

VIRTUAL + IN-PERSON

APRIL 20–21

ON ATTENDIFY



APRIL 29–30

RENAISSANCE
ORLANDO, FLORIDA

IBPA PUBLISHING UNIVERSITY 2022

Two-Part, Virtual + In-Person Conference Delivers 4 Days of Learning

Level Up Your Book Publishing Program with Industry Insights, Tools for Success, and Peer-to-Peer Networking

In 2022, IBPA Publishing University is back with a flexible format that packs in powerful learning sessions, inspiring keynote speakers, and fun networking events!

The premier educational event for independent publishers promises to deliver more sessions, more flexibility, and more bang for the buck. It starts with a unique two-part format—first a two-day virtual conference (April 20–21) filled with valuable online learning and networking opportunities. Then, one week later at the beautiful Renaissance Orlando (April 29–30), another two days featuring more sessions, in-depth workshops, Expo Hall, in-person networking, and awards dinner.

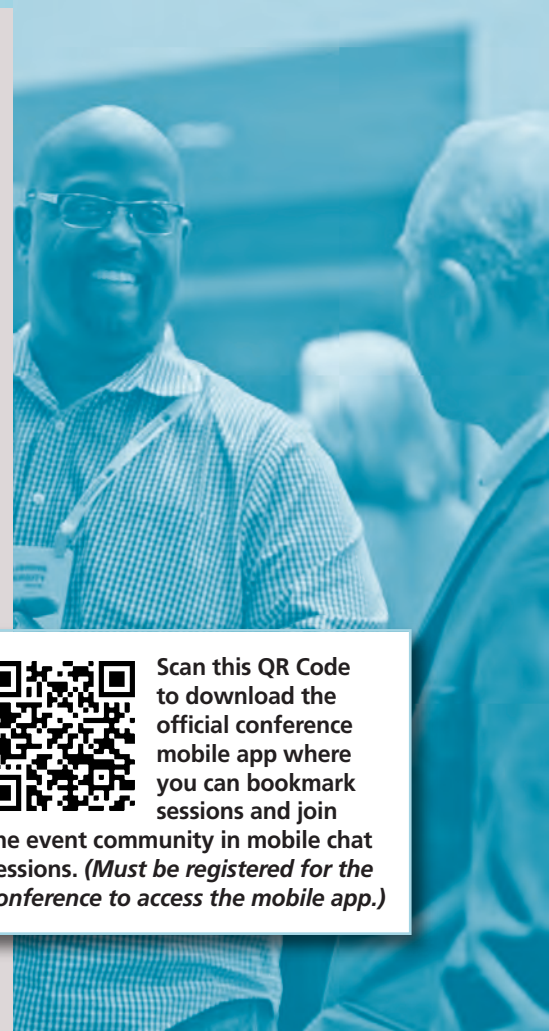
More Learning—With four days of programming total, there are more sessions than ever before. Look for the agenda to be announced by the end of December.

More Flexibility—With two days of virtual sessions, you spend less time away from the office and home, and save on hotel. And if you can't travel, you can attend the virtual portion only and still get the learning you need!

More Value—Virtual+In-Person, it's like getting two conferences for the price of one. Register before January 15 and save even more with the Early Bird rate. Learn about our flexible refund policy and how you can register with confidence.



Scan this QR Code to download the official conference mobile app where you can bookmark sessions and join the event community in mobile chat sessions. *(Must be registered for the conference to access the mobile app.)*



New Look!

SAME QUALITY REVIEWS OF BOOKS FROM INDIE PRESSES

We have the attention of tens of thousands of booksellers, librarians, rights agents, and avid readers who are devoted to indie publishing.

Visit us at forewordreviews.com for more information on

- how to subscribe
- how to get your books edited
- how to get your books reviewed
- how to market your titles to our readers
- how to win an award
- how to find your next great read



Ask us about IBPA member discounts, including your first year free subscription!

Stacy Price
stacy@forewordreviews.com

Victoria Sutherland
victoria@forewordreviews.com

VIRTUAL CONFERENCE • All Times are Eastern

Twitter: #PubU2022

TUESDAY APRIL 19, 2022 VIRTUAL IBPA ANNUAL MEETING & ATTENDIFY PLATFORM ORIENTATION		
12:00 – 2:00 PM	IBPA Annual Meeting of Members 2022	All IBPA Members are invited
3:00 – 4:00 PM	Get to Know the Attendify Event Platform with IBPA's Christopher Locke	VIRTUAL ONLY + ALL ACCESS registrants are invited
WEDNESDAY APRIL 20, 2022 VIRTUAL IBPA PUBLISHING UNIVERSITY DAY 1		
11:00 AM – 12:15 PM	Keynote Address: Disrupting the Publishing Industry featuring Brooke Warner, She Writes Press	VIRTUAL ONLY + ALL ACCESS registrants are invited
12:30 – 1:30 PM	Breakout Sessions: see page 9 for details	VIRTUAL ONLY + ALL ACCESS registrants are invited
1:45 – 2:45 PM	Breakout Sessions: see page 9 for details	VIRTUAL ONLY + ALL ACCESS registrants are invited
3:00 – 4:00 PM	Virtual Expo	VIRTUAL ONLY + ALL ACCESS registrants are invited
4:15 – 5:15 PM	Breakout Sessions: see page 10 for details	VIRTUAL ONLY + ALL ACCESS registrants are invited
5:30 – 6:30 PM	Edutainment! Trivia: You May Love Your Lit, But Does Your Lit Love You?	VIRTUAL ONLY + ALL ACCESS registrants are invited
8:00 – 9:30 PM	Virtual Pop-Up Party	VIRTUAL ONLY + ALL ACCESS registrants are invited
THURSDAY APRIL 21, 2022 VIRTUAL IBPA PUBLISHING UNIVERSITY DAY 2		
11:00 AM – 12:15 PM	Keynote Address: The Battle for Free Expression featuring John Chrastka, EveryLibrary	VIRTUAL ONLY + ALL ACCESS registrants are invited
12:30 – 1:30 PM	Breakout Sessions: see page 12 for details	VIRTUAL ONLY + ALL ACCESS registrants are invited
1:45 – 2:24 PM	Breakout Sessions: see page 12 for details	VIRTUAL ONLY + ALL ACCESS registrants are invited
3:00 – 4:00 PM	Virtual Expo	VIRTUAL ONLY + ALL ACCESS registrants are invited
4:15 – 5:15 PM	Breakout Sessions: see page 13 for details	VIRTUAL ONLY + ALL ACCESS registrants are invited
6:00 – 7:30 PM	Closing Session: Voices of IBPA Publishing University 2022 and Virtual Program Closing Remarks	VIRTUAL ONLY + ALL ACCESS registrants are invited
FRIDAY APRIL 22, 2022 VIRTUAL ASK THE EXPERTS		
11:00 AM – 4:00 PM	Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!	VIRTUAL ONLY & ALL ACCESS, registration required

IN-PERSON CONFERENCE • All Times are Eastern

Renaissance_Conference Network • Password: PubU2022

THURSDAY APRIL 28, 2022 IN-PERSON RECEPTION		
7:30 – 10:30 PM	Literature & Libations Reception + Ultimate Mix Tape Live!	ALL ACCESS registrants are invited
FRIDAY APRIL 29, 2022 IBPA PUBLISHING UNIVERSITY IN-PERSON DAY 1		
8:00 – 10:45 AM	Preconference Small Group Breakfast Meetups	ALL ACCESS registrants are invited, additional fee applies
11:00 – 12:00 PM	Welcome First Timers! Learn How to Get the Most Out of IBPA Publishing University	ALL ACCESS registrants are invited
12:00 – 12:30 PM	Ballroom Opens! Grab Your Lunch & Your Seat!	ALL ACCESS registrants are invited
12:30 – 1:45 PM	Keynote Address: Small Businesses Drive the Community featuring Stephen Green, A Kids Company About	ALL ACCESS registrants are invited
2:00 – 4:15 PM	Breakout Sessions: see page 18 for details	ALL ACCESS registrants are invited
2:00 – 4:15 PM	Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!	ALL ACCESS registrants are invited, registration required
4:30 – 5:15 PM	Day One In-Person Wrap-up!	ALL ACCESS registrants are invited
6:00 – 9:30 PM	34th Annual IBPA Benjamin Franklin Book Awards™ Ceremony	Open to the public, additional fee applies
SATURDAY APRIL 30, 2022 IBPA PUBLISHING UNIVERSITY IN-PERSON DAY 2		
7:30 – 8:50 AM	Continental Breakfast & Table Top Networking	ALL ACCESS registrants are invited
9:00 – 10:15 AM	Intentional Membership: How to Get the Most Out of IBPA	ALL ACCESS registrants are invited
10:30 AM – 12:00 PM	Breakout Sessions: see page 21 for details	ALL ACCESS registrants are invited
10:30 AM – 12:00 PM	Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!	ALL ACCESS registrants are invited, registration required
12:00 – 1:00 PM	Lunch and Table Top Networking	ALL ACCESS registrants are invited
1:00 – 1:45 PM	Ignite Talks: Enlighten Us, But Make It Quick!	ALL ACCESS registrants are invited
2:00 – 3:15 PM	Breakout Sessions: see page 22 for details	ALL ACCESS registrants are invited
2:00 – 3:15 PM	Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!	ALL ACCESS registrants are invited, registration required
3:30 – 4:45 PM	Breakout Sessions: see page 23 for details	ALL ACCESS registrants are invited
3:30 – 4:45 PM	Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!	ALL ACCESS registrants are invited, registration required
5:00 – 6:00 PM	IBPA Publishing University Closing Session & Raffle Prize Giveaway!	ALL ACCESS registrants are invited

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

Dear Attendees, Sponsors, and Faculty of IBPA Publishing University 2022

Welcome! On behalf of the Independent Book Publishers Association (IBPA) staff and board of directors, we welcome you to the 33rd annual IBPA Publishing University conference. After cancelling the 2020 conference and shifting 2021 to fully virtual, we're thrilled to bring this year's special two-part program featuring the best in both virtual and in-person learning.

The world has been disrupted, but the business of publishing goes on. New challenges have emerged (the supply chain, for one), your customers' buying and reading habits have changed, and new ideas and opportunities have risen from the chaos (especially in marketing). This is why it's more important than ever that you've made space this year to share and learn from your IBPA community. Congratulations on investing in you.

Because as we say every year, IBPA Publishing University is YOUR conference: it starts and ends with you. We're confident you'll find no other indie publishing conference that comes close to

providing the kind of supportive space needed for quality learning, relationship building, and inspiration. Now's your chance to reflect on your specific publishing goals and to bring your personal perspective to the table. As you make your way through the conference, please don't hesitate to let us know how we might make your experience truly one-of-a-kind. We appreciate your IBPA membership and are happy to be of service.

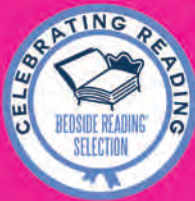
Warm Regards,



Angela Bole
Chief Executive Officer, IBPA



Terry Nathan
Chief Operations Officer, IBPA



Bedside Reading®

Placing books by the bedsides in luxury hotels and the media
BedsideReading.com

Bedside Reading's partnership with five-star hotels is a proven platform that helps promote discoverability and visibility through paid and earned media, social media, and powerful "word-of-mouth" marketing



Scan for info and gift BedsideReading.com/ibpa



Get to Know Your IBPA Publishing University Sponsors!

Continue your educational experience as you visit with our knowledgeable sponsors. Looking for the right printer, editor, designer, project manager, technology provider, website builder, or other publishing partner to help you achieve your goals? You'll find a plethora of options to consider among IBPA Publishing University's generous sponsors. *Attendees who visit every sponsor are entered into a drawing for \$750 in "IBPA cash" and a free Full Conference Pass to IBPA Publishing University 2023.* Your official game card will be available soon. Please see page 32 to get to know our sponsors in advance.

PROGRAMS

Generously sponsored by



TOTE BAGS

Generously sponsored by



CONFERENCE = V + IP

The conference is color-coded:



Teal (blue) signifies the **Virtual Conference** on the Attendify platform



Magenta (pink) signifies the **In-Person Conference** held at Renaissance Orlando, Florida

LEARNING FORMATS

Whether you seek interaction, deeper dives into topic areas, learning labs to incite action, thought leader discussions, or all of these, **IBPA Publishing University** learning formats meet you where you want to be. With options for inspiration, peer learning, in-depth exploration, and hands-on training across a wide range of subjects, you're in control of your own professional development.

Ignite Session: Enlighten us, but make it quick! 5-minute presentations where the presenters must use 20 slides that auto-advance every 15 seconds

Keynote: An inspiring proven industry expert presentation or conversation sharing unique experiences, knowledge, and ideas

Deep Dive: Targeted development of skills and understanding featuring lecture-based instruction with very brief audience Q&A

Learning Lab: A blend of lecture-based instruction, case studies, peer learning, and high levels of interaction

Roundtable: A facilitated discussion around a curated topic that gives each participant time to provide input

101 Workshop: In-depth practical instruction to enhance capabilities and critical skills

201 Workshop: In-depth advanced instruction aligned with knowledge advancement at a high level

Edutainment: Creative and experiential formats designed to entertain and inspire

LEARNING LEVELS

We're all at different stages in our publishing career and require different levels of learning.

IBPA Publishing University leaves it up to you to decide which content is most beneficial and appropriate for your level of experience.

101: Focus on awareness and factual recall; appropriate for those with limited experience of the subject area seeking introductory understanding of the content area

201: Focus on application and implementation of highly technical or detailed topics; appropriate for those with substantial prerequisite knowledge seeking the most up-to-date information to heighten expertise

All Levels

IBPA MEMBER TYPE

IBPA supports independent publishers of all shapes and sizes and **IBPA Publishing University** strives to be the one conference to benefit all. To this end, all sessions are categorized by the following IBPA Member Types.

Independent Publisher: publishers publishing the work of others (as well as—sometimes—their own work) using a traditional or hybrid publishing model

Author Publisher: publishers exclusively publishing their own work (self-published authors)

All Publishers

JOSTENS FULL PAGE AD

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

TUESDAY | APRIL 19 | 12:00 – 2:00 PM Eastern

IBPA ANNUAL MEETING OF MEMBERS 2022

All current IBPA members are encouraged to register free-of-charge. **You do not need to register for IBPA Publishing University to attend the IBPA Annual Meeting.**



- “State of the Association” remarks from IBPA CEO
- IBPA Committee Reports. IBPA Committee Chairs present highlights of fiscal year 2021 work
- IBPA Board Member Election. IBPA Board Nominating Committee presents candidates for nomination to IBPA Board of Directors
- “Future Outlook” Remarks from IBPA Chair
- IBPA Board Member Election Results
- Open Forum. Members in good standing are free to speak on any matter of interest to the community and should submit their intention to speak prior to March 31, 2022
- Q&A—Members in good standing ask questions of the IBPA Board and staff





TUESDAY | APRIL 19 | 3:00 – 4:00 PM Eastern



GET TO KNOW THE ATTENDIFY EVENT PLATFORM with IBPA’s Christopher Locke

Not quite sure how to use the Attendify event platform? We’re here to help! Join this helpful webinar with IBPA Director of Membership & Member Services Christopher Locke to learn everything you need to know to navigate Attendify and get the most out of your IBPA Publishing University 2022 Virtual+In-Person experience.

