and responding to art and music, history and war, architecture and place, this collection unearths knowledge that can only be realized by leaving home. Throughout the book, the observant eye of a visitor witnesses the layering of history and the contemporary, and contemplates the juxtaposition of the practical aspects of travelling ("noise") with emotional and spiritual evolution ("Nude self-portrait"). Responding to greats such as W.H. Auden, James Joyce and Albrecht Dürer, the speaker expresses how viewing foreign artwork or hearing unfamiliar music can spark a new awareness, not only of international culture, but of the expression of life and the human condition.

Attentive, humble and expertly crafted, *Albrecht Dürer and me* is a travel diary rife with evocative image, sensory detail and eloquent reflection, narrated with an honest, mature voice.

### Author Bio

David Zieroth has published several books of poetry including *The Fly in Autumn* (Harbour, 2009), which won the Governor General's Literary Award for Poetry, and *How I Joined Humanity at Last* (Harbour, 1998), which won the Dorothy Livesay Poetry Prize. His poems have appeared in over forty-five anthologies and numerous literary journals. He was born in Neepawa, Manitoba, and now lives in North Vancouver, British Columbia.

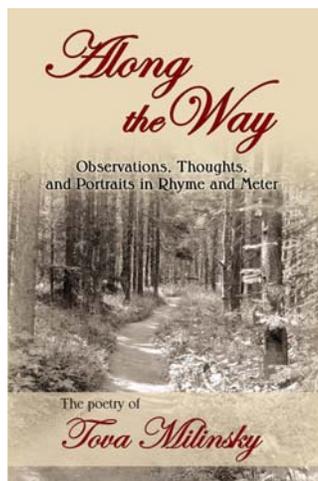
**Author Hometown:** North Vancouver, B.C.

### Previous Books

2009: *The Fly in Autumn*, 9781550174687

1998: *How I Joined Humanity at Last*, 9781550171822

# Poetry



## *Along the Way: Observations, Thoughts, and Portraits in Rhyme and Meter*

Tova Milinsky

9781938326363

Paperback | \$12.95

152 pages | 5.5 x 8.5

Publication Date: August 2014

Nelson Publishing & Marketing

Ferne Press

### Content

A collection of poems by Tova S. Milinsky.

### Author Bio

Tova Sylvia Snyder Milinsky knows about "along the Way." Born July 2, 1929, to Wolf Vladimer Snyder and Helen Eleanor Greenbaum in Philadelphia, Pennsylvania, at the age of four she move to New York to live with her Aunt Rose and Uncle Paul Greenbaum, and younger cousin, Sandra. The following year, she moved in with her grandmother, Fanny Gibian Greenbaum, and uncles Willie, Herbert and partner Carl. Her teen years were spent with her Aunt Dorothy and her husband, Morrie Lovett. After graduating high school at the age of sixteen, she moved to Detroit where she joined her father, Wolf, and his new wife, Esther Slatkin-Ashkenazy Snyder, with her new family, seven-year-old David and new little sister, six-month-old Lee. There, Tova joined a new circle of friends, met and married Dr. Harold C. Milinsky, raised four children, earned a master's degree in social work from Wayne State University in 1966, and worked as a clinical social worker until 1993. She has five grandchildren.

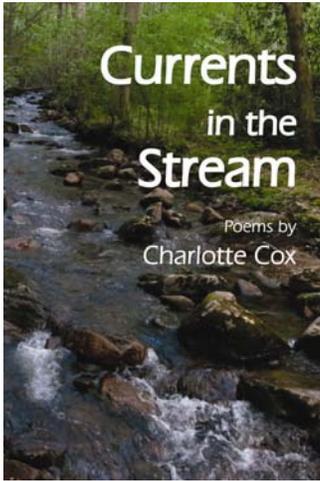
**Author Hometown:** Beverly Hills, MI

### Marketing Plan

- Readings/signings

# Poetry

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## *Currents in the Stream: Poems*

Charlotte Cox

9780878397839

Paperback | \$14.95

6 x 9

Publication Date: October 2014

North Star Press Of St Cloud

### Content

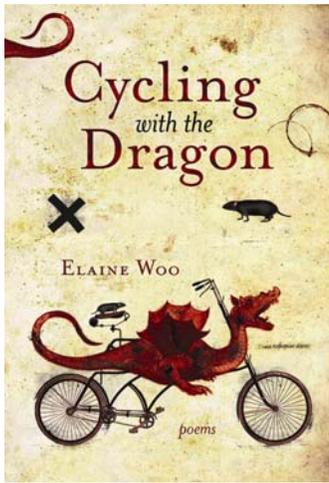
“The highs and lows, the tragedies and comedies, of Charlotte Cox’s rich life compress beautifully into the structures of lyric poetry. This is poetry that leaves plenty of room for us, her readers, to fire up our sympathetic memories. It reminds those of us buried in labor-saving technology that a large and vivid life is out there waiting for us, but to reap its rewards we must accept its risks and bravely go out to meet it.

– John-Michael Albert, editor of the 2008 and 2010 Poets’ Guide to New Hampshire, and Eighth Poet Laureate of Portsmouth, New Hampshire

### Marketing Plan

- Social Media
- Book Signings
- Publisher Website

# Poetry



## *Cycling with the Dragon*

Elaine Woo

9780889713017

Paperback | \$18.95

96 pages | 5.5 x 8

Publication Date: January 2015

Harbour Publishing Co. Ltd.

Nightwood Editions

### Content

Cycling with the Dragon is a personal investigation of family, love, culture, self, and the helpless feeling of "smallness" by virtue of age or status. Her poems take the form of the words that they speak: she forms an "o" for the buoy that is a child's safety-raft (found in the solitude of a notebook and Harriet the Spy), and weaves a poem about fearing snakes and dreams into a descending slither.