YOUR TRUSTED SOURCE FOR FULL-SERVICE BOOK MANUFACTURING!


We manufacture books to your specifications... On time and on budget!


- Short run digital printing
- Manufacturing quantities from 25 – 1000 books
- Perfect bound and hard cover
- Four-color text and covers
- Lay-flat lamination options: gloss, matte, linen
- Environmentally-friendly paper options
- Digitization of your backlist

Visit us at www.hfgroup.com
Tim Malott: tmalott@hfgroup.com (260)306-3965

Grow your audience with NetGalley

Take advantage of this popular IBPA Member Benefit!






Heartfelt, hilarious, perfectly balanced, and full of banter... The chemistry was sizzling, the longing perfectly balanced.

82k avg Feedback each month for Books & Audiobooks

...and, fun or emotional, and creatively written contemporary romance, this book is definitely for you.

- NetGalley Reviewer

10% off subscription services for IBPA members, or list directly with the IBPA for a reduced rate.



WEDNESDAY | APRIL 20 | 11:00 AM – 12:15 PM Eastern

KEYNOTE ADDRESS

Brooke Warner, She Writes Press on
 “Disrupting the Publishing Industry”

Brooke Warner is publisher of She Writes Press and SparkPress, president of Warner Coaching Inc., and author of *Write On, Sisters!*, *Green-Light Your Book*, *What’s Your Book?*, and three books on memoir.

Brooke is a TEDx speaker, weekly podcaster (of “Write-minded” with co-host Grant Faulkner of NaNoWriMo), and former Executive Editor of Seal Press. She is the current Chair of the Bay Area Book Festival and sits on the board of the Book Industry Study Group (BISG). She writes a monthly column for *Publishers Weekly* and is a previous IBPA Board Chair.

Keywords: **Critical Conversations, Distributing & Selling Books, Keynote Address**
 Learning Format: **Keynote**
 Learning Level: **All Levels**
 IBPA Member Type: **All Publishers**



Experience the next chapter in book manufacturing.

Total Printing Systems is a proud sponsor of IBPA Publishing University 2022. Please visit our table to learn about our book printing capabilities and IBPA Member Benefit!

Real-time quotes are just a few clicks away when using

Instant Quote

Try it today at www.tps1.com

800-465-5200

www.tps1.com

Centrally located in Newton, Illinois.

Smart Solutions for a Smarter World™

Dedicated to providing end-to-end service solutions for all your inventory management needs

- Inventory Management Solutions
- Warehouse & Fulfillment
- Full Service Call Center
- Domestic & Worldwide Shipping

Contact us at 734-487-9720 ext.130 or info@pssc.com

www.pssc.com

Click here to learn more

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

12:30 – 1:30 PM Eastern

**All Things Amazon Part 2:
A Review of Amazon Marketing with a Focus on
Amazon Advertising and How & When You Should Use It**

Presented by Kelly Peterson, Independent Publishers Group (IPG)

Kelly Peterson of IPG will briefly review the full list of Amazon marketing programs, focusing on how to get the most sales from each.

Those who attended “All Things Amazon Part 1” during IBPA Publishing University 2021 will find this session has a great deal of new information building on last year’s concepts. You should have great familiarity with at least one Amazon program before attending.

Keywords: **Distributing & Selling Books, Marketing Books**

Learning Format: **Deep Dive**

Learning Level: **201**

IBPA Member Type: **All Publishers**

Copyrights, Contracts, Content, and More

Presented by Jonathan Kirsch, Law Offices of Jonathan Kirsch

A general overview of legal issues that arise in publishing law—from basic concepts to the latest developments in copyright, trademark, defamation, rights of privacy and publicity, contracts, and licensing. Filled with case studies and other real-world examples.

Keywords: **Business of Publishing**

Learning Format: **Deep Dive**

Learning Level: **101**

IBPA Member Type: **All Publishers**

Reaching the K-12 Education Market

Presented by Mel Corrigan, PhD, Scribe Publishing Company; Heather Koons, MetaMetrics; Richard Lena, Brattle Publishing Group; Sharon Shell, IPG

Bookstores often come to mind when publishers think of the book trade, but the education market is a significant segment that shouldn’t be overlooked by publishers of children’s books and YA. You will receive information from industry experts about (1) what the education market wants, (2) what leveling is and why it’s important, and (3) what publishers can do to make titles attractive and visible to the education market, followed by a Q&A period.

Keywords: **Distributing & Selling Books, Marketing Books**

Learning Format: **Roundtable**

Learning Level: **101**

IBPA Member Type: **All Publishers**



1:45 – 2:45 PM Eastern

**Navigating the Road to Indie Author Success: A Special
#AuthorSpotlight Panel Brought to You by IngramSpark**

Presented by Josh Floyd, IngramSpark; Elise Kova, Silver Wing Press; Ayesha Rodriguez, Jaye Squared Youth Empowerment Services

You’ll learn from four successful indie publishing authors representing the Juvenile Nonfiction, Young Adult Fantasy, Romance, and Thriller genres. Each author will share their stories that led them to Indie Publishing success. Get ready for an honest exploration of real-world obstacles, pitfalls, and best practices during this special panel discussion brought to you by IngramSpark.

Keywords: **Business of Publishing, Creating Books, Marketing Books**

Learning Format: **Deep Dive**

Learning Level: **All Levels**

IBPA Member Type: **Author Publishers**

Reaching Black and Latinx Readers

Presented by Kathi Berens and Rachel Noorda, PhD, Portland State University; Sonia Thompson, Inclusive Marketing Consultant

BIPOC (Black, Indigenous, and People of Color) readers have been underserved in the book industry, but data from The Immersive Media & Books 2020 report, developed by Portland State University and sponsored by IBPA, reveals that Black and Latinx millennials are actually some of the most active book readers, buyers, and borrowers. Learn more about this audience and how to reach them in this presentation.

Keywords: **Critical Conversations, Distributing & Selling Books, Marketing Books**

Learning Format: **Learning Lab**

Learning Level: **All Levels**

IBPA Member Type: **All Publishers**

The Next Chapter: Promoting Your Book Post-Publication

Presented by Amanda Marquette, Greenleaf Book Group

A strong marketing strategy, combined with the excitement, urgency, and newness of a launch will carry many books’ marketing, social media, digital media, and publicity teams for months following publication without a lull. But once the launch strategy has been executed, how do you maintain promotional momentum and book sales? Learn how to evaluate the efficacy of a book’s launch campaign in order to craft a healthy and accurate ongoing marketing plan.

Keywords: **Marketing Books**

Learning Format: **Deep Dive**

Learning Level: **101**

IBPA Member Type: **All Publishers**



3:00 PM to 4:00 PM Eastern



For more information and a list of exhibitors,
see page 32 or visit
publishinguniversity.org/sponsorship

Your learning continues as you visit our sponsors, some of the smartest people in our industry. Join a 1:1 live video call with an **IBPA Publishing University 2022 exhibitor** from the comfort of your home or office using Attendify’s MeetNow application!

IBPA Publishing University 2022 wouldn’t be possible without the financial support of its exhibitors. During this hour (or anytime, really!), head over to the EXHIBITORS area to say “Thank you!” and get to know the people behind the companies that support the independent book publishing community.

Keywords: **Exhibitor Expo** | IBPA Member Type: **All Publishers**

VIRTUAL EXPO

Wednesday, April 20
3:00 – 4:00 PM Eastern

Thursday, April 21
3:00 – 4:00 PM Eastern

WEDNESDAY | APRIL 20 | 4:15 – 5:15 PM Eastern

4:15 – 5:15 PM Eastern



Book Trailer Building Blocks

Presented by Ja-ne de Abreu, JMFdeA Press

Learn about the various components of how to create a successful book trailer. You will further your knowledge about writing an effective script, video filming and selection, voice over creation and selection, music, special effects, and sound effects. There will be examples of effective as well as poorly constructed booktrailers to show how a small component can make a large difference. Audience interaction will be sure to be lively and add to the fun presentation.

Keywords: **Marketing Books**
 Learning Format: **Learning Lab**
 Learning Level: **101**
 IBPA Member Type: **All Publishers**

COVID-19 and Market Impacts: Takeaways From Industry Thought Leaders Sessions to Shape Your Strategy

Presented by Bailey Davis, IngramSpark Sales; Amanda Sharp, Ingram Lightning Source

Ingram Content Group's Amanda Sharp coordinated a series of industry leader-led webinars that discussed the impact of COVID-19 and supply chain disruptions in the publishing industry. Discover the biggest takeaways from this series of hour-long webinars. Publishers and authors will learn about market changes that have longevity, how publishers can make the most out of their sales strategy, global agility strategies, and how to make successful annual plans.

Keywords: **Critical Conversations, Distributing & Selling Books, Marketing Books**
 Learning Format: **Deep Dive**
 Learning Level: **101**
 IBPA Member Type: **All Publishers**

SKILLED EDITORS + PASSION =
AN ELEVATED PUBLISHING EXPERIENCE

EDITING/PROOFREADING

BOOK LAYOUT & INTERIOR DESIGN

FULL PROJECT MANAGEMENT

PRINTING & EPUB DELIVERABLES

BOOK COVER DESIGN

We offer a full range of publishing services:

- Developmental editing
- Copyediting/Proofreading
- Template creation and page layout/design
- Print and EPub deliverables
- Marketing

We ensure that your project presents its contents in an engaging, contemporary, and professional manner—focusing both on a design aesthetic as well as on the most effective presentation of key information for readers.

technicaeditorial.com

FOR MORE INFORMATION, CONTACT US AT (919) 869-7977
OR JACK_NESTOR@TECHICAEDITORIAL.COM

Strategic Ways to Market with Audio and Video: Leverage the Power of Several Easy Online Tools

Presented by Nathan Agin

Topics include using your existing tools and audience to create buzz, several easy ways to use video to create engagement and interest, jumping on the audio bandwagon for marketing, the platform that's a natural fit, and how to find opportunities. Creating your marketing plan is a crucial part of the process and can be much easier than you might think.

Keywords: **Marketing Books**
 Learning Format: **Deep Dive**
 Learning Level: **201**
 IBPA Member Type: **All Publisher**

5:30 – 6:30 PM Eastern

Edutainment! Trivia: You May Love Your Lit, But Does Your Lit Love You?

Hosted by the IBPA Staff

Can Fiction be "truer" than Nonfiction? Are Classics classy? Just because you read books when you were a kid, does that mean you know Kid Lit? These and other important questions will be solved once and for all during this IBPA Publishing University's edutainment session.

Open to all conference registrants. Bring your sense of silly joy. And if you want to dress up as your favorite character from literature, that's even better! (Bonus points if there's an independent publishing connection.)

Keywords: **Edutainment**
 Learning Format: **Edutainment** | Learning Level: **All Levels**
 IBPA Member Type: **All Publishers**



8:00 – 9:30 PM Eastern

Virtual Pop-Up Party

Hosted by the IBPA Staff

Grab a beverage and join your fellow IBPA Publishing University Zoomers "Brady Bunch Style" for a virtual pop-up party! We'll talk about the day we had and the day ahead. We may even throw a few trivia questions and breakout discussions into the mix. Come with your favorite beverage to toast and network with your fellow indie publishers. See you there!

Keywords: **Edutainment**
 Learning Format: **Edutainment** | Learning Level: **All Levels**
 IBPA Member Type: **All Publishers**

THURSDAY | APRIL 21 | 11:00 AM – 12:15 PM Eastern

KEYNOTE PANEL



Times listed are Eastern time zone

The Battle for Free Expression—
Indie Publishers and Libraries in the Fight Against Censorship



Moderated by John Chrastka,
Founder & Executive Director, EveryLibrary

Across the United States, efforts to ban books from public schools and libraries by and about people of color, LGBTQ+ people, and religious minorities are proliferating at an alarming rate. While challenges to such titles aren't new, the tactics employed by increasingly politicized groups are, and librarians are struggling to fight back.

In this keynote panel, experts from across the library world will unpack the political, educational, and free expression crisis our libraries are facing, and discuss specific ways independent and local publishers can use both their books and their positions in the book business to work hand in hand with library workers to counteract these censorship efforts.

Keywords: Critical Conversations, Diversity in Publishing, Keynote Address | Learning Format: Keynote | Learning Level: All Levels | IBPA Member Type: All Publishers

BiblioGarden.com

What's the Buzz?

- **BG** Earn 75% Royalties
- **BG** Rank Higher On Amazon
- **BG** Get On The Best-Seller Shelf
- **BG** Get Found In Any Book Buyer's Search On The Web with BookMatch!

A powerhouse sales tool for Independent and Small Press Books. Harnessing the technology to put Indie Books beside the bestselling authors in the world!

YOUR BOOK HERE

Where Book Sales Grow!

Book covers shown: MICHAEL CONNELLY THE LINCOLN LAWYER, NORA ROBERTS UNDER CURRENTS, STEPHEN KING CARRIE, JOHN GRISHAM A TIME FOR MERCY

12:30 – 1:30 PM Eastern



You Can Afford to Be Green

Presented by Sonia Moore and Karla Olson, Patagonia Books

In this session, you will learn how to minimize your footprint without breaking the bank. In accordance with Patagonia’s mission statement, publisher Karla Olson and production manager Sonia Moore have spent the last several years refining their program to have the smallest possible footprint. Questions to be answered include: Overseas or domestic? POD or offset? Recycled or FSC paper? Binding options? Packing and shipping? And the biggest question of all . . . Can you afford to be green?

Keywords: **Creating Books, Critical Conversations**
 Learning Format: **Deep Dive**
 Learning Level: **201**
 IBPA Member Type: **All Publishers**

Becoming Intersectional: Editorial Sensitivity in Publishing

Presented by Laura Matthews, ThinkStory.biz

Marginalized communities are often harmed by careless word usage and ignorant depictions. Phrases and characterizations that many of us never knew were problematic are now being vocally—and virally—called out. This kind of fallout can be avoided through sensitivity reading and vetting at the editorial stage. Through examples both recent and from the classics, this one-hour session will introduce you to what kinds of language your editorial team should watch out for and give resources you can turn to for specific consultation.

Keywords: **Creating Books, Critical Conversations**
 Learning Format: **Deep Dive**
 Learning Level: **101**
 IBPA Member Type: **All Publishers**

Stay tuned!

An exciting session to come in this time slot.

1:45 – 2:45 PM Eastern

Diversifying and Retaining Talent in the Publishing Industry

Presented by Stephanie Cohen-Perez, Editor, Writer, Reviewer; Kandace Coston, Lee & Low Books; Caroline Richmond, WNDB; Chelsea Villareal, WNDB

Join the We Need Diverse Books (WNDB) team for an overview of the nonprofit, its Internship Grant Program, and how IBPA members can partner with WNDB to help diversify and retain talent. Following the overview, guests will be invited to stay for the WNDB community panel entitled “Keeping the Talent”. Panelists will discuss and reflect on their own experiences within publishing and how IBPA members can facilitate stronger retention within their houses.

Keywords: **Business of Publishing, Diversity in Publishing**
 Learning Format: **Deep Dive**
 Learning Level: **101**
 IBPA Member Type: **All Publishers**

Children’s Book Publishing: Highs and Lows of Setting the Bar

Presented by Peter Trimarco, Notable Kids Publishing

Learn how to identify and navigate the unique challenges and opportunities inherent in children’s book publishing. This session will provide important tools and perspective for publishers to use when vetting and preparing titles, and being a professional in a world that invites child’s play. You will explore the applications of trade reviews, how to “level” books, connecting with libraries, author visits, and professionally prepared teacher guides.

Keywords: **Distributing & Selling Books, Marketing Books**
 Learning Format: **Learning Lab**
 Learning Level: **101**
 IBPA Member Type: **All Publishers**

Design as Art: 5 Truths to Spark Brilliant Cover Design

Presented by Carol Van Den Hende, Mars Inc Global Digital Transformation

Carol Van Den Hende has distilled the key “truths” related to creating brilliant book designs that break through the clutter.

Truth One: Simplicity; Truth Two: Prioritization; Truth Three: Assessment;
 Truth Four: Real-Life Situations; Truth Five: Consistency

Carol has taught these precepts at Writer’s Digest, Rutgers Writers Conference, DIYMFA, Pen to Print and other more conferences. Join her to spark new ideas for your next book project.

Keywords: **Creating Books**
 Learning Format: **Learning Lab**
 Learning Level: **101**
 IBPA Member Type: **All Publishers**



3:00 PM to 4:00 PM Eastern



For more information and a list of exhibitors, see page 32 or visit publishinguniversity.org/sponsorship

Your learning continues as you visit our sponsors, some of the smartest people in our industry. Join a 1:1 live video call with an **IBPA Publishing University 2022 exhibitor** from the comfort of your home or office using Attendify’s MeetNow application!

IBPA Publishing University 2022 wouldn’t be possible without the financial support of its exhibitors. During this hour (or anytime, really!), head over to the EXHIBITORS area to say “Thank you!” and get to know the people behind the companies that support the independent book publishing community.

Keywords: **Exhibitor Expo** | IBPA Member Type: **All Publishers**

VIRTUAL EXPO

Wednesday, April 20
3:00 – 4:00 PM Eastern

Thursday, April 21
3:00 – 4:00 PM Eastern

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

4:15 – 5:15 PM Eastern

Building Your Author Brand for Maximum Book Marketing Success

Presented by Marissa Eigenbrood, Smith Publicity

Discover how to set yourself and your brand apart, the key components of your branded platform, how your author brand effects book publicity, and more. Leave with a understanding of why a well-developed platform is important and the right tools for building and branding.

Keywords: **Marketing Books** | Learning Format: **Deep Dive**
Learning Level: **101** | IBPA Member Type: **Author Publishers**

Airport Stores, Book Stores, Chains: What it Takes to Get on the Shelves

Presented by Keri-Rae Barnum, New Shelves Books

If you ask an author what shelves they want to see their books sitting on, the answer is quite often Costco! Wal-Mart! Barnes and Noble! As a publisher (or self-published author) you may be wondering how to turn these lofty goals into reality. A blend of reality check and roadmap for what it takes to get into the military, airport, and chain stores they covet.

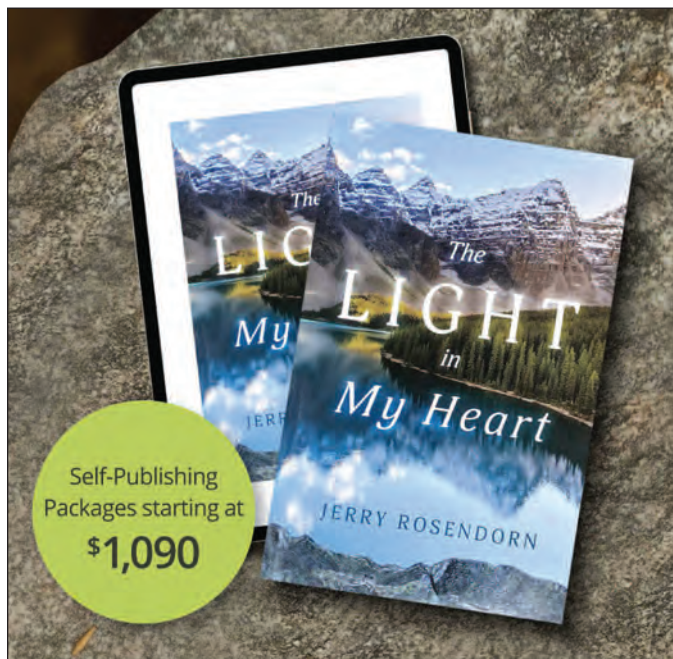
Keywords: **Distributing & Selling Books** | Learning Format: **Deep Dive**
Learning Level: **201** | IBPA Member Type: **Independent Publishers**

How Data Drives Revenue in the Publishing Industry

Presented by Mary McAvene, CRO & CMO, Open Road Integrated Media

Readers are in constant demand for material from new (or new to them) authors. This means through the use of consumer data, marketers can compete with advertiser brands to develop direct customer relationships and secure consumer loyalty. After attending this session, you will know how to tap into the analog-to-digital evolution.

Keywords: **Business of Publishing, Distributing & Selling Books, Marketing Books**
Learning Format: **XXXX** | Learning Level: **XXXX**
IBPA Member Type: **All Publishers**



BookBaby

BOOK PRINTING | EBOOKS | DISTRIBUTION

EDITING | DESIGN | BOOK MARKETING

866-409-8920 • BOOKBABY.COM

6:00 – 7:30 PM Eastern

VIRTUAL CLOSING SESSION
Voices of IBPA Publishing University 2022 and Virtual Program Closing Remarks



Hosted by the IBPA Staff

That's a wrap on the virtual portion of IBPA Publishing University 2022!

During this facilitator-led discussion, we will debrief the virtual IBPA Publishing University experience before adjourning and getting ready to meet again in Orlando, Florida on April 29, 2022. What did you learn? How will you apply it? How can we all continue helping each other achieve and succeed?

Bonus! We'll also announce the four (4) winners of the Virtual Exhibitor Treasure Hunt! Be sure to submit your answers prior to 5:00 PM Eastern on Thursday, April 21, 2022 to qualify.

Keywords: **Critical Conversations, Keynote Address**
Learning Format: **Keynote**
Learning Level: **All Levels**
IBPA Member Type: **All Publishers**

LANYARDS

Generously sponsored by



Smashwords™
your ebook. your way.

FRIDAY | APRIL 22

11:00 AM – 4:00 PM Eastern



Virtual
ASK the EXPERTS

An IBPA Original—Often Copied, Never Duplicated!

During IBPA's VIRTUAL "Ask the Experts" program, access to the best in the business is included as part of your conference registration! What do you get? 15-minute private Zoom consultations with publishing professionals who have valuable experience in the area where you need advice.

SEPARATE REGISTRATION WILL OPEN SOON

Learning Level: **All Levels** | IBPA Member Type: **All Publishers**



IngramSpark is an award-winning publishing platform, offering print and ebook distribution services through a single source. Focus on what you do best—create innovative content—while we do the rest: print, ship, and distribute.



Quality Print Books

Print what you need and nothing more



Convenient Ebook

Connect with the top players in digital distribution



Vibrant Color

Perfect for children's books, graphic novels, and more



Expanded Reach

Access to 40,000+ retailers and libraries around the world



Formats For the Win

Hardcovers, paperbacks, and ebooks



More Marketing Channels

Increased visibility online and in print

Share Your Story with the World



www.ingramspark.com

Welcome to Orlando!



THURSDAY | APRIL 28 | 7:30 – 10:30 PM Eastern

LITERATURE & LIBATIONS + ULTIMATE MIX TAPE LIVE!



Spend Thursday evening meeting and mingling with the IBPA Publishing University community during our annual **LITERATURE & LIBATIONS**. This special networking event is designed to give IBPA Publishing University attendees the chance to gather informally within in the conference hotel prior to the official in-person conference kick-off on Friday, April 29, 2022.

After a cocktail (or two!) we've got some fun for you! New in 2022, join the BODACIOUS IBPA Publishing University community for some EXCELLENT retro music trivia. A live DJ will provide dance party vibes and costumes/period garb are welcomed. Prizes for the winning team!

Renaissance Orlando

6677 Sea Harbor Drive
Orlando, Florida 32827

Keywords: **Networking** | IBPA Member Type: **All Publishers**



LITERATURE & LIBATIONS + ULTIMATE MIX TAPE LIVE!
is included as part of your general conference registration.
All IBPA Publishing University attendees are welcome.
Pre-registration isn't required, but is highly encouraged.

Enter Now.

President's Book Awards 2022

FAPA

FLORIDA AUTHORS AND PUBLISHERS ASSOCIATION

Extended Deadline for IBPA Members: May 10, 2022.

www.MyFAPA.org/book-awards

DELL
Technologies

Members receive exclusive discounts. Access your additional **5-10%** savings by visiting www.Dell.com/IBPA or call **855-900-5548** to speak with a Small Business Advisor. Contact IBPA's Account Executive, Amy, at Amy_Henry@Dell.com with any questions.


 SCAN ME

INDEPENDENT BOOK
ibpa
 PUBLISHERS ASSOCIATION

FRIDAY | APRIL 29 | 8:00 – 10:45 AM Eastern

PRECONFERENCE SMALL GROUP BREAKFAST MEETUPS

Room:



Breakfast Roundtables

Join your fellow IBPA members for a facilitated conversation over a hot breakfast!

We're coordinating groups of 10 people around topics such as children's publishing, diversity in publishing, women in publishing, hybrid publishing, etc. Each group will have a facilitator to help guide the conversation.

Keywords: *Networking, Preconference*

Learning Level: *All Levels*

IBPA Member Type: *All Publishers*



Times listed are Eastern time zone

This is a facilitated preconference conversation over a hot breakfast. An additional \$55 fee is required to participate. The fee covers the cost of food. You can sign-up for the Small Group Breakfast Meetups as part of your IBPA Publishing University registration.

FRIDAY | APRIL 29 | 11:00 AM – 12:00 PM Eastern

WELCOME FIRST TIMERS!

Room:

Learn How to Get the Most Out of Publishing University
Presented by Angela Bole, CEO, Independent Book Publishers Association and Karla Olson, Patagonia Books

Back by popular demand, we're hosting a facilitator-led discussion for IBPA Publishing University first timers! Stop by to meet other newbies and learn how to get the most out of your IBPA Publishing University experience. During this session, you'll have a chance to network and meet IBPA staff and veteran IBPA Publishing University attendees who will help answer questions and provide guidance for navigating IBPA Publishing University in style.

Keywords: *IBPA*

Learning Format: *Deep Dive*

Learning Level: *101*

IBPA Member Type: *All Publishers*

Generously sponsored by



WELCOME FIRST TIMERS is included as part of your general conference registration. All IBPA Publishing University attendees welcome. Pre-registration isn't required, but is highly encouraged.

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

FRIDAY | APRIL 29 | 12:00 – 12:30 PM Eastern

Peninsula Ballroom Opens! Grab Your Lunch & Your Seat!

Grab your lunch and find a seat! The opening Keynote Address with Steven Green of A Kids Company About will start promptly at 12:30 PM Eastern.



12:30 – 1:45 PM Eastern



KEYNOTE ADDRESS

Peninsula Ballroom

**Stephen Green, A Kids Company About on
“Small Businesses
Drive the Community”**

Stephen Green is chief operating officer of A Kids Company About and a small business advocate known for various projects, including Do. Do More. Do Better, Pitch Black and a \$62 million state fund for Black Oregonians, small businesses and nonprofits.

A true connector of people, Stephen has worked tirelessly for the last 20 years in banking and finance to help deserving businesses start, grow and prosper. Through his work and conversation, he asks us to rethink the paradigm of community consumer habits by investing in the small things that have big impacts on our local backyards.



Keywords: Critical Conversations, Keynote Address
Learning Format: Keynote
Learning Level: All Levels
IBPA Member Type: All Publishers

ASK the EXPERTS

An IBPA Original—Often Copied, Never Duplicated!

Peninsula Ballroom

**ASK THE EXPERTS
IN-PERSON TIMES**

Friday, April 29
2:00 – 4:15 PM Eastern
Saturday, April 30
10:30 AM – 12:00 PM
2:00 – 3:15 PM Eastern
3:30 – 4:45 PM Eastern

You could pay hundreds of dollars for a consultant’s individual attention, but during IBPA’s exclusive ASK THE EXPERTS sessions access to the best in the business is included as part of your conference registration! What do you get? 15-minute private consultations with publishing professionals who have valuable experience in the area where you need advice.

SEPARATE REGISTRATION WILL OPEN SOON

Keywords: Ask the Experts, Networking | **Learning Level:** All Levels
IBPA Member Type: All Publishers



FRIDAY | 2:00 – 4:15 PM Eastern

A Publisher’s Guide to Effective Negotiation

Presented by Emily Barrosse, Bold Story Press

Room:

You’ll learn the “absolute must-knows” about negotiation for publishers. We’ll cover best practices for contract negotiations with authors, vendors, and customers. Key takeaways will include: review of essential negotiation best practices; negotiable and non-negotiable terms in author contracts; and negotiation prep that preserves the relationship and assures wise outcomes.