Woo's poems weave meaning with form. She presents contrasting ideas and expresses doubts through the design of her words, and ends with the thought: "I live in the mist / of whether love / is derailed / for me." Woo writes in a pastiche of diverse poetic voices who are small by virtue of age or status (be they women, children, ethnic minorities, the creatures of nature, or Gaia). Like tenacious seeds breaking through to reach the sun, to face an abusive parent, bullies, the pain of shyness, envy, or racists. But the plant growth hormones of a loving father, treasured authors and their words, the wilderness, and sometimes dreams and imagination, ultimately lead to survival.

### Author Bio

Elaine Woo is a poet/librettist and non-fiction writer. Her work has appeared in ARC Poetry Magazine, Shy: An Anthology, V6A: Writing from Vancouver's Downtown Eastside (a finalist for the City of Vancouver Book Award in 2012), The Enpipe Line, Earthwalk, Ricepaper, West Coast Line, Ascent Aspirations and Megaphone Magazine. Elaine's art song collaboration with Daniel Marshall, Night-time Symphony, won a Boston Metro Opera festival prize in 2013.

**Author Hometown:** North Vancouver

# Poetry

## *Dark~Sky Society*

Ailish Hopper

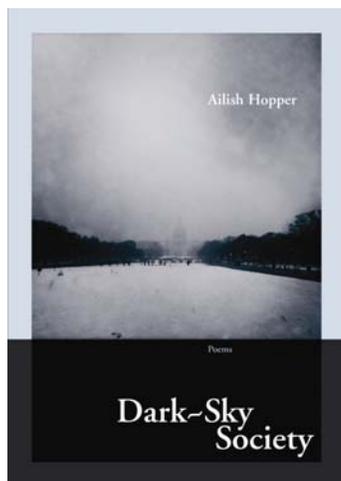
9781936970278

Paperback | \$15.00

97 pages | 6 x 8.5

Publication Date: September 2014

New Issues Poetry Press



### Content

“Not // I Have a dream // A cold, cold feeling’ closes Hopper’s “The Good Caucasian;”...these unsettling poems trace Hopper’s struggle to make sense of terrible legacies, from racial violence in the name of white female bodies to a father’s terminal illness as a site of private and public histories. Hopper’s lines halt, knot, interdigitate, and stutter, but they never flinch. She leaves that to the reader. What she doesn’t offer us are easy epiphanies, a bid for being a good Caucasian, or post-race snake oil. This is difficult work for a time when ‘any touch/will bruise’. Dark~Sky Society insists we reach and be reached anyway.” —Douglas Kearney

### Author Bio

Ailish Hopper is the author of *Dark~Sky Society* (New Issues), selected by David St. John, and the chapbook, *Bird in the Head* (Center for Book Arts), selected by Jean Valentine. Individual poems have appeared in journals including *Agni*, *American Poetry Review*, *Harvard Review*, *Ploughshares*, *Poetry*, and *Tidal Basin Review*, as well as many others. She has received support from the Maryland State Arts Council, the MacDowell Colony, Vermont Studio Center, and Yaddo, and teaches at Goucher College, in Baltimore.

**Author Hometown:** Baltimore, MD

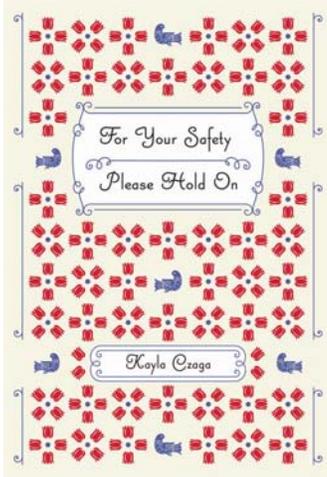
### Marketing Plan

- Print advertisements in trade journals including *American Poet*, *American Poetry Review*, *Poets & Writers*
- Social media coverage
- Copies distributed to 130 reviewers
- Will be submitted for multiple post-publication awards

### Previous Books

2010: *Sky=Empty*, 9781930974913

# Poetry



## *For Your Safety Please Hold On*

Kayla Czaga

9780889713031

Paperback | \$18.95

96 pages | 5.5 x 8

Publication Date: January 2015

Harbour Publishing Co. Ltd.

Nightwood Editions

### Content

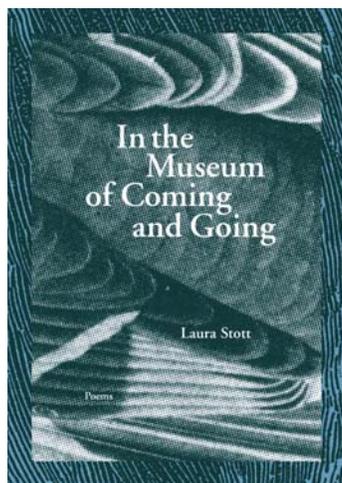
*For Your Safety Please Hold On* is a truly remarkable first poetry collection from debut talent Kayla Czaga. Her poems are already making waves—several from this collection have received award attention, including: The Fiddlehead's 23rd annual Ralph Gustafson Poetry Prize, The Malahat Review's 2012 Far Horizon's Award for Poetry and an Editor's Choice Award in ARC Poetry Magazine's 2012 Poem of the Year Contest. They have also been shortlisted for The New Quarterly's 2013 Occasional Verse Contest, longlisted for CBC's 2013 Canada Writes Poetry Contest and have appeared in literary publications across North America.

The irrepressible energy of the poems in *For Your Safety Please Hold On*, paired with their complex balancing act between light and dark, humour and melancholy, innocence and danger, make this collection an extraordinary first offering.

### Author Bio

Kayla Czaga grew up in Kitimat and now lives in Vancouver, BC, where she recently earned her MFA in Creative Writing at UBC. Her poetry, non-fiction and fiction has been published in *The Walrus*, *Best Canadian Poetry 2013*, *Room Magazine*, *Event* and *The Antigonish Review*, among others. *For Your Safety Please Hold On* is her first book.

# Poetry



## *In the Museum of Coming and Going*

Laura Stott

9781936970285

Paperback | \$15.00

70 pages | 6 x 8.5

Publication Date: September 2014

New Issues Poetry Press

### Content

“These are poems of travel and travail, of losing one’s bearings but finding one’s way. In short, they transform us—into crows and lizards, into sacred cows in a blue city, into snakes or sea otters or sometimes stars. These poems invite and entice. Do not lose your eyes, says one poem. Child, hold God in those hands, says another. May we all grow so gently bold. May we all hold and keep holding.”—Lance Larsen

### Author Bio

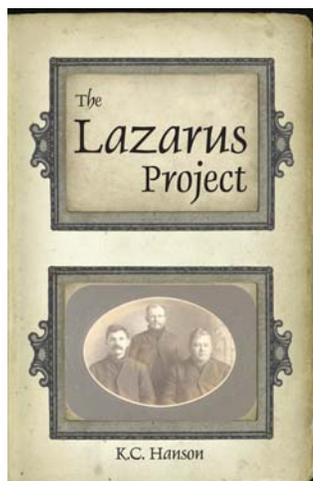
Laura Stott holds an M.F.A. from the Inland Northwest Center for Writers (Eastern Washington University) and teaches at Weber State University. Her poems have been published in various journals, including Bellingham Review, Hayden’s Ferry Review, Cutbank, Quarterly West, Sonora Review, Redactions, Sugar House Review, and Rock and Sling.

**Author Hometown:** Ogden, UT

### Marketing Plan

- Print advertisements in trade journals including American Poet, American Poetry Review, Poets & Writers
- Social media coverage
- Copies distributed to 130 reviewers
- Will be submitted for multiple post-publication awards

# Poetry



## *The Lazarus Project*

K.C. Hanson

9780878397440

Paperback | \$12.95

64 pages | 6 x 9

Publication Date: October 2014

North Star Press Of St Cloud

## Content

The Lazarus Project is a collection of poems based on photos found in antique stores, junk shops, and over the internet, separated from their history, lost in boxes, drawers, or attics until their families are gone or whoever finds them no longer knows who they were or what they did. In a sense they represent the history which the poet Thomas McGrath said we threw out the back of the wagon train on our way out west. K.C. Hanson gives voice to the people in the pictures—rescues them, and us, from time.

## Author Bio

K.C. Hanson received his MFA from Minnesota State University Moorhead, and is a winner of the Rachel Baker Award for Creative Writing. His work has been featured in *The Blue Bear Review*, *Ginosko*, *Red Weather*, and other magazines. He now lives in Moorhead, Minnesota, where he teaches English at Minnesota State Community and Technical College.

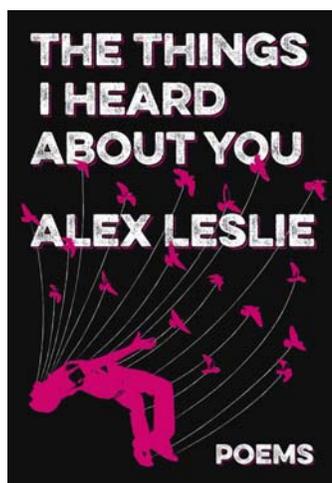
**Author Hometown:** Moorhead, MN

## Marketing Plan

- Social Media
- Book Signings
- Publisher website

# Poetry

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## *The Things I Heard About You*

Alex Leslie

9780889713055

Paperback | \$18.95

96 pages | 5.5 x 8

Publication Date: January 2015

Harbour Publishing Co. Ltd.

Nightwood Editions

### Content

Shortlisted for the 2014 Robert Kroetsch award for innovative poetry, *The things I heard about you* is an exploration of precision and the unspoken, executing a process whereby vignettes and scenes break apart into fragments, rumours or suggestions of the original story. When stories decompose or self-destruct, the results vary, producing an effect of texture and syntactic transformation. This is a book of tidal memories and elegies, love songs to the coast and all its inhabitants. *The things I heard about you* is Alex Leslie's debut poetry collection.

### Author Bio

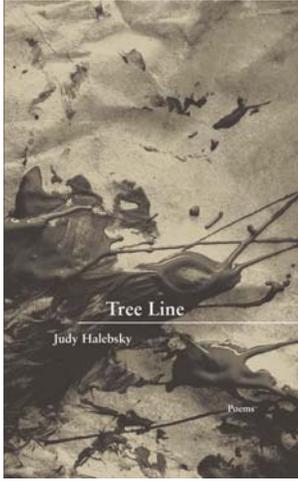
Alex Leslie is a fiction, non-fiction and poetry author from Vancouver. Her short story collection, *People Who Disappear* (Freehand Books, 2012), was nominated for a 2012 Lambda Award for debut fiction and a 2013 ReLit Award. Leslie's work has been published in many Canadian literary journals, as well as in the *Best Canadian Stories* anthology series (Oberon Press). She has won a Gold National Magazine Award for personal journalism, an Honourable Mention at the National Magazine Awards for fiction, and a CBC Literary Award for fiction, as well as fiction awards from *Matrix* and *Prairie Fire*. Leslie also runs writing workshops for teens with the Vancouver School Board and has led workshops for residents of living facilities and drop-in centres in Vancouver's Downtown Eastside and West End.

### Previous Books

2012: *People Who Dissapear*, 9781554810598

# Poetry

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## *Tree Line*

Judy Halebsky

9781936970254

Paperback | \$15.00

85 pages | 6 x 9.75

Publication Date: September 2014

New Issues Poetry Press

## Content

“Robert Frost believed a poem should begin in delight and end in wisdom, but in *Tree Line*, Judy Halebsky proves a poet never has to choose between the two—her poems begin in both and end in both. Smart, sexy, thoughtful, and beautiful, Halebsky’s lyrics are a masterful marriage of tradition and innovation. This remarkable book loves many things—language and landscape to be sure—but most of all, it loves this world and how we make our way in it.”

—Dean Rader

## Author Bio

Judy Halebsky's first book, *Sky=Empty*, won the New Issues Prize and was a finalist for the California Book Award. Her chapbook, *Space / Gap / Interval / Distance*, won the Poets-Under-Forty award from Sixteen Rivers Press. Originally from Nova Scotia, she now lives in Oakland and teaches at Dominican University of California.