Keywords: Business of Publishing

Learning Format: Workshop

Learning Level: 101

IBPA Member Type: All Publishers



**Author Onboarding Toolkit:
Everything You Need for Effective Project Management**

Presented by Adrielle Haughee (Hoy), Orange Blossom Publishing

Room:

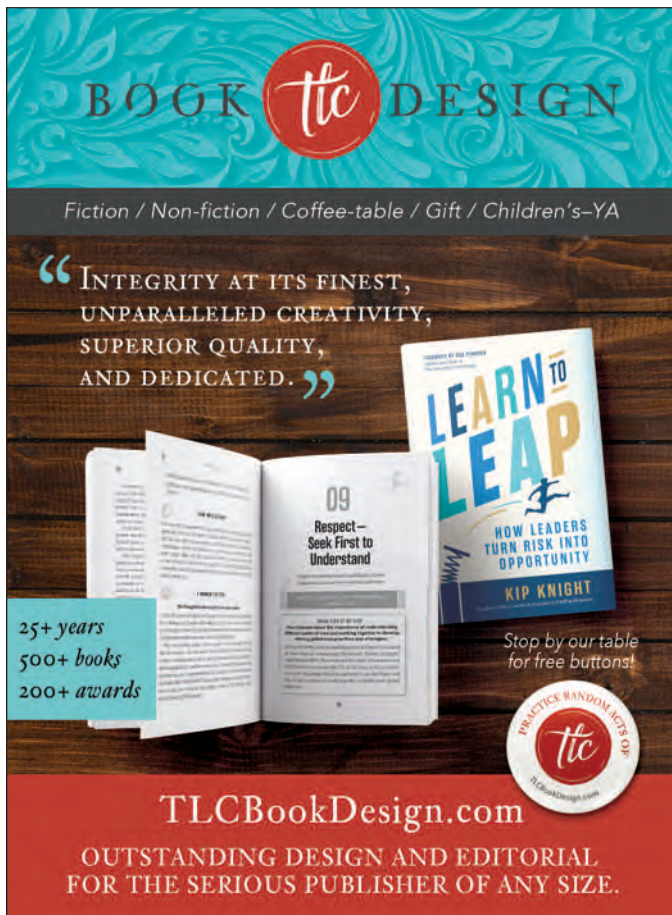
You’ll review a full project timeline, questions you should ask yourself about your contract, how to create a publicity plan, how to track royalty payments, how to do quarterly sales analysis, and more! You’ll leave with a ready-to-go toolkit for signing new authors and learn the number one reason authors leave their publishers.

Keywords: Business of Publishing

Learning Format: Workshop

Learning Level: 201

IBPA Member Type: All Publishers



Amazon Deep Dive: Platform Fundamentals, Detail Page Optimization, and Advertising

Presented by Ian Lamont, i30 Media Corporation

Room:

While there are no guarantees of success on Amazon, there are steps publishers can take to improve visibility and sales. Learn Amazon’s views of the publishing ecosystem and book brands, explore how organic and paid search results can impact your book’s visibility, optimize book detail pages for clicks and conversions, and take a tour of Amazon Advertising. New topics for 2022 will include A+ content and expanded Amazon Advertising formats for brands.

Keywords: Distributing & Selling Books, Marketing Books

Learning Format: Workshop

Learning Level: 201

IBPA Member Type: All Publishers

Title Positioning Workshop

Presented by Mel Corrigan, Scribe Publishing Company

Room:

Title positioning is the process of establishing where and how a title fits in the market, how it is unique from and similar to other books, and how to communicate those attributes to the book trade. You’ll learn a process for positioning titles 9–18 months before release date and leave with refined metadata (for an upcoming title a title of your choosing from your catalog) such as: price point, BISACs, format, comp titles, and key selling points.

Keywords: Business of Publishing, Marketing Books

Learning Format: Workshop

Learning Level: 201

IBPA Member Type: Independent Publishers



2:00 – 4:15 PM Eastern

Peninsula Ballroom

ASK the EXPERTS

An IBPA Original—Often Copied, Never Duplicated!

IBPA’s exclusive ASK THE EXPERTS sessions provide access to the best in the business and is included as part of your conference registration! What do you get? 15-minute private consultations with publishing professionals who have valuable experience in the area where you need advice.

SEPARATE REGISTRATION WILL OPEN SOON

Keywords: Ask the Experts, Networking | **Learning Level:** All Levels

IBPA Member Type: All Publishers



4:30 – 5:15 PM Eastern

Peninsula Ballroom

Day One In-Person Wrap-up!

Join your fellow IBPA Publishing University attendees in the Peninsula Ballroom for a quick Day One wrap-up session!

Keywords: Networking | **Learning Level:** All Levels | **IBPA Member Type:** All Publishers

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

FRIDAY | APRIL 29 | 6:00 – 9:30 PM

THE 34TH ANNUAL IBPA BENJAMIN FRANKLIN AWARDS™

Cocktail Hour: 6:00 – 7:00 PM • Dinner & Ceremony: 7:00 – 9:30 PM

Peninsula Ballroom

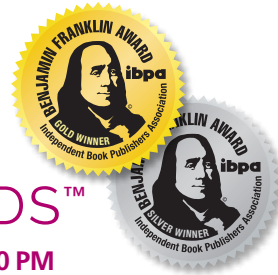
Generously sponsored by



All IBPA Publishing University attendees can register to attend for only \$65 per ticket. Tickets are first come, first served. Additional tickets (for guests and others not attending IBPA Publishing University) can be purchased for \$80 each.

Join IBPA as we honor the winners of the 34th annual IBPA Benjamin Franklin Awards™! The IBPA Benjamin Franklin Awards, which include over fifty categories recognizing excellence in book editorial and design, are regarded as one of the highest national honors for indie publishers. Held in conjunction with IBPA Publishing University, the 2022 award ceremony is a gala dinner where all Gold winners receive an engraved trophy marking their achievement.

Keywords: IBPA Benjamin Franklin Award Program, Inside IBPA
Learning Level: All Levels | IBPA Member Type: All Publishers



It's your copyright.

What are you doing to protect it?



Piracy isn't exclusive to major content owners. Expert content protection shouldn't be either.

**Protect your content.
Reclaim lost sales.**



Schedule a free consultation to discuss your unique needs. We'll develop a solution just your size. Protection@BCGuardian.com

SATURDAY | APRIL 30 | 7:30 AM – 8:50 AM Eastern

CONTINENTAL BREAKFAST + TABLE TOP NETWORKING

Peninsula Ballroom

Grab some fuel for the morning, then join a moderated “Table Top Discussion” around a particular area of interest like social media, distribution, publishing non-fiction, IngramSpark, Amazon, etc. Pick your topic when you arrive, then dive right into the food and conversation!

Keywords: **Networking**



Times listed are Eastern time zone

9:00 AM – 10:15 AM Eastern

Intentional Membership: Getting the Most out of IBPA

Presented by **Angela Bole, CEO of IBPA and Karla Olson, Publisher, Patagonia Books**

Peninsula Ballroom

Join us for a distinctive learning and networking experience that will answer all (...okay, most!) of your questions about IBPA, its priorities, its membership, and how you can get the most out of both.

Why did you join IBPA? Was it for networking, advocacy, access to resources, work opportunities, education? Are you taking full advantage of the many member benefits available to you? Do you know where and how to plug into critical conversations with your peers and partners? If you'd like to explore answers to these questions along with your fellow IBPA members, this is the session for you. Part of the program will include a unique speed dating format introducing you to key people and initiatives within IBPA. Then, a set of rapid-fire presentations from the main stage will provide a rundown of what to look forward to within IBPA during the year ahead. Bring your business cards; you'll need them!



Keywords: **Keynote, Critical Conversations** | Learning Level: **All Levels** | IBPA Member Type: **All Publishers**



SATURDAY | 10:30 AM – 12:00 PM Eastern

Peninsula Ballroom

ASK the EXPERTS

IBPA's exclusive ASK THE EXPERTS sessions provide access to the best in the business and is included as part of your conference registration! What do you get? 15-minute private consultations with publishing professionals who have valuable experience in the area where you need advice.

An IBPA Original—Often Copied, Never Duplicated! SEPARATE REGISTRATION WILL OPEN SOON

Keywords: **Ask the Experts, Networking** | Learning Level: **All Levels** | IBPA Member Type: **All Publishers**

SATURDAY | 10:30 AM – 12:00 PM Eastern

Book Design 101: How Your Book's Design Influences Buyers and Readers

Presented by Tamara Dever, TLC Book Design

Room:

Design goes well beyond aesthetics, having a different function for each part of your book: the front cover, back cover, and interior. All are key to getting people to notice and buy your book. Whether DIY designing or hiring a professional, you'll leave with a deeper understanding of why good design matters and how to use it to maximize your book's potential. Includes tips and techniques, dramatic before-and-after samples, and Q&A.

Keywords: **Creating Books**

Learning Format: **Deep Dive** | Learning Level: **101**

IBPA Member Type: **All Publishers**

Ethical Hybrid Publishing: How to Avoid Conflicts of Interest and Combat False Perceptions in Publishing's Fastest-Growing Business Model

Presented by Maggie Langrick, Wonderwell

Room:

Hybrid publishing, in which authors pay to be published and distributed to the trade, is a rapidly growing segment of the publishing industry, yet questions linger about ethical issues around a for-pay publishing model. Veteran hybrid publisher Maggie Langrick of Wonderwell unpacks controversial issues and offers candid advice on how to run an ethical hybrid operation with a reputation for publishing critically acclaimed, commercially successful trade books.

Keywords: **Business of Publishing**

Learning Format: **Deep Dive** | Learning Level: **101**

IBPA Member Type: **Independent Publishers**

Free Consumer Data and Insights: Informing Your Marketing Strategy

Presented by Bailey Davis, IngramSpark Sales



Room:

Every consumer leaves behind little bits of data in the wake of their online journey—on your website, on social media platforms, and other online communities. There are also a number of resources where you can understand the audience that might not be engaging with your brand... yet. This session will show you a few of the ways you can identify the most useful data morsels, identify resources for your desired audience, and how you can use them to point customers towards the book products you have that they want.

Keywords: **Business of Publishing, Marketing Books**

Learning Format: **Deep Dive** | Learning Level: **101**

IBPA Member Type: **All Publishers**

Why Reviews Matter (And How to Get Them)

Presented by Victoria Sutherland, *Foreword Reviews*; and a panel of reviewers

Room:

The value of reviews in almost every business is being played out around the world: hotels, restaurants, products, services, and more than ever: books!

If you have ever wondered why, we will help you understand the importance of, and the differences between trade and/or consumer publication reviews, and their influence on sales and your marketing strategy. Our panel will include trade, consumer, and online reviewers, with time at the end to answer your questions.

Keywords: **Marketing Books**

Learning Format: **Deep Dive**

Learning Level: **101** | IBPA Member Type: **All Publishers**

PUBLISHING PROCESSES MADE EASY

klopotek.

Essential publishing processes are now easy to handle in the Klopotek Cloud

Start your free 4-week trial today

Providing Authors and Publishers with Superior Book Manufacturing

Complete Book Printing and Binding

- Short-Run Digital Printing
- Long-Run Offset Printing
- Complete Book Binding & Finishing
- eBook Conversions
- Full Color and Black/White

Learn more & get a quick quote
www.colorhousegraphics.com

SATURDAY | 12:00 – 1:00 PM Eastern

LUNCH AND TABLE TOP NETWORKING

Peninsula Ballroom

Grab some fuel for the afternoon, then join a moderated “Table Top Discussion” around a particular area of interest like social media, distribution, publishing non-fiction, IngramSpark, Amazon, etc. Pick your topic when you arrive, then dive right into the food and conversation!

Keywords: *Networking*
Learning Level: *All Levels*
IBPA Member Type: *All Publishers*



Times listed are Eastern time zone

2:00 – 3:15 PM & 3:30 – 4:45 PM Eastern

Peninsula Ballroom



ASK the EXPERTS

An IBPA Original—Often Copied, Never Duplicated!

IBPA’s exclusive ASK THE EXPERTS sessions provide access to the best in the business and is included as part of your conference registration! What do you get? 15-minute private consultations with publishing professionals who have valuable experience in the area where you need advice.

SEPARATE REGISTRATION WILL OPEN SOON

Keywords: *Ask the Experts, Networking*
Learning Level: *All Levels*
IBPA Member Type: *All Publishers*

PROGRAMS

Generously sponsored by



1:00 – 1:45 PM Eastern

Peninsula Ballroom

Ignite is a favorite edutainment session at each IBPA Publishing University—a showcase of talks that might be bold, possibly brash, maybe even brilliant, but never boring.

It’s the learning format that’s fast, fun, and focused, where each speaker gets 20 slides, auto-advancing every 15 seconds, for five minutes.

Their challenge? Enlighten us, but make it quick!

Keywords: *Edutainment*
Learning Level: *All Levels*
IBPA Member Type: *All Publishers*



Is Selling On Amazon Enough?

Attend the in-person session hosted by:

Lulu Ecommerce Marketing Manager Sarah Gilbert

**Saturday, April 30
 3:30 PM - 4:45 PM
 Biscayne 3**

Owning the Customer Journey: How to Think Like Amazon and Utilize Direct to Consumer Trends to Grow Your Audience



lulu.com

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

SATURDAY | 2:00 – 3:15 PM Eastern

Marketing Books to Schools: Before, During, and After COVID

Presented by Jane R. Wood, Author

Room:

Marketing and selling books to schools has always required some unique strategies. When COVID changed the dynamics of how educators had to teach, it drastically changed the way content was delivered to students. Books then faced competition with numerous other platforms. Jane Wood will share the strategies that still work for the school market and will also address the ways things have changed. She will identify tactics that publishers can use to make their books more attractive to educators.

Keywords: **Distributing & Selling Books, Marketing Books**

Learning Format: **Learning Lab** | Learning Level: **101**

IBPA Member Type: **All Publishers**

Using Traditional Distribution to Bring Inclusive Voices to Libraries, Indie Bookstores, Kindle Unlimited, Scribd, Epic!

Presented by Naleighna Kai, Award-winning Author; Florenza Lee, Author, Publisher, Narrative Coach

Room:

These women-owned, black-owned, and mission-driven publishers have used a distributor to find their niche in mainstream publishing; whether you are looking for a niche or broad group of targeted readers, you can do the same. Every book needs to find its audience, and a distributor's job is to help it get there. Sales and marketing make the difference, and these publishers will share their journey with their distributor, Independent Publishers Group, and tell you when it worked and when it didn't, so that you can follow in their footsteps and launch your books to bigger audiences.