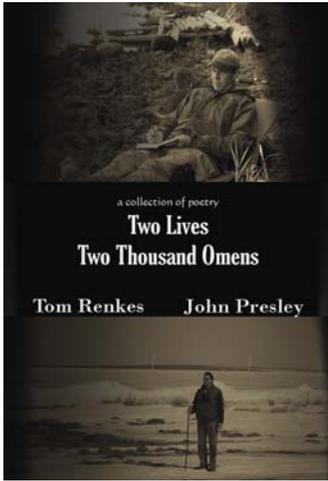
**Author Hometown:** San Francisco, CA

## Marketing Plan

- Print advertisements in trade journals including *American Poet*, *American Poetry Review*, *Poets & Writers*
- Social media coverage
- Copies distributed to 130 reviewers
- Will be submitted for multiple post-publication awards

# Poetry

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## *Two Lives Two Thousand Omens*

Tom Renkes; John Presley

9780988501133

Paperback | \$14.95

100 pages | 6 x 9

Publication Date: April 2014

Mitchell Street Press

### Content

Covering Native American themes, Nature, modern society, and life's reflections, this special collection of poetry, written over the last twenty years, is not listed or titled by author. It is for the reader to feel the tensions between the poems while experiencing the conversations and relationships among the themes.

### Author Bio

Tom Renkes is a retired educator/executive living in Northern Michigan. He writes novels under a pseudonym, feature stories for the Petoskey News Review, and works with the Crooked Tree Arts Center for the improvement of young writers.

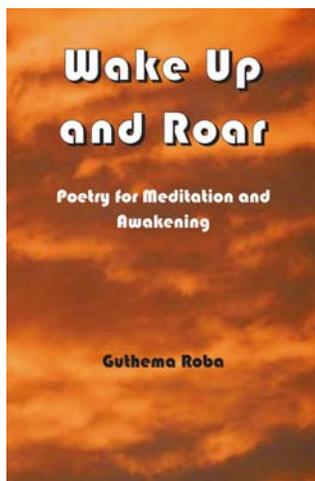
**Author Hometown:** Petoskey, MI

### Marketing Plan

- Targeted marketing in Michigan
- Book Talks/Signings

# Poetry

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## *Wake Up and Roar: Poetry for Meditation and Awakening*

Guthema Roba

9780878397617

Paperback | \$12.95

176 pages | 5.5 x 8.5

Publication Date: May 2014

North Star Press Of St Cloud

### Content

Guthema's poetry contains life itself and it enters straight into your heart as you read each verse that seems to dance within you. Every single verse is like a drop of magic that sinks in deeply and you will laugh and smile feeling the presence of God in them as well as in you. He is a master artist of creating words that dance in new and unique ways with one another in brilliant form and flow so effortlessly off of the page as they drop right into your soul.

### Author Bio

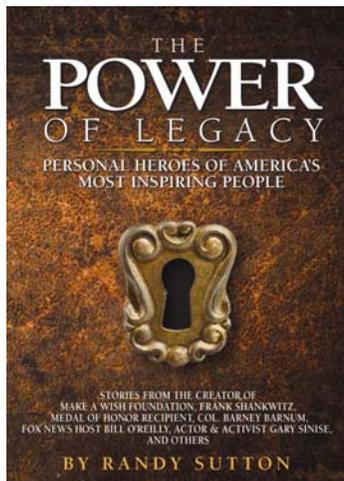
Guthema Roba immigrated to the US in 2001 from Ethiopia and started working for the Hennepin County library. Over the last ten years, his writing has shifted intensely from outside towards the heart. Disguised as daybreak, poems knock on his chest every day. "My task is to get up and open the door. It is that easy and effortless," he says. "The world is already starving for love and light and poetry like this," he adds. He no longer identifies himself as a poet or a writer of any kind. "I am just a space through which the milk of poetry moves." He lives in Minneapolis with his wife and daughter.

**Author Hometown:** Minneapolis, Minnesota

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# Self Help and Self Actualization



## *The Power of Legacy: Personal Heroes of America's Most Inspiring People*

Randy Sutton

9780990627500

Paperback | \$18.00

5.5 x 7.5

Publication Date: October 2014

Legacy Media LLC

### Content

Prepare yourself for a journey, because you're about to meet some of our nation's most successful people — and those who made them who they are. What defines a successful life? Legacy — what we leave behind; what we pass on to others. There are Heroes Among Us Who Have Become an Inspiration to Us All

Meet Bonnie Carroll, the real-life inspiration behind the film *The Big Miracle* who, after losing her husband in a military air crash, created an organization that has helped thousands of veterans' families traumatized by death and injury.

Meet Kevin Saunders who, against all odds, survived one of the most devastating industrial explosions in American history. Catastrophically injured, he fought his way back, becoming a world-recognized para-Olympic athlete and motivational speaker.

See how Father Joe Carroll, the Catholic Priest, dramatically improved the lives of countless homeless men, women, and children by creating the nation's most innovative facilities to rehabilitate, educate, and restore the lives of those in need.

Get to know Jacquelyn Mitchard, the #1 New York Times bestselling author of more than 20 books and films, who has also touched lives by creating a safe and creative environment for abused women.

Learn about Sandy Heverly, whose entire family was killed and injured by a drunk driver punished only with a \$100 fine, and read of her tireless crusade that changed the laws and the lives of thousands of victims.

READ INCREDIBLE STORIES OF COMPASSION, CHARITY, SHARING, LEADERSHIP, JUSTICE AND COURAGE TOLD BY SOME OF AMERICA'S MOST INSPIRING MEN AND WOMEN. THIS IS THE POWER OF LEGACY.