Keywords: **Distributing & Selling Books**

Learning Format: **Deep Dive** | Learning Level: **201**

IBPA Member Type: **Independent Publishers**

Network Activation 101: How an Author's Professional and Personal Relationships are Key to a Successful Book Launch

Presented by Jennifer Jensen, Wonderwell

Room:

Whether you're a traditional publisher, a hybrid, or a self-published author, leveraging professional and personal relationships is guaranteed to be a major factor in developing a successful book launch. Even when they're exceptionally well-planned, paid marketing efforts rarely match the power of partnerships with brands or organizations aligned with your message or the enthusiastic, vocal support of early readers. But what kinds of support should you be asking for—and from whom? When should you start, and what does the whole process look like? In this session, a trade book marketing veteran will guide you through best practices. This is a comprehensive overview of everything you need to know to make the most of your network—to give your book its greatest chance at success.

Keywords: **Marketing Books, Networking**

Learning Format: **Deep Dive** | Learning Level: **101**

IBPA Member Type: **All Publishers**



5:00 – 6:00 PM Eastern

Closing Session & Raffle Prize Giveaway

Peninsula Ballroom

That's a wrap! During this facilitator-led discussion, you will debrief the IBPA Publishing University experience with your new friends and colleagues before adjourning and heading your separate ways. What did you learn? How will you apply it? How can we continue helping each other achieve and succeed even when not face-to-face at a conference?

Keywords: **Networking** | Learning Level: **All Levels** | IBPA Member Type: **All Publishers**

3:30 – 4:45 PM Eastern

Translating Children's Books

Presented by Gabriella Alderman, Children's Book Translator; Karen Pavilicic, Elva Resa Publishing

Room:

Several key decision points in the translation of children's picture books inform your content, production, and marketing. In this deep dive with publishers and translators, we'll explore how these decisions impact the reader experience, creative process, and title P&L planning. For experienced children's picture book publishers who want to create translated or bilingual books.

Keywords: **Business of Publishing**

Learning Format: **Deep Dive** | Learning Level: **201** | IBPA Member Type: **All Publishers**

Owning the Customer Journey: How to Think Like Amazon and Utilize Direct to Consumer Trends to Grow Your Audience

Presented by Sarah Gilbert, Lulu.com

Room:

Amazon has cornered the market, but you can use the same tactics they employ to corner your own! In this session, you will learn how to sell books directly to your readers through your own website, leveraging the same data and analytics used by the big box stores to create return customers and loyal fans. Join us to learn how to grow your business, brand and bank account.

Keywords: **Distributing & Selling Books** | Learning Format: **Deep Dive**

Learning Level: **101** | IBPA Member Type: **Author Publishers**

Ebooks & Audiobooks: Bringing Your Titles to the Library Market

Presented by Michele Cobb, Audio and Digital Publishing Consultant;

Tavia Gilbert, Audiobook Narrator

Room:

Learn key statistics that should encourage you to make your titles available to libraries in digital formats and prime them to be seen by buyers. Have an audiobook? You've got an opportunity to market to libraries in yet another way. Discussion includes how to interact with librarians, what librarians look for, formats that appeal, and different ways you can sell to libraries.

Keywords: **Distributing & Selling Books** | Learning Format: **Learning Lab**

Learning Level: **101** | IBPA Member Type: **All Publishers**

Opportunities and Obstacles for Small Presses

Presented by Kathryn Knight, First Freedom Publishing; Ginger Marks, DocUmeant Publishing; John Prince, Hallard Press; Renee Garrison, Florida Authors & Publishers Association; Jan Wood, Author

Room:

Small presses face multiple challenges: they don't have a staff of editors, illustrators, marketing, and distribution pros like the big publishing houses do. Yet, there are advantages to being small, nimble, and innovative—services can be more customized to each author. Learn how to navigate through many obstacles and provide meaningful opportunities for your clients.

Keywords: **Business of Selling Books, Critical Conversations, Distributing & Selling Books**

Learning Format: **Deep Dive** | Learning Level: **All Levels**

IBPA Member Type: **All Publishers**

**Fun!
Prizes!**

You must be present to win.





Your GO-TO print shop for Short Run Books ***FAST!***

100% Wholesale to the Trade • Competitive Pricing with Fast Delivery



PERFECT BOUND



DOUBLE WIRE-O



COIL BOUND



SADDLE-STITCH

Book Options:

- coil available in a variety of colors
- popular & custom sizes
- various stock options
- uv coating on gloss stocks
- lamination

Contact us at:

ph: 800-685-5743
mail@lippmannprinting.com
www.lippmannprinting.com

Sample kits available upon request.



Our Specialties

4 Color Digital • Edge Glued Carbonless Forms • Cut Sheets • Saddle Stitch Booklets
• Coil & Double Wire O Booklets • Notepads • Perfect Bound Books

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

NATHAN AGIN

Audiobook Narrator/Producer • audionathan.com



Nathan Agin has completed over 30 audiobooks, including titles for HarperCollins, Penguin Random House, and Lioncrest Publishing, as well as for “indie” authors Chris Fox, Chuck Wendig, Sean Platt, and Johnny B. Truant. He has also narrated 100+ articles for *NYT* best-selling *The Subtle Art of Not Giving a F*ck*. As an author, he self-published and narrated his own book, *A Beginner's Meditation Course*. He brings 10+ years of web design, email marketing, and social media experience to his work as an audiobook coach and consultant.

GABRIELLA ALDEMAN

Children's Book Translator, Write Between • writebetween.com



Panamanian American author and translator of children's books and educational resources, Gaby Aldeman is an active member of the Society of Children's Book Writers and Illustrators and the American Translators Association. She has translated various picture books into Spanish and is the author of two forthcoming picture books, *Paula's Patches* (Free Spirit Publishing) and *A Squawk of Spanish* (Charlesbridge).

JIM AZEVEDO

Corporate Communications Manager, Draft2Digital • smashwords.com



As marketing director at Smashwords since 2011, Jim helped the company grow from representing 35,000 indie authors and publishers who released 80,000 titles, to more than 150,000 authors and publishers who published over 590,000 titles. Draft2Digital offers a broad suite of free and powerful automated and self-serve tools that authors and publishers can use to build and grow their publishing businesses. This includes tools to simplify ebook and print publishing, distribution, metadata management, and marketing.

ED BAJEK

Bajek Publisher Services • bajekpublisherservices.com



Edward “Ed” Bajek began working in the publishing industry in 1984. He has worked domestically and internationally in sales, distribution, circulation, marketing, merchandising and logistics for books and magazines. Ed has worked with some of the largest publishers, wholesalers, and distributors in the world.

DANIELLE BALLANTYNE

Foreword Reviews • forewordreviews.com



Danielle has a Bachelor of Arts in English Language and Literature from Grand Valley State University and started her career in the publishing industry with Tor Books in New York City. After three years there, she moved to working as a freelance editor for various small presses before coming to roost at *Foreword Reviews*. She is now their Managing Editor and heads up Foreword Editing, which offers authors copy editing and developmental editing services.

KERI-RAE BARNUM

Executive Director, New Shelves Books • NewShelves.com



Over the last few years, Keri has parlayed her 15 years of varied marketing experiences and turned her attention to book sales and marketing. Her focus and strengths are helping publishers and authors skip the “learning curve” and become truly successful at advertising, review acquisition and book sales online, in libraries, and in stores. Keri is a trusted authority in book marketing, speaking to numerous writing and publishing groups each year in addition to running the New Shelves advice vlog, *Free Advice Fridays*.

EMILY BARROSSE

Founder & CEO, Bold Story Press • boldstorypress.com



Bold Story Press is a publishing press by, for, and about women. Previously, Emily founded ‘Bold in Business,’ a program that teaches professional women how to own their power for greater success in business. Emily developed her track record of publishing success while working in leadership roles in the publishing industry. She has 33+ years of hands-on experience negotiating, signing, and publishing best-selling books. As VP, Editor in Chief at McGraw-Hill, she was responsible for a \$500 million digital and print publishing list.

CHELSEA BENNETT

Brand Engagement Manager, Lulu.com • lulu.com



Chelsea Bennett is the Brand Engagement Manager for Lulu.com and is constantly researching and developing new resources for independently published authors. Her areas of expertise include self-publishing, print-on-demand technology, building an author brand, direct sales and marketing for authors and entrepreneurs. When not thinking about publishing, Chelsea can be found playing disc golf with her husband or having in-depth conversations about the universe with her cat, Batman.

KATHI INMAN BERENS, PHD

Associate Professor of English, Portland State University • pdx.edu



Dr. Kathi Inman Berens has published peer-reviewed research about digital humanities, book publishing, and digital literature. Dr. Berens studies immersive environments and trans-media experiences, consulting with companies on VR medical therapies, immersive storytelling, and mobile web interface design. In her book publishing consulting and scholarship, survey work provides data for insights about consumer behavior at the Portland Book Festival and book buying/borrowing during COVID.

PATTI BRASSARD JEFFERSON

Marketing Assistant, Glass Onion Publishing • bibliogarden.com



An award-winning authorpreneur, illustrator, multi-medium artist, bubble-blower, and tiara model, Patti opened the first and largest Indie-only bookstore, PJ Boox, in Ft. Myers, FL in 2016, featuring independently or small-press published authors. Sadly, the store was forced to close after hurricane Irma. Those years imbued Patti with a treasure trove of marketing knowledge making her an Indie book marketing guru for those on a budget! She wrote the quintessential book on Indie book marketing, *365 Bright Ideas to Market Your Indie Book*.

RENITA BRYANT

Founder & CEO, Mynd Matters Publishing • myndmatterspublishing.com



Renita Bryant is a Sundial Brands Fellow with two executive certifications from Dartmouth College and a BS/MBA from Florida A&M University. She sits on the IBPA Board of Directors and has been featured in/on *Forbes*, *MarketResearch.com*, *Inc.*, *Start-Up Buenos Aires*, among others as well as the nationally-syndicated TV show, *Women On the Move*. In July 2021, Renita began her first two-year term as an at-large director on the IBPA Board. She also currently serves as Chair of the IBPA Member Benefits Committee.

MIKE CANDORE

Managing Director, BCGuardian • bcguardian.com



Mike Candore works with rights owners of all sizes to provide insight into the scope and sources of piracy and develop creative solutions to meet their brand and content protection objectives. His work regularly requires him to engage with online marketplaces, law firms, distributors, government agencies, investigative firms, and web hosts to achieve desired results. Prior to BCGuardian, Mike spent nearly a decade developing and managing brand and content protection initiatives for some of the world's most venerable publishing houses.

JOHN CHRASKA

Founder & Executive Director, EveryLibrary • everylibrary.org



EveryLibrary is the first Super PAC for libraries, and the EveryLibrary Institute, a public policy and tax policy think tank for libraries. Since 2012, EveryLibrary has provided pro-bono support to 121 library communities with ballot measures and tax referendum, helping win over \$392 million in stable tax funding. Prior to EveryLibrary, John was a partner in AssociaDirect, an association consultancy, was Director for Membership Development at ALA, and a co-founder of the EdTech startup Classroom.

ELIZABETH CLEVELAND

Midwest Sales, Friesens Corporation • friesens.com



My love for books runs deep and started young when, I named our 2 cats Simon & Schuster. At age 12, I knew I wanted a career in books while watching my dad at work—it was the coolest thing I could imagine, picking a cover for a book! Based in the Twin Cities, I have worked in various print and publishing roles. I like to think I'm continuing my dad's legacy by representing such a professional company as Friesens, who genuinely understands the importance of high-quality book-making, truly craft in print.

MICHELE COBB

Audio and Digital Publishing Consultant • fortebc.com



A recognized expert in the audio industry and a Partner at Forté Business Consulting. Formerly VP of Sales & Marketing for the BBC audiobooks division, she has served on the Audio Publishers Association board since 2001 as a director, an officer, and as the current Executive Director. A sought-after consultant in the audio industry regarding PR, sales, marketing, and business development through Forté, she often works with strategic partner Tavia Gilbert to support the analysis and increased reach of a variety of audiobook and podcast clients.

STEPHANIE COHEN-PEREZ

Editor, Writer, Reviewer • diversebooks.org



Stephanie Cohen-Perez is an editor, writer, and reviewer based in New York City. Having grown up in a multicultural and diverse background, Stephanie hopes to support underrepresented and marginalized voices in all genres of literature. She enjoys YA stories about ghosts and goblins and outer space the most, and dabbles in illustration for young readers. Stephanie lives and travels with her well-read dog, Teddy.

For more detailed bios, log onto the Virtual Event platform: Website: bit.ly/pubu-website • Mobile App: bit.ly/pubu-mobile-app

MEL CORRIGAN, PHDBusiness & Visibility Director, Scribe Publishing Company • scribe-publishing.com

Mel Corrigan, PhD is the book-loving, data-driven marketing director at Scribe Publishing Company, an award-winning traditional press in Pontiac, Michigan. Mel had careers in academic research and automotive engineering before switching gears to publishing, from which she brings skills in acquiring and synthesizing data and presenting complex information effectively to publishing.

KANDACE COSTONAssociate Editor, Lee & Low Books • diversebooks.org

Kandace Coston grew up in the Bronx, New York, where she spent her weekends at the library reading stories and writing her own. After graduating from Barnard College, Columbia University, she won a grant from WNDB during the inaugural year of their summer internship program. Kandace completed her internship at Lee & Low Books, an independent, multicultural publisher, and today, Kandace is the associate editor at Lee & Low where she enjoys working with new authors and illustrators on all kinds of picture books.

BAILEY DAVISSenior Manager, IngramSpark Sales • ingramcontent.com

Bailey started her career at Ingram in 2014 with the Customer Service department and quickly moved into a sales position, working with independent publishers. She also led efforts to build programs and services specifically designed for our independent publishers. She launched and led the Ingram Ignite program, focused on providing a suite of solutions for independent publishers. Now, as Sr. Manager, IngramSpark Sales, she leads a group that provides service to those who are in need of a global and dynamic distribution solutions.

MITCHELL DAVISFounder & CEO, Bibliolabs and the Indie Author Project • bibliolabs.com

Mitchell Davis is a digital publishing and media entrepreneur with over 25 years experience in the book publishing industry. He was the founder in 2000 of BookSurge which became CreateSpace and Kindle Direct Publishing. After senior management at Amazon he founded Bibliolabs which successfully exited in a merger with the global library nonprofit LYRASIS. Bibliolabs is a digital community engagement platform focused on helping libraries excel at local content.

JA-NE DE ABREUFounder, JMFdeA Press • jmfdeapress.com

After getting a degree in Creative Writing from the University of New Orleans, Ja-ne de Abreu spent twenty years working in the production industry for many shows such as *LOST*, *Gilad's Bodies in Motion*, and *The Descendants*, to name a few. Fulfilling their creative projects prompted Ja-ne to manifest her own. She is now a multi-Telly award winner and focuses on telling stories through various methods like video, writing, photography, and cooking. Ja-ne created JMFdeA Press in 2020 to provide a venue to help others tell their stories.