### Author Bio

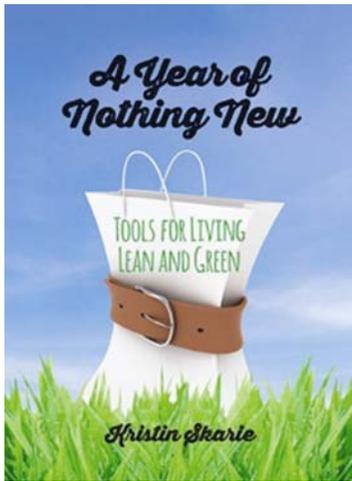
Randy Sutton has spent most of his adult life in the service to his communities. He was a Police Officer and Detective in Princeton New Jersey for ten years and then served with the Las Vegas Metropolitan Police Department for 23 years. He has the distinction of being regarded as one of the highest decorated Police Officers in the department's history including awards for Valor, Community Service and multiple Lifesaving awards. He retired at the rank of Lieutenant. He is the author of three popular books published by St, Martins Press in New York. TRUE BLUE POLICE STORIES BY THOSE WHO HAVE LIVED THEM, A COP'S LIFE and TRUE BLUE TO PROTECT AND SERVE.

### Previous Books

2006: A Cop's Life, 9781250038739

2004: True Blue, 9781250051257

# Self Help and Self Actualization



## *A Year of Nothing New: Tools for Living Lean and Green*

Kristin Skarie

9780989029803

Paperback | \$15.00

187 pages | 5.5 x 7.5

Publication Date: October 2013

Nothing New Publishing

### Content

“I was giving 10% to everything and 100% to nothing...what I thought would be a shopping experiment resulted in a decluttering overhaul of my work and personal life while greening my corner of the world in the process.” On a whim, Kristin Skarie stopped shopping as a hobby, gave the mall a “miss” and said goodbye to special store sales, reinforcing the value of “I Have” in a world of “I Want.” Her monthly challenges uncovered leadership learnings on how she was spending (and wasting) her money, her time and her energy. Kristin's 365 days of conscious consumption resulted in a renewed focus on deliberate, responsible, local living. Take a look at your own "wants, needs and haves" with tools to green your life in simple, positive, and profound ways. Discover what you can do with “Nothing New”!

### Author Bio

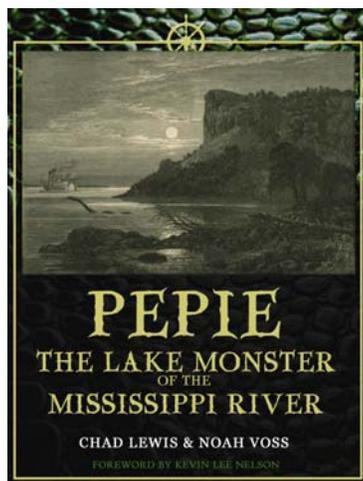
Kristin Skarie is President of Teamworks, a national team building and leadership development consulting company. She is a speaker, educator and entrepreneur with twenty-nine years of experience in higher education administration, organization development and small business advancement. In addition to working with hundreds of universities, hospitals, and companies, she is a Co-Lead Facilitator for the LeaderShape Institute, a Trainer for the National Coalition Building Institute and Vice President of the American College Personnel Association Foundation. She is a grateful recipient of several awards including Distinguished Alumna (Indiana University), Outstanding Service to the Association (College Student Personnel Association of NY) and Administrator Excellence (Springfield College).

**Author Hometown:** Fairport, NY

### Marketing Plan

- Book Reviews
- Book Signings
- TV Spots: “Good Day Rochester” – Monthly Guest, January-December 2014
- Social Media
- YouTube Presentations
- Regional Radio

# Social Science



## *Pepie: The Lake Monster of the Mississippi River*

Chad Lewis; Noah Voss  
Kevin Lee Nelson (Foreword)

9780982431481

Paperback | \$15.95

230 pages | 6 x 9

Publication Date: June 2014

On The Road Publications

### Content

The early Native Americans warned of a deadly beast inhabiting the waters of Lake Pepin along the Mississippi River. For the past 150 years, the legend of the beast dubbed Pepie has grown to epic proportions. With a \$50,000 reward being offered for the capture of the creature, two researchers set out to solve the legend of the mysterious sea serpent.

### Author Bio

For over two decades Chad Lewis has traveled the back roads of the world in search of the strange and unusual. From tracking vampires in Transylvania and searching for the elusive monster of Loch Ness to trailing the dangerous Tata Duende through remote villages of Belize and searching for ghosts in Ireland's haunted castles, Chad has scoured the earth in search of the paranormal. Chad has been featured on the Discovery Channel's A Haunting, William Shatner's Weird or What, ABC's Scariest Places on Earth, Monsters and Mysteries in America, along with being a frequent contributor on Ripley's Believe it or Not Radio. With a Masters Degree in Psychology, Chad has authored over 15 books on the supernatural, and extensively lectures on his fascinating findings. The more bizarre the legend, the more likely it is that you will find Chad there.

### Marketing Plan

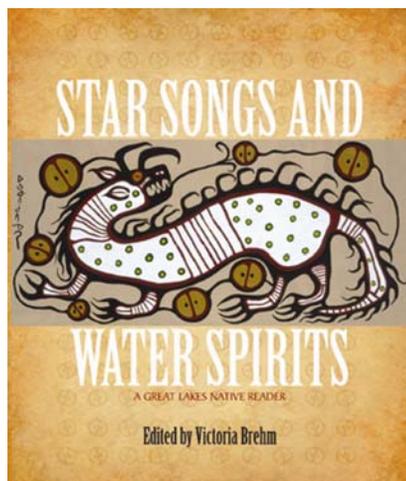
- Newspaper interviews
- Local and national Radio
- Local and national Website TV Shows
- Local, national & international magazine articles
- Lectures throughout the Midwest

### Previous Books

2013: The Van Meter Visitor, 9780982431467

2012: The Most Gruesome Hauntings of the Midwest,  
9780982431450

# Social Science



## *Star Songs and Water Spirits: A Great Lakes Native Reader*

Victoria Brehm (Editor)

9780984334001

Paperback | \$27.95

524 pages | 7.5 x 9

Publication Date: November 2010

Ladyslipper Press

### Content

The Great Lakes Native World: From the deep past to the present, here are the stories, songs, poetry, speeches, autobiography, fiction, and art of the Great Lakes Native nations. Set in the natural environment of the seasonal year, the selections explain cultural concepts and show how modern Native literature reflects tradition. Elders, war chiefs, religious leaders, and contemporary artists share: sacred stories; stories of the stars; tales of heroes and monsters; narratives of hunting, fishing, and food gathering; speeches and writings about war; personal narratives; and contemporary fiction and poetry.