TAMARA DEVERFounder & Creative Director, TLC Book Design • tlcbookdesign.com

TLC is a small, dedicated team of publishing professionals with a passion for working with authors and publishers to produce high-quality books. They offer editorial, cover and interior design, eBook formatting, printing, and project management. TLC has been in business for over 25 years and their books have received over 200 design and publishing awards. Tamara is the co-author of *My Publishing Journey* and has published two '70s/'80s music trivia books.

MARISSA EIGENBROODSenior Vice President, Smith Publicity • smithpublicity.com

Marissa works closely with all teams across the company. She has worked with non-profits, Fortune 500 corporations, international brands, universities, start-ups, and the publishing industry. She began her career as a publicist, then expanded into business development before taking on a variety of leadership roles, providing her with a diverse understanding of the goals and strategies critical to campaign success and an in-depth knowledge of the industry and company as a whole.

KATIE FLOODSenior Producer, Talkbox Productions • talkboxproductions.com

The senior producer of several podcasts, including the award-winning "Stories of Impact" podcasts, and managing post-production for 100s of audiobooks across every genre, Katie has been a key member of the Talkbox team for over a decade. After graduating magna cum laude from the University of Notre Dame with a BA in Philosophy, she studied Radio Documentary at the Salt Institute for Documentary Studies in Portland, ME, where she began to develop her craft of telling stories that explore questions of meaning in ordinary life.

JOSH FLOYDSenior Key Accounts Manager, IngramSpark • ingramspark.com

Josh Floyd promotes the growth, sales, and brand of the IngramSpark platform to independent authors and publishers along with providing education to the industry on how best to utilize Ingram's Publish-On-Demand services for bringing a new book to market or for breathing life into an out-of-print title. Josh has been with Ingram for over a decade and received his Bachelor of Science Degree in Engineering Technology and Industrial Studies with a minor in Business Administration from Middle Tennessee State University.

JIM FOLEYPresident, BookBaby Publishing • bookbaby.com

Jim has been helping creatives produce, publish, promote, distribute, and monetize their content for the last 22 years. Jim is an indie artist himself who has a complete perspective of the unique challenges and opportunities that self-publishers face as they navigate through their creative adventures. With diverse experience working with first-time authors as well as major publishing houses, Jim is in a unique position to lead BookBaby's mission of helping writers to become successful authors.

RENEE GARRISONPresident, Florida Authors & Publishers Association (FAPA) • myfapa.org

Renee Garrison is a former newspaper reporter for *The Tampa Tribune*. During the decade she worked as its architecture critic, she won two awards from the American Institute of Architects. She has developed content for Best Version Media as well as educational institutions and is the author of two award-winning young adult books, *The Anchor Clankers*, and *Anchored Together*, which chronicle her life as the only girl living in a boys' boarding school, The Sanford Naval Academy.

MAUREEN GARRYDirector of Program Management, BCGuardian • bcguardian.com

Maureen Garry has over one year of experience in publishing and education technology. Maureen brings a singular focus on stellar operational strategy, implementation, and overall communication. She transforms high-level goals into concrete, streamlined action. Prior to BCGuardian, Maureen managed the Intellectual Property Protection Program at Pearson.

SARAH GILBERTEcommerce Marketing Manager, Lulu.com • lulu.com

Sarah Gilbert is the Ecommerce Marketing Manager for Lulu.com, the publishing and print on demand company started in 2002 by Red Hat Founder Bob Young. Her primary role is to educate and help those who would benefit from direct-to-consumer tools. Sarah is passionate about helping authors and publishers find ways to connect with their audience. In previous roles, she led public relations campaigns for over 75 authors and coached many more in preparation for their book launches.

TAVIA GILBERT

2020 Grammy Nominee & 2018 Audiobook Narrator of the Year



Writer, performer, producer Tavia Gilbert is the acclaimed narrator of more than 700 full-cast and multi-voice audiobooks. She is a Grammy nominee, Booklist Audiobook Narrator of the Year, the recipient of dozens of Earphones Awards, and a 12-time Audie nominee and Winner of the Best Female Narrator Audie. She produces several podcasts, including eight-time award-winner "Stories of Impact." She teaches at Long Island University and Vermont College of Fine Arts.

SANDY GOULDDirect Sales Manager, Color House Graphics • colorhousegraphics.com

Sandy Gould has a passion for helping indie book publishers and authors see their creative vision become reality in the most straightforward and cost-effective way. Having spent most of her career in the printing and book manufacturing industry, she can apply a combination of her technical skills and book publishing expertise to deliver effective results.

STEPHEN GREENChief Operating Officer, A Kids Company About • akidsco.com

Stephen Green is COO of A Kids Company About and a small business advocate known for various projects, including Do. Do More. Do Better, Pitch Black and a \$62 million state fund for Black Oregonians, small businesses and nonprofits. A true connector of people, Stephen has worked for the last 20 years in finance to help deserving businesses start and grow. Through his work and conversation, he asks us to rethink the paradigm of community consumer habits by investing in the small things that have big impacts on our local backyards.

For more detailed bios, log onto the Virtual Event platform: Website: bit.ly/pubu-website • Mobile App: bit.ly/pubu-mobile-app

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

ARIELLE HAUGHEE (HOY)

Owner, Orange Blossom Publishing • orangeblossombooks.com



Arielle is a 5-time RPLA-winning author as well as an editor, speaker, and writing coach, and also the Executive VP and Conference Chair for the Florida Writers Association. She is the author of *The Complete Revision Workbook for Writers*, *Falling Into You*, the children's books *Grumbler*, *Joyride*, *Pling's Party*, and *Sixth Sunday* and the creator of the Focus Journal line of journals. She was honored with the President's Award from FWA. She currently has 14 authors and 4 illustrators signed with her press.

AMY HENRY

Senior Business Development Manager, DELL Technologies • dell.com



Amy Henry is from outside of Houston, Texas. After attending the University of Texas at Austin, she immediately started working for Dell Technologies in the Small Business Sales department. After some time in direct sales, Amy moved to the Alternate Routes to Market team where she works as a Business Development Manager on the Small Business Associations team. She lives in Dallas, Texas with her husband, Zac, and dog, Birdie.

JENNIFER JENSEN

Sales and Marketing Director, Wonderwell • wonderwell.press



With 15 years of experience in trade book marketing, Jennifer has managed the campaigns for 17 *NYT* bestsellers, including *The Subtle Art of Not Giving a F*ck* and actor John Lithgow's *Dumpty and Trumpty Dumpty Wanted a Crown*. She held several roles at HarperCollins, from intern to associate director of marketing at HarperOne, and helped found Chronicle Prism, an imprint of Chronicle Books. She is now sales and marketing director for Wonderwell, a premium hybrid publisher of nonfiction books that help, heal, and inspire.

NALEIGHNA KAI

Bestselling / Award-winning Author • bit.ly/NaleighnaKaiST



A national bestselling and award-winning author of several controversial women's fiction, contemporary fiction, Christian fiction, Romance, Suspense, and Science Fiction novels that plumb the depths of love triangles and women's issues. Naleighna is also a contributor to a *NYT* bestseller, one of AALBC's 100 Top Authors, a member of the Chicago Vocational School Hall of Fame, and the E. Lynn Harris Author of Distinction. A NAACP Image Award Nominee for Outstanding Literature, she resides in Chicago where she is working on her next 2 books.

RACHEL KERR

BookBaby Publishing • diymediagroup.com



Rachel Kerr started working with BookBaby Publishing in 2019. She loves speaking with and helping indie authors tell their stories each day. She had previously worked with local Philadelphia radio and TV stations as a producer.

JONATHAN KIRSCH

Law Offices of Jonathan Kirsch • jonathankirsch.com



Jonathan Kirsch is a publishing and intellectual property attorney based in Los Angeles, an expert witness in publishing industry disputes, an Adjunct Professor on the Faculty of New York University's Professional Publishing Institute, and a lecturer and consultant on publishing matters. He has long served as general counsel to IBPA, which presented him with its Benjamin Franklin Award for special achievement in publishing. He is the author of 13 books, including *Kirsch's Handbook of Publishing Law* and *Kirsch's Guide to the Book Contract*.

NELLA KLOPOTEK VON GLOWCZEWSKI

EVP UX Design & UI Development, Klopotek • klopotek.com



With credentials in computer science and content & media engineering, Nella has helped to shape Klopotek's browser-based, user-oriented product line, STREAM. With responsibility for the user experience as well as workflow optimization, Nella enjoys working closely with publishers and their end-users, to bring their ideas into the interface and improve the tools for the day-to-day business of book and journal publishing. Nella serves as EVP UX Design & UI Development at Klopotek, the market leader in software for book and journal publishers.

KATHRYN KNIGHT

Publisher, First Freedom Publishing • myfapa.org



Kathryn Knight, who uses the pen name K. I. Knight, is an international award-winning author, independent publisher/First Freedom Publishing, genetic genealogist, American historian, keynote speaker, and cemetery preservationist. For 13+ years, Kathryn documented more than 20,000 hours researching the first recorded Africans to arrive in the English settlement of Virginia in 1619. Kathryn is a board member for several nonprofit organizations and a member of numerous genealogical, historical, and literary societies. The mother of adult three children, the author lives in North Florida with her husband.

EMILY KNOX, PHD

Associate Professor, Library & Information Science, University of Illinois • illinois.edu



Emily Knox is an associate professor in the School of Information Sciences at the University of Illinois at Urbana-Champaign. Her book, *Book Banning in 21st Century America* is the first monograph in the Beta Phi Mu Scholars' Series. She also recently edited *Trigger Warnings: History, Theory Context* and co-edited *Foundations of Information Ethics*. Emily's articles have been published in the *Library Quarterly*, *Library and Information Science Research*, and the *Journal of Intellectual Freedom and Privacy*. Emily serves on the boards of the Beta Phi Mu and the National Coalition Against Censorship.

HEATHER KOONS

Director of Product and Research Integration, MetaMetrics • lexile.com



Dr. Heather H. Koons is Director of Product and Research Integration at MetaMetrics where she works to incorporate innovative research into new product offerings. As a former English teacher, Koons is especially focused on meeting the needs of educators and supporting student reading growth.

ELISE KOVA

Silver Wing Press • elise.kova.author@gmail.com



Elise Kova is a *USA Today* bestselling author. She enjoys telling stories of fantasy worlds filled with magic and deep emotions. She lives in Florida and, when not writing, can be found playing video games, drawing, chatting with readers on social media, or daydreaming about her next story.

IAN LAMONT

Founder, i30 Media Corporation • in30minutes.com



Founder of i30 Media Corporation and the creator of the Lean Media framework, Ian started his publishing business in 2012 with a single how-to guide about Dropbox. The company has since expanded to a complete line of utility nonfiction (the IN 30 MINUTES series) as well as several ancillary product lines. Ian uses Shopify, Google, Facebook, and a range of Amazon programs to develop and market new products and is a frequent speaker at publishing events on Amazon-related topics. He lives in the Boston area with his family.

It's an Indie Publishing
POWER UP

DRAFT 2 DIGITAL
and
Smashwords
your ebook. your way.

**THE TWO BIGGEST VOICES FOR INDIE PUBLISHERS—
are now combining their might!**

Together, we are helping indie publishers reach more readers worldwide. New tools, new sales partners, and a new opportunity for indie publishers everywhere.

Find out more at D2D.tips/merger

VIRTUAL & IN-PERSON

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

MAGGIE LANGRICK

Founder & Publisher, Wonderwell • wonderwell.press



Wonderwell is a hybrid publisher of nonfiction books that help, heal, and inspire. Their books have won numerous awards, placed on national bestseller lists, and been translated into more than 7 languages. Maggie is an IBPA Board Director and Executive Committee member and was part of the group that developed IBPA's criteria for hybrid publishers. Having worked as an editor for 20+ years, Maggie brings a strong editorial focus to her role as a publisher and was shortlisted for Editors Canada's Tom Fairley Award for Editorial Excellence in 2017.

NIKKI LAZENBY

Associate Director, Technica Editorial • technicaeditorial.com



Nikki Lazenby earned a bachelor's degree in Journalism and Mass Communication from the University of North Carolina at Chapel Hill. She was thrilled to stay in the lovely Chapel Hill area as part of Technica Editorial in 2011. Now an Associate Director at Technica, Nikki uses her book publishing, peer review management, copyediting and proofreading, and production experience in the publishing community over the past decade to ensure authors and Technica clients are receiving the best editorial support possible.

FLORENZA LEE

Author/Publisher • florenza.org



Florenza Lee is an author, publisher, narrative coach, transformational speaker, radio talk show host, Master Storyteller, wife, mother, and advocate for our nation's veterans. Her children's books focus on Social-Emotional Learning (SEL), standard of learning (SOL), mindfulness, healthy habits, the military experience as seen through the eyes of the child, financial literacy, and curiosity and exploration. Florenza is a member of SCBWI, IBPA, AALBC, NK Tribe Called Success, and she founded the Hampton Roads Indie Author Book Festival.

RICHARD LENA

President and Publisher, Brattle Publishing Group • brattlepublishing.com



Richard A. Lena is the President and Publisher of the Brattle Publishing Group, an education company founded in 2009. For more than 25 years, Richard has worked in education and publishing—conceptualizing, designing, and managing the development of large-scale educational products and product lines in various media forms including print, digital, and video and audio products.

MARK LESLIE LEFEBVRE

Director of Business Development, Draft2Digital • draft2digital.com



Draft2Digital is a free and author-centric platform that is celebrating its 10th anniversary. His past roles include President of the Canadian Booksellers Association, Chair of the Professional Advisory Committee for Sheridan College's Honors Degree Program in Writing and Publishing, and Director of Self-Publishing and Author Relations for Rakuten Kobo, where he created and launched Kobo Writing Life. He is the host of the "Stark Reflections on Writing and Publishing" podcast. An award-winning author, Mark has 30+ books.

GEORGE LOGAN

Vice President of Sales & Marketing, Klopotek North America • klopotek.com



George Logan's career in publishing spans over 30 years. Prior to joining Klopotek, he was VP of enterprise services at Pearson. He was also VP of applications development at Simon & Schuster. He has worked as an IT professional for various media companies including ABC, Sirius Satellite Radio, and Radio Computing Services. George is Klopotek's representative to BISG and is a member of the Rights Committee and Supply Chain Committee. He is a Vietnam era veteran and is fluent in Spanish.