### Author Bio

Victoria Brehm, Ph.D., is a retired professor of American literature who writes frequently about Great Lakes literatures and histories.

**Author Hometown:** Tustin, Michigan

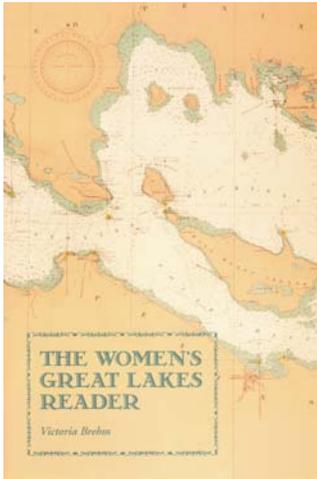
### Previous Books

2000: The Women's Great Lakes Reader, 9780970260604

2002: A Little History of My Forest Life, 9780970260628

# Social Science

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## *The Women's Great Lakes Reader*

Victoria Brehm (Editor)

9780970260604

Paperback | \$22.95

400 pages | 6 x 9

Publication Date: January 2001

Ladyslipper Press

### Content

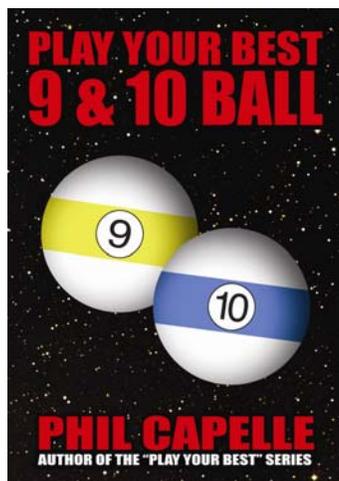
New Great Lakes History: Women' lighthouse keepers, North American Indians, fur traders, cooks on sailing vessels, missionaries, and fearless travelers all wrote of their lives on the Great Lakes. Their narratives, which span the centuries from 1789 to the present, are now collected in this anthology for the first time.

### Author Bio

Victoria Brehm, Ph.D., is a retired professor of American literature who writes frequently about Great Lakes literatures and histories.

**Author Hometown:** Tustin, Michigan

# Sports and Recreation



## *Play Your Best 9 & 10-Ball*

Philip Capelle

Janet Tedesco (illustrator)

9780989891745

Spiral Bound | \$34.95

544 pages | 7 x 10

Publication Date: November 2014

Billiards Press

## Content

Play Your Best 9 & 10-Ball is the authoritative guide to the two games most played by professionals, and that are favorites of amateur players. The book covers position play, pattern recognition, the break, defense, and strategy. The book is packed with practice exercises, and the spiral binding makes it easy to set up these shots.

## Author Bio

Phil Capelle is the author of nine books on playing pool and is the world's leading authority on the sport. He has been involved in the pool for the last 45 years, and has written a column for Pool & Billiard Magazine since 1996. He resides in New York City.

**Author Hometown:** New York, NY

## Marketing Plan

- Reviews in various billiard media
- Will be promoted on streaming video of live professional events
- Promotion through the author's Facebook page, Twitter, and social other media

## Previous Books

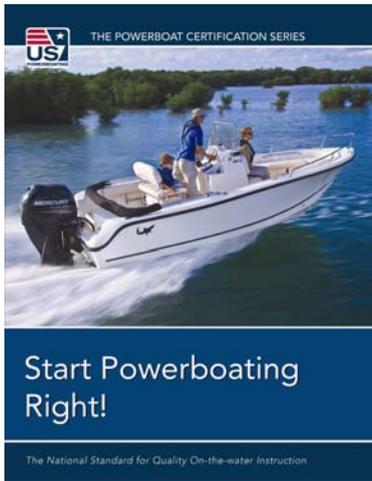
2005: Play Your Best Pool, 9780964920484

2006: Capelle's Practicing Pool, 9780964920491

## Previous Edition

2001: 9780964920439

# Sports and Recreation



## *Start Powerboating Right*

U.S. Sailing Association

9781938915222

Paperback | \$25.95

166 pages | 8.5 x 11

Publication Date: January 2013

U.S. Sailing Association

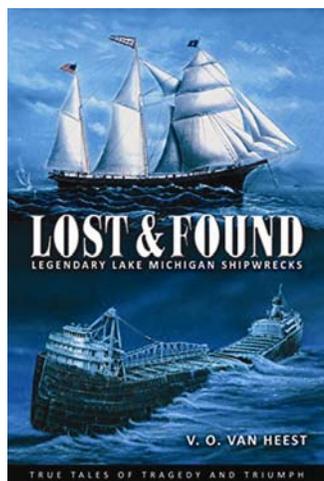
## Content

This will get you started on the road to fun and safe powerboating. This quality training manual was written by experts in the field of powerboat handling and will bring the beginner through the basics and beyond.

## Previous Edition

2011: 9780982167670

# Transportation



## *Lost & Found: Legendary Lake Michigan Shipwrecks*

V.O. van Heest

9780980175059

Paperback | \$19.95

304 pages | 6 x 9

Publication Date: October 2012

In-Depth Editions

### Content

The Titanic sank in 1912 and the stories of amazing survival and tragic loss made the ocean liner famous. Titanic's discovery in 1985--and the images captured of the grand staircase, the pilothouse, and the dripping rusticles--made the Titanic legendary. Likewise, the many shipwrecks presented in *Lost and Found* became even more famous after their discoveries than at the time of their losses, gaining notoriety as historic attractions, archaeological sites, and in some cases, over bold salvage attempts or precedent-setting legal battles. Through riveting narrative, the award-winning author and explorer takes the readers back in time to experience the careers and tragic sinkings of these ships, then beneath the lake to participate in the triumphant discovery and exciting exploration of their remains and the circumstances that led to their status as legendary shipwrecks. The vessels in this comprehensive publication span the age of sail, steam, and diesel on the Great Lakes from the earliest schooners to the sidewheel steamers, propellers, carferries, self-unloaders, and yachts. Presented chronologically based on the date discovered, these shipwrecks provide an overview of evolving diver attitudes and conduct, as well as the laws affecting exploration and documentation. Most assuredly, the compelling sagas of these important vessels did not end when the waves of Lake Michigan washed over them.