JOHN MAHER

News & Digital Editor, Publishers Weekly • publishersweekly.com



John Maher is news and digital editor at *Publishers Weekly* and a founding editor of *The Dot and Line*, a web publication of animation journalism. His work has been published by *New York* magazine, *The Los Angeles Times*, and *Esquire*, among others. In July 2021, John began his first two year term as an at-large director on the IBPA Board. He also currently serves as Board Liaison to the IBPA Editorial Advisory Committee.

GINGER MARKS

Publisher @ DocUmeant Publishing • dppublisher@gmail.com



Ginger Marks is an award-winning author and internationally known designer. Her publishing firm, DocUmeant Publishing, has been recognized by multiple organizations including Women In eCommerce and in 2020 Ginger was awarded the prestigious FAPA Founder's Award for her commitment to the publishing industry. She has written articles for *Huffington Post* and is an Expert eZine Articles author and offers a monthly eZine, "Words of Wisdom," that offers advice on publishing and publishing related subjects.

AMANDA MARQUETTE

Marketing Strategist, Greenleaf Book Group • greenleafbookgroup.com



Amanda Marquette is a marketing strategist with Greenleaf Book Group in Austin, TX. As a graduate of the Liberal Arts Honors Program at the University of Texas, Amanda has continued to hone her excitement and desire to share personal stories and learnings through written word. As a Marketing Strategist for a Hybrid Publisher, she delights in the opportunity to work alongside authors with strategic marketing campaigns to maximize their book's visibility and market performance.

LAURA MATTHEWS

Editor, hinkStory.biz • thinkStory.biz



Independent editor Laura Matthews has made it part of her editing services to highlight problematic language and increase the inclusivity for her publisher clients for many years. Editor of 600+ books of many genres, Laura has a deep commitment to level the playing field for marginalized communities, from the characterization and plot considerations of fiction to the words chosen in business and how-to books. Her interactive sessions around sensitivity are surprisingly informative, sometimes infuriating, and always fun.

DEON MCADOO

Key Account Sales Manager, IngramSpark • ingramspark.com



Deon McAdoo promotes growth to the IngramSpark platform by educating independent authors and publishers on how best to utilize Ingram's Print-On-Demand services for bringing a new book to market and maximizing global sales. Deon received his Bachelor of Arts Degree in Economics and a minor in Political Science from the University of Tennessee, Knoxville.

MARY MCAVENY

CRO & CMO, Open Road Integrated Media • openroadmedia.com



Mary is a publishing veteran with extensive expertise in marketing, strategy, and branding. She has built a team with a focus on data-driven tactics, a comprehensive understanding of direct-to-consumer marketing, and a deep background in publishing to successfully develop scalable solutions. Ms. McAveney has 25+ years of experience, and her previous positions include Vice President Marketing, Simon & Schuster; Vice President Marketing, Zondervan; Director of Marketing HarperCollins, as well as numerous consulting positions.

ASHLEY MARIE MIRELES

Director of Sales & Marketing, Familius Publishing • familius.com



As director of sales and marketing at Familius Publishing, Ashley is working to help families be happy through the books she writes, creates, and sells. She has authored several children's books with Familius and hopes to continue creating more. Her sales efforts have helped Familius become one of the fastest growing independent publishers for four years in a row. In July 2021, Ashley began her first two-year term as an at-large director on the IBPA Board. She also currently serves as Co-Chair of the IBPA DEI Committee.

SONIA MOORE

Production Manager, Patagonia Books • patagonia.com



Sonia Moore is the production manager for books at Patagonia. She has worked for the company for over 23 years, and specifically on print/production for 15 years. She has put the Company's mission statement to use with our sustainable paper choices and environmentally conscious printers and paper suppliers.

KRISTEN MOXLEY

Ecommerce Specialist, Lulu.com • lulu.com



Kristen Moxley is an Ecommerce Specialist for Lulu.com. Her work primarily focuses on helping clients utilize Lulu's direct-to-consumer tools to grow their businesses. Kristen is passionate about giving everyone the opportunity to have their voices heard, and she believes self-publishing presents the perfect opportunity to do just that. When she's not at the office, Kristen is likely chasing her toddler or working on a DIY project in her garage.

RACHEL NOORDA, PHD

Director of Publishing and Assistant Professor of English, Portland State University • pdx.edu



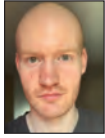
Dr. Noorda holds a PhD degree in Publishing Studies from the University of Stirling and has published peer-reviewed research on various book publishing projects including book subscription boxes, independent publisher mission statements, the Portland Book Festival, and online book blurbs. Her book is entitled *Entrepreneurial Identity in US Book Publishing in the Twenty-First Century*. She has been involved with the industry, including analyzing data and writing industry reports for *Publishers Weekly*, *PubWest*, and IBPA among others.

For more detailed bios, log onto the Virtual Event platform: Website: bit.ly/pubu-website • Mobile App: bit.ly/pubu-mobile-app

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

MARK O'BRIEN

Sales Assistant, NetGalley • netgalley.com



Mark O'Brien is a Sales Assistant at NetGalley. He began his career in book publishing in 2015 with internships at Entangled Publishing and literary agencies including Stonesong, Triada US, and Writers House. When he's not busy advocating for independent authors and publishers, Mark enjoys questionable reality TV, terrible puns, and his perfect cat.

KARLA OLSON

Publisher, Patagonia Books • patagonia.com



Karla Olson is the book publisher at Patagonia, which publishes books as a mission outreach within the sports clothing company, Patagonia, Inc. She is also the current Board Chair of IBPA, president of Publishers and Writers of San Diego and Publishers and Writers of Orange County, and founder of Read Local, a marketing coalition for authors. She has been in the publishing industry for over 30 years and is the owner of BookStudio, a publishing consultancy.

KAREN PAVLICIN

Publisher, Elva Resa Publishing • elvaresa.com



In business 25 years, Elva Resa is a traditional independent publisher specializing in quality resources for and about military families. Karen also owns and operates Military Family Books, an independent bookstore and wholesale distributor. Karen serves on the IBPA Board of Directors and Executive Committee, previously serving on the DEI Task Force, Editorial Advisory Committee, and several IBPA project teams. She is the incoming IBPA board chair, beginning July 1.

ROCHON PERRY

Founder & President, WRTB Entertainment, LLC • cedargrovebooks.com



With the tagline "Every Book is Somebody's Story," Cedar Grove Publishing celebrates diversity and being true to yourself while overcoming adversity to achieve success. Rochon sits on the Board of Bay Area Women in Publishing and is a member of the IBPA, California Independent Booksellers, and the Southern Independent Booksellers. She has been an Art Director for a local San Francisco television station and launched book tours and marketing strategies for independent comic book companies and been an Eisner Award judge. Rochon is the recipient of several awards, including the American Federation Television and Radio Artists (SAG-AFTRA).

KELLY PETERSON

Director of Digital Strategy, Independent Publishers Group • ipgbook.com



Kelly Peterson brings 25+ years of marketing and merchandising experience to her current role, helping major trade publishers, university presses, independent publishers, agents and authors maximize their eBook sales and marketing efforts at the major retailers. Kelly is currently a board member of IBPA and Bay Area Women in Publishing, where she chairs the Education Committee. She sees every nominated Oscar film annually (57 last year alone!) and is always ready with a book or movie recommendation: she also believes each of us have the ability to change the world.

JOHN PRINCE

Partner & Creative Director, Hallard Press LLC • hallardpress.com



John Prince is a partner and creative director at Hallard Press LLC, an indie publisher and IBPA member in Central Florida. A writer, designer, and photographer, his career has included work as a creative director and in senior management at marketing agencies in New York, Toronto, and Philadelphia. John is the Treasurer of the Florida Authors and Publishers Association and leads the FAPA graphics team.

KRISTINA RADKE

VP of Business Growth, NetGalley • netgalley.com



Kristina Radke is the VP of Business Growth at NetGalley, a service that helps publishers and authors promote digital review copies and audiobooks to book advocates and industry professionals. She has nearly 15 years of experience in book marketing, publicity and client relationships, serves on the board of directors for the IBPA, and is a proud graduate of the NYU master's program for book publishing.

CAROLINE RICHMOND

Executive Director, We Need Diverse Books • diversebooks.org



Caroline Richmond joined the WNDB staff as a Program Manager before moving into the Program Director role where she helped oversee the nonprofit's twelve exciting initiatives with one unifying goal—to create a world where everyone can find themselves on the pages of a book. As the organization's Executive Director, she eagerly looks forward to launching new programming, donating more diverse books, and growing the organization even further. Caroline is also an award-winning author and she lives in Maryland.

RACHEL RIGDON

MetaComet Systems • metacomet.com



Rachel Rigdon has an extensive background in business consulting and small business ownership. Connecting with and listening to customers is where she finds she's able to make the biggest impact. Rachel is President Elect for Junior League of Cedar Rapids, President Elect for ChildServe Iowa City Advisory Board, Committee Member for Cedar Rapids Sunrise Rotary's largest fundraiser and Advisory Board Committee Member for her daughter's school. Rachel plays tennis for a local USTA league and enjoys hiking, biking, reading and travel.

JORGE ROCHA

Sales Representative, Friesens Book Division • friesens.com



I work with publishers to coordinate production of retail quality books for their North American book trade and specialty/direct markets. My goal is to help publishers effectively communicate with the press to save time & money by developing cost-effective pricing and managing print production schedules. Please feel free to reach out if you have any questions regarding any book projects you may be considering? As per our founder DW Friesens, "Our success is our client's success." We all win when your book does well!

AYESHA RODRIGUEZ

Jaye Squared Youth Empowerment Services • ayesharodriguez.com



Ayesha Rodriguez is a 10X children's book author, educator and entrepreneur dedicated to creating self-affirming, confidence-building products for children of all colors, hair types and abilities. She is the founder of diversity-affirming clothing and the apparel brand, "Aye Am Collection." She is also the founder of the non-profit organization, Jayes Legacy. Ayesha has two children and enjoys traveling, listening to music, cooking and spending time with her loved ones.

LISA ROSENSTEIN

Director of Market Strategy, Bedside Reading • bedsidereading.com



Lisa Rosenstein loves working with authors to build their brand and promote their books to new audiences. In the past, she contributed to building a multitude of startups including a line of children's clothing, an organic drink mix and an all women speaker agency. Lisa thrives on making magic through connections. Joining Bedside Reading and working alongside Jane Ubell-Meyer draws on a multitude of her passions. She is thrilled to collaborate, share ideas and create programs that support writers in spreading the word about their work.

Want to expand your reach with audio?

Talkbox helps authors and publishers produce the highest quality audiobooks & lead-generating podcasts.

Learn more & get a custom production plan at
TALKBOXPRODUCTIONS.COM

Talkbox offers creative leadership and gold standard production to foundations, individual rights holders, & SME's, shepherding audiobook & podcast projects from rough concept to consumer-ready polished audio.

We specialize in design and production of:

- Full-length audiobooks, dramatizations, or hybrid audio story editions
- Creative management and short-run or ongoing podcast production for corporations, non-profits, and solopreneurs



TAVIA GILBERT
Writer / Performer / Producer
207.650.6213
tavia@talkboxproductions.com

RIVKAH K. SASS

Director of Strategic Partnerships, Smart Horizons Career Online Education



Rivkah Sass holds a Master's degree in Library and Information Science from the University of Washington and after 3 decades of library adventures in Washington, Maryland, Oregon and Nebraska, served as Library Director/CEO of Sacramento Public Library Authority from 2009–2022. Rivkah currently works with Smart Horizons Career Online Education which offers accredited high school diplomas and is available through public libraries in California and around the nation as well as through companies including McDonalds and Amazon.

MICHELLE SCHINGLER

Editor-in-Chief, Foreword Reviews • forewordreviews.com



Michelle Anne Schingler is the editor-in-chief at *Foreword Reviews*. Her responsibilities include previewing thousands of books each quarter for the magazine's audience of librarians and booksellers—more a joy than a task! She came to *Foreword* after her master's work at the University of Georgia and Harvard Divinity School, as well as a period working in public libraries.

AMANDA SHARP

Manager, Content Acquisition Sales, Ingram Lightning Source • ingramcontent.com



Amanda manages a team of sales representatives focused on independent publisher accounts. She previously spent 4 years as a Lightning Source sales representative, specializing in large strategic publishers and university presses. Amanda was also the sales and marketing liaison, developing webinars and other thought leadership resources for the book industry. Before that, she spent more than 10 years in university press publishing. She currently resides right outside Nashville, TN with her four-legged child, Beau.

SHARON SHELL

Director of Academic, Library, & Educational Sales, Independent Publishers Group • ipgbook.com



Sharon Shell focuses on sales to all schools, libraries, educational accounts, wholesalers, and academic libraries and institutions. Before joining IPG, Sharon spent the majority of her publishing sales career with Scholastic, initially working with school and public libraries primarily. Eventually, this grew to include classroom, community, and education sales from early childhood through high school.

SIERRA SIMONE

Bestselling Author • thesierrasimone@gmail.com



Sierra Simone is a *USA Today* and *Wall Street Journal* bestselling former librarian (who spent too much time reading romance novels at the information desk). Her notable works include *Priest*, *American Queen*, and *Misadventures of a Curvy Girl*, and her books have been featured in *Marie Claire*, *Cosmopolitan*, *Entertainment Weekly*, and *Buzzfeed*. She lives with her husband and family in Kansas City.

SCOTT SINNETT

U.S. Sales Manager, Friesens Corporation • friesens.com



Friesens is North America's premier book manufacturer, providing traditional publishers and self-publishers, institutions and businesses with quality, all-in-house book services at our 250,000 sq. ft. state-of-the-art and eco-friendly book production facilities. I look forward answering any questions you may have regarding the print production of your next book project.

JENN SMITH

Owner, Glass Onion Publishing • glassonionpublishing.com



Jenn Smith has been devoted to providing service, support, and solutions for self-publishing authors for nearly a decade. Recently she and her team developed a powerhouse marketing tool to put Independent Author's books side by side with the nationally bestselling counterparts of their genres and in front of millions of book buyers with BiblioGarden.com. She is also a member of the Board of Directors for FAPA (Florida Author and Publishers Association), and an author, wife, mother, grandmother, and proud Geek Girl!

MEG SOUZA

Marketing Manager/Account Rep, Total Printing Systems • tps1.com



Meg Souza has been part of the book manufacturing industry for 24 years. During that time she has worn many hats including roles in marketing/sales, production management, pre-press, print production, advertising, creative direction, and book cover design. She currently serves as marketing manager and account representative at Total Printing Systems. Meg enjoys guiding authors and self-publishers through the intricacies of the printing process to produce a beautifully printed finished product.