### Author Bio

A veteran shipwreck explorer, an award-winning author, and a museum exhibit design professional, V. O. Van Heest has spent a lifetime documenting and preserving historic shipwrecks and sharing those stories through lectures, museum exhibits, articles, and books in ways to educate, entertain, and inspire. This work has resulted in the receipt of multiple literary and production awards, as well as an Historical Society of Michigan award for promoting and preserving the state's maritime history. Van Heest has written for a variety of magazines and appeared on major television news networks as well as the Discovery Channel and is a regular presenter at museums, libraries, and film festivals sharing the dramatic stories of ships gone missing on the Great Lakes. As a founding director of the nonprofit Michigan Shipwreck Research Association, Van Heest spearheads the organization's search for ships lost off western Michigan in collaboration with author Clive Cussler of the National Underwater Marine Agency and shipwreck hunter David Trotter, which has resulted in the discovery of more than a dozen shipwrecks.

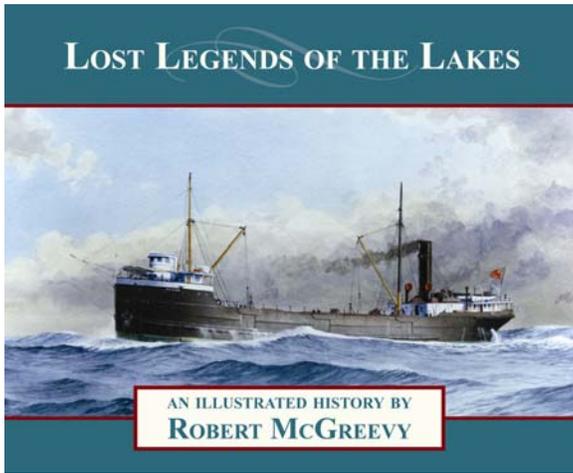
**Author Hometown:** Holland, MI

### Previous Books

2013: *Fatal Crossing*, 9780988977211

2010: *Lost on the Lady Elgin*, 9780980175097

# Transportation



## *Lost Legends of the Lakes: An Illustrated History*

Robert McGreevy

Robert McGreevy (Artist)

9781933272481

Paperback | \$19.95

144 pages | 11 x 9

Publication Date: June 2014

Thunder Bay Press

### Content

Now in Paperback! A unique study of the maritime heritage of the Great Lakes from an Artist's viewpoint featuring over fifty paintings & drawings of Great Lakes ships starting with the Griffon and ending with the Edmund Fitzgerald. Marine Artist and historian Robert McGreevy has devoted a lifetime to painting and researching ships of the Great Lakes. This new book features many never before illustrated ships from all periods of our maritime history. Special attention has been given to ships that sank, often showing what the wreck looks like today and the circumstances surrounding its loss. *Lost Legends of the Lakes* is a carefully researched, illustrated, and written chronicle of our freshwater history. Paperback, 144 pages, over fifty illustrations in color.

### Author Bio

Born in Belfast, Northern Ireland, Robert McGreevy is a Great Lakes historian and marine artist whose family history is steeped in the shipbuilding industry. McGreevy's grandfather and father worked for Harland & Wolff, Belfast's biggest shipbuilder; addi

### Marketing Plan

- Author website
- Publisher website
- Social media
- Direct marketing to bookstores and maritime museums

### Previous Edition

2011: 9780615490632

# Travel

## *Along Interstate-75, 18th Edition*

Dave Hunter

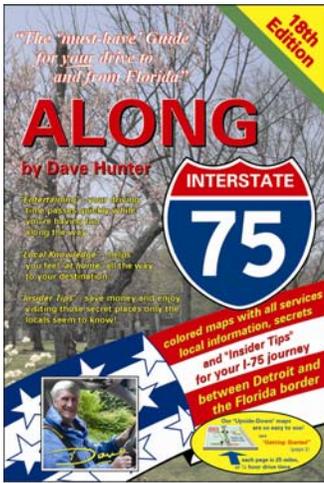
9781896819389

Paperback | \$26.95

208 pages | 6 x 9

Publication Date: October 2014

Mile Oak Publishing



### Content

The "must have" guide for your drive to and from Florida. Getting there is half the fun -- Local knowledge, "Insider" and money saving tips, lodging & restaurant recommendations, mile-by-mile entertainment and colored road strip maps, for those driving from Midwest states to the Florida border. Completely updated for 2015. Along I-75 contains no advertising or commercial content.

The book features:

106 colored maps and 196 colored photos, 67 b&w maps and photos and 105 charts and diagrams.

72 restaurant and money-saving tips.

24 Special Interest reports

Concealed spiral binding with laminated wrap-around cover and book mark flap.

### Previous Books

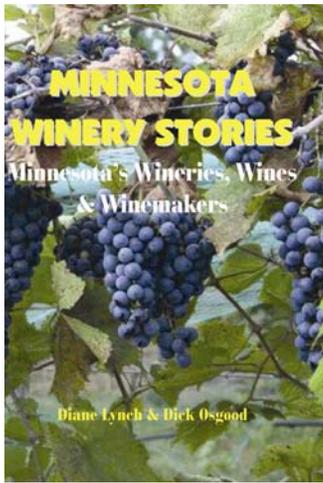
2011: Along Florida's Expressways, 9781896819440

### Previous Edition

2012: 9781896819242

# Travel

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## *Minnesota Winery Stories: Minnesota's Wineries, Wines & Winemakers*

Dick Osgood; Diane Popovich Lynch

9780878397648

Paperback | \$20.00

132 pages | 6 x 9

Publication Date: May 2014

North Star Press Of St Cloud

### Content

Minnesota Wineries provides an overview of the state's vibrant wine industry and features stories of winemaking and grape growing throughout the state. Individually and collectively, these stories incorporate strong family traditions, love of the art of winemaking and a passion to succeed in selling wines produced from grapes and fruits grown in a challenging and harsh climate. Minnesota Wineries offers a delightful and insightful read for hardy Minnesotans who want to expand their palates and their experiences by exploring local wineries.

### Author Bio

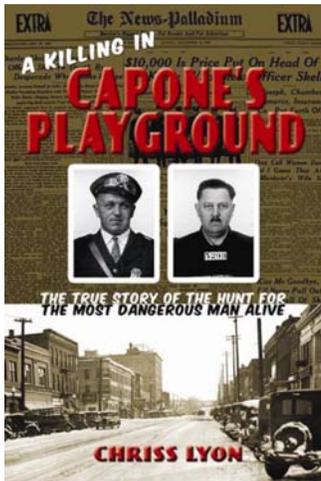
Diane Popovich Lynch is an environmental manager with over twenty-five years of experience managing projects in natural and water resources. She has a M.S. in Conservation Biology.

Dick Osgood owns a lake management consulting business with over 35 years of experience. Dick has an M.S. in aquatic ecology and geology.

### Marketing Plan

- Publisher website
- Social Media
- Author talks/book signings

# True Crime



## *A Killing in Capone's Playground: The True Story of the Hunt for the Most Dangerous Man Alive*

Chriss Lyon

9780988977204

Paperback | \$19.95

384 pages | 6 x 9

Publication Date: July 2014

In-Depth Editions

### Content

"Bloody Chicago" was the name given to America's most corrupt city after the grotesque scene that left seven humans embedded into masonry walls and oil-slickened concrete. Two Thompson submachine guns did the majority of the damage but the masterminds behind the St. Valentine's Day Massacre escaped. Ten months later on December 14, 1929, St. Joseph, Michigan, Police Officer Charles Skelly working a routine traffic crash came face to face with a killer. Shots were fired, the assailant escaped and the dying Officer Skelly identified his murderer before taking his last breath. The trail led to a home in Stevensville, Michigan, where authorities found an arsenal of weaponry, over \$300,000 worth of stolen bonds, bulletproof vests, and two Thompson submachine guns. Using never before published police reports, interviews with family members of key witnesses, and leading experts, historian Chriss Lyon establishes the foundation for what would develop as a haven for gangsters from the onset of the Prohibition Era through to the mid-twentieth century, while revealing new information about the eventual capture of notorious gangster Fred "Killer" Burke.

### Author Bio

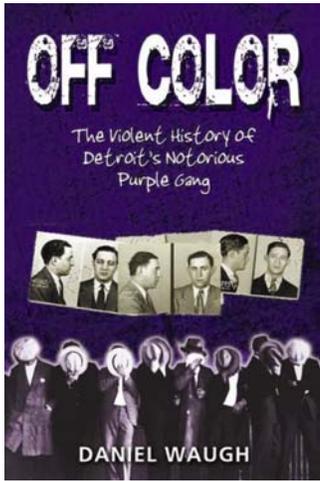
For nearly twenty years, public safety professional and historian Chriss Lyon has not only walked the beat, but shot the most famous Thompson submachine guns in the world, all while documenting and researching the historic era of the "The Roaring Twenties." A graduate of Grand Valley State University's Film/Video School, Chriss began working behind the scenes at CNN Headline News but now is out in front of the camera.

**Author Hometown:** St. Joseph, Michigan

### Marketing Plan

1. Independent Bookstore and Library mailing in MI, IL, IN, MO, and WI
2. Bookstore events/signings
3. Regional speaking engagements at museums, historical societies, and libraries in Michigan
4. Press releases to radio and newspapers
5. Radio interviews in Michigan
6. Social media campaign
7. Attendance at true-crime related conventions
9. Submissions to be reviewed in applicable magazines

# True Crime



## *Off Color: The Violent History of Detroit's Notorious Purple Gang*

Daniel Waugh

9780988977228

Paperback | \$19.95

386 pages | 6 x 9

Publication Date: July 2014

In-Depth Editions

### Content

"Those boys are tainted, off-color!" This plaintive lament from an early 20th century Detroit pushcart merchant was said to have given the Purple Gang their nickname. *Off Color* is the complete story of how a group of juvenile delinquents rose from robbing street peddlers to become one of the most notorious bootlegging mobs in history. Due to Detroit's close proximity to Canada, the Purple Gang was in a prime position to strike it rich in the illegal alcohol trade, whether by smuggling whiskey across the Detroit River, hijacking it from those who did, or making their own. Not limiting themselves to the booze business, the Purples were violent jacks-of-all-crimes who dabbled in kidnapping, extortion, arson, labor racketeering, narcotics, and murder-for-hire. Noted for being extremely dangerous, the Purples were known to victimize friend and foe alike. While the loosely-knit Purple Gang would eventually dissolve under a storm of prison terms and violent infighting, they endure in American history as a colorfully named group of hoodlums who rose to prominence in the wild era when booze was illegal, men wore spats, women wore flappers, and gangsters like the Purples enforced their will with the business end of a machine gun.

### Author Bio

Daniel Waugh grew up in Northwest Detroit. After hearing stories of the Purple Gang as a teen, curiosity got the better of him. In more than two decades since, Waugh has accrued a vast knowledge of this country's Prohibition-era mobsters and has spoken both in person and on radio about this topic. He is also the author of *Egan's Rats and Gangs of St. Louis*.

**Author Hometown:** St. Louis, Missouri

### Marketing Plan

1. Independent Bookstore and Library mailing in MI, IL, IN, MO, and WI
2. Bookstore events/signings
3. Regional speaking engagements at museums, historical societies, and libraries in Michigan
4. Press releases to radio and newspapers
5. Social media campaign
6. Attendance at true-crime related conventions
7. Submissions to be reviewed in applicable magazines

### Previous Books

2007: *Egan's Rats*, 9781581825756

2010: *Gangs of St. Louis*, 9781596299054