KATHRYN SPARKS

Senior Editor for Parent Consumer Line, American Academy of Pediatrics • aap.org



Kathryn Sparks enjoys working closely with authors and industry professionals. Prior to the AAP, she worked as the assistant to the publisher at Sourcebooks, Inc. Kathryn is currently a 3-year member of the IBPA Editorial Advisory Committee, and has been an active member of SCBWI for the past 11 years. Her MG Novel, *Reality Natalie*, is published by Fire Drake Books, Inc. In July 2021, Kathryn began her first two-year term as an at-large director on the IBPA Board. She also currently serves as Chair of the IBPA Advocacy Committee.

KAT SQUIBB

Associate Editor and Marketing Manager, Technica Editorial • technicaeditorial.com



Kat Squibb graduated from Kean University in Union, NJ in 2006 with a degree in English Literature. She began working at Technica Editorial in 2009 supporting magazine publication and several peer-reviewed journals. In her free time, she enjoys photography, painting, hiking, and spending time with her two children. As an Associate Editor and Marketing Manager at Technica, Kat provides editorial support for several journals as well as oversees the marketing efforts at Technica.

PAT STANFORD

Florida Authors & Publishers Association (FAPA) • myfapa.org



Pat Stanford is an award-winning author and poet, a Past President of the Tallahassee Writers Association, and Immediate Past President of the Florida Authors and Publishers Association. Her most recent publication, *A Motley Miscellany: Misfit Poems That Fit Together* (DocUmeant Publishing, 2020), is a five-section poetry book as diverse as the title suggests.

ERIN STARK

Interior Design Specialist, TLC Book Design • tlcbookdesign.com



An award-winning interior design specialist for TLC Book Design, Erin Stark has 29 years of experience in the graphic design and publishing industries. This woman is often the unsung hero, having a specialty in interior design and layout—you know, the stuff between the covers—and she does it painstakingly well! Yes, perfect kerning, margins, leading, hyphenation, and folios are some of her favorite things. Erin is the coauthor of *My Publishing Journey* and quite possibly the most interesting woman in the (TLC) world.

RON SUCH

Sales Representative, Friesens • friesens.com



Ron Such covers Atlantic Canada including Newfoundland for Friesens and has over 35 years experience in the book business. Friesens is North America's premier book manufacturer, providing traditional publishers and self-publishers, institutions and businesses with quality, all-in-house book services at our 250,000 sq. ft. state-of-the-art and eco-friendly book production facilities.

VICTORIA SUTHERLAND

Founder, Foreword Reviews magazine • forewordreviews.com



Foreword Reviews magazine, a trade magazine showcasing only independently published books. *Foreword* also originated the fee for review service Clarion in 2001 and recognizes the best small press titles each year with the INDIES Book of the Year Awards. She has publishing certifications from Stanford, Yale, and NYU publishing programs as well as a BA in Communication Arts from Michigan State University and an altMBA with Seth Godin. She is also a past publisher of *Spirituality & Health Magazine* and their book publishing imprint.

BETH THOMAS

Library Media Specialist, Lawton C. Johnson Summit Middle School • pastpresident@njasl.org



Beth Thomas has been a middle school library media specialist in Summit, NJ since 2001 and is the Immediate Past President of the New Jersey Association of School Librarians. She received a BA in English from Drew University and a Masters in Library and Information Science from Rutgers.

MONICA THOMAS

Designer, TLC Book Design • tlcgraphics.com



Valued designer at TLC Book Design, Monica Thomas has more than 25 years of publishing design experience and has won many awards for her design savvy. She's the one who says "yes" to a new type of project because she hasn't tried it before and wants to learn. This girl gets up in the wee hours of the morning to work in peace and get inspired. Monica is TLC's children's book design guru, though she has graduated from that cool box of 64 Crayons. She's often found camping with her family, walking their dogs, and mountain biking.

For more detailed bios, log onto the Virtual Event platform: Website: bit.ly/pubu-website • Mobile App: bit.ly/pubu-mobile-app

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

SONIA THOMPSON

Inclusive Marketing Consultant • soniaethompson.com



Sonia Thompson spent more than 10 years in marketing at Johnson & Johnson and other healthcare companies growing their brands around the world. Now she's an inclusive marketing strategist, consultant, and speaker that helps businesses win more customers by delivering experiences that make them feel like they belong. Sonia writes columns for *Inc.* and *Forbes* focused on how brands can use inclusive marketing, belonging, and remarkable customer experiences to grow.

PETER TRIMARCO

Co-founder, Notable Kids Publishing • notablekidspublishing.com



Peter has a primary focus on publishing picture books and content for mid-grade readers. He has nearly three decades in the publishing industry, from news art director to production and distribution for magazines and, most recently, book publishing. Throughout his professional career he has been immersed in the film industry, the music industry, and creating content for children's books and theatre. In addition to working the business side of publishing, Peter established his creative side as an illustrator and art director.

JANE UBELL-MEYER

Founder, Bedside Reading® • bedsidereading.com



Bedside Reading is the world's leader in placing and promoting books and authors in 5-star luxury hotels, the Hamptons, and the Media. In 2020, when COVID hit the travel industry, Jane published her first *Official Hamptons Booklovers Guide, Bedside Reading, The Magazine*, which was distributed throughout the hotels in the Hamptons with subsequent issues distributed by *Publishers Weekly* and *Hollywood Weekly* nationwide. The fourth issue will be published May 2022. Jane lives in Connecticut with her husband.

CAROL VAN DEN HENDE

Founder & Publisher, Azure Press Co. • carol.vandenhende@gmail.com



Carol Van Den Hende is a public speaker, award-winning author of *Goodbye, Orchid*, and has MBA with 20+ years' experience in marketing, strategy, and insights. Plus, she works in chocolate (there's no "sweeter" job!). Carol is passionate about sharing her marketing expertise with the publishing community. She has keynoted and presented at conferences including *Writer's Digest*, NJ-SCBWI, RWA, Rutgers Writers' Conference, Sisters-in-Crime, and Women Who Write.

KATIE VERSLUIS

Sales Manager, NetGalley • netgalley.com



Katie Versluis is a sales manager at NetGalley. She works closely with authors and publishers of all shapes and sizes, helping their books reach the hands of passionate book advocates and industry professionals. She is a graduate of Brock University and Humber College's Creative Book Publishing Program.

CHELSEA VILLAREAL

Senior Program Mgr, Internship Grant Program, We Need Diverse Books • diversebooks.org



Chelsea P. Villareal is a children's media strategist from Portland, Oregon. She holds a BUPA in Political Science & Media Studies from Portland State University and is currently completing her Master's in Communication & Education at Columbia University, with a focus on civic imagination and Latinx representation. She works on the Brand Marketing team at Penguin Young Readers and lives in Brooklyn with her partner and two lazy feline beasts. As Program Manager at WNDB, Chelsea handles the Internship Grant Programs.

BROOKE WARNER

Publisher, She Writes Press • shewritespress.com



Brooke Warner is publisher of She Writes Press and SparkPress, president of Warner Coaching Inc., and author of *Write On, Sisters!*, *Green-light Your Book*, *What's Your Book?*, and three books on memoir. Brooke is a TEDx speaker, weekly podcaster (of "Write-minded" with co-host Grant Faulkner of NaNoWriMo), and former Executive Editor of Seal Press. She's the current Chair of the Bay Area Book Festival and sits on the board of the Book Industry Study Group. She writes a monthly column for *Publishers Weekly* and is a previous IBPA Board Chair.

JANE R. WOOD

Owner @ Florida Kids Press • janewoodbooks.com



Jane R. Wood is the author of a six juvenile fiction books and one nonfiction book, *Schools: A Niche Market for Authors*. As a former teacher, Wood understands the school market from both an education and marketing perspective and shares the strategies she has used since 2004 to successfully sell her books to schools. She often speaks at schools, book festivals, writers' workshops, and education conferences—both in-person and virtually. Wood is the past-president of the Florida Authors & Publishers Association.

RACHEL WRIGHT

Book Publishing Coordinator, Technica Editorial • technicaeditorial.com



Rachel Wright grew up in Jacksonville, FL, and attended college at the University of North Carolina at Chapel Hill. Since then, she has found her home at Technica, nurturing a career in publishing. Rachel works with a variety of associate editors to provide peer review management support, oversees various book publications, and copy edits for numerous publications. She also aids the growth and development of Technica's self-publishing and author services wing. In her free time, Rachel enjoys writing, gaming, and traveling.

KAYCI WYATT

Managing Editor, Journal & Book Production, Technica Editorial • technicaeditorial.com



Kayci Wyatt has worked in publishing in a variety of different roles before joining Technica in 2018. As the Managing Editor, Journal & Book Production, Kayci is experienced in project management and all phases of manuscript development, including copyediting, editorial support, production and scheduling, and final product creation and delivery. She is obsessed with Carolina basketball, *Star Wars*, Harry Potter, and Marvel movies and almost always has her Kindle in her hands.

IBPA STAFF



ANGELA BOLE

Chief Executive Officer, IBPA • angela@ibpa-online.org

Prior to joining IBPA, Angela served two years as deputy executive director of the Book Industry Study Group (BISG), an organization that fosters conversation and consensus across all sectors of the book business. Before that, she served two years as BISG's associate director and two years as its marketing and communications manager. Angela holds a MS degree in Book Publishing from New York University and a BA degree in English with a minor in Gender Studies from Indiana University Bloomington. In 2018, she was awarded the Book Industry Study Group's Community Builder Award, given to an individual in recognition of significant work done to engage a representative set of book industry stakeholders. In 2019, she was named a *Publishers Weekly* notable person of the year.

TERRY NATHAN

Chief Operating Officer, IBPA • terry@ibpa-online.org



Terry began in the world of book publishing and with IBPA (then PMA) at Publishing University in 1992. At the time, the association had reached a plateau with 900 members and the world of indie publishing was just beginning to explode. Terry has played an integral part in helping the association grow to more than 4,000 members. Under Terry's leadership, IBPA continues to offer cutting edge educational programs, cost-saving benefits, and marketing programs.



ILSE ALVA

Administrative Assistant, IBPA • ilse@ibpa-online.org

Ilse holds a BA in English from the University of California Los Angeles and will be pursuing an MS in Publishing from New York University during the Fall.



ADELINE LUI

Director of Marketing and Communications, IBPA • adeline@ibpa-online.org

Adeline has 20+ years' experience in marketing and advertising having started her career as a copywriter with ad agencies DDB Needham and Saatchi & Saatchi. Being somewhat food obsessed, she then ventured into restaurant marketing (for the free food!) working on brands such as TGI Fridays and Ruth's Chris. Adeline has found her happy place in nonprofit/association marketing. Prior to IBPA, she was the director of marketing at the Association of Energy Services Professionals.



CHRISTOPHER LOCKE

Director of Membership & Member Services, IBPA • chris@ibpa-online.org

Christopher Locke helps guide the 4,000+ members as they travel along their publishing journeys. As one of his major projects, he oversees the IBPA NetGalley program, which generates buzz and garners reviews for indie publishers' titles. He's also passionate about indie publishing, because he's an author publisher himself, having published two novels so far in his YA trilogy, *The Enlightenment Adventures*.



LEE WIND (he/him)

Director of Education and Programs, IBPA • lee@ibpa-online.org

Lee Wind loves empowering indie publishers to have their voices heard. As an author, Lee published YA novel *Queer as a Five-Dollar Bill* celebrated by *Publishers Weekly* as an Indie Success Story and has two books published by IBPA member indie presses, the middle grade nonfiction *No Way, They Were Gay? Hidden Lives and Secret Loves* (Lerner) honored as a Chicago Public Library Best of the Best Books winner and a Junior Library Guild Gold Standard Selection, and the picture book *Red and Green and Blue and White* (Levine Querido, illustrated by Caldecott Medalist Paul O. Zelinsky) which was named a Sydney Taylor Award Notable Picture Book, received five starred trade reviews, and was called "beautiful" by *The New York Times*.

SPONSORS

VIRTUAL & IN-PERSON

VIRTUAL + IN-PERSON

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

BAJEK PUBLISHER SERVICES

bajekpublisherservices.com



Bajek Publisher Services offers assistance to independent authors, small press publishers, and regional magazines looking to expand their reach. We offer expertise in finding distributors, expanding to brick and mortar and online retailers, matching with the right type of printer, financial models, traditional to digital marketing and sales and more. 877-4-PubHelp

BCGUARDIAN

bcguardian.com



A brand and content protection consultancy with considerable expertise navigating the intellectual property protection landscape for members of the publishing community. We develop solutions for rights owners of all sizes that enable them to protect their works

and reclaim sales lost to piracy and unauthorized distribution. Our clients turn to us for a range of services—from copyright registration, to fully managed out-of-house "IP protection departments," to targeted initiatives and consulting to address specific threats or challenges.

BEDSIDE READING

bedsidereading.com



Bedside Reading has been placing books by the bedsides in luxury and lifestyle hotels and in the media for 20 years. Our clients include traditional, hybrid, and indie publishers, as well as self-published authors. A unique, proven platform that promotes the author's brand and book in both earned and paid media, social media, and through "word-of-mouth" marketing. Our partnerships with

luxury hotels and destinations have elevated our author events to another level.

**Bajek
Publisher
Services**

*Solutions to help
authors, small press
publishers, and regional
magazines reach their
full potential at retail!*

(877)4-PubHelp
BajekPublisherServices.com

BOOKBABY

bookbaby.com



We're dedicated to making your journey from writer to published author as easy as possible. From first-time authors to experienced veterans, novelists to photographers, we've helped many thousands prove that it doesn't take a traditional publishing deal to bring a dream to life. You can do it yourself—and BookBaby has the friendly customer service, knowledgeable publishing specialists, and quality book products and services you need to get the job done.

BOOK PARTNERS

hfgroup.com



Book Partners is the digital book manufacturing division of HF Group. HF Group is the largest university library binder in the country. Book Partners specializes in short run book production. We offer soft bound books, with laminated covers, as well as hard bound books—with graphic covers as well as cloth bound covers with die stamp and dust jackets, all produced in-house. We print in B&W and color, utilizing various paper stocks. HF Group has been a proud sponsor of IBPA for many years and have serviced multiple clients.

COLOR HOUSE GRAPHICS

colorhousegraphics.com



CHG is a full-service book manufacturing company celebrating its 35th anniversary. From short-run digital to traditional offset with 1–4 color printing for text, covers, and dust jackets, CHG provides you with the solutions you need to meet your publishing goals. Our print and finishing options include a broad range of bookbinding capabilities.

DELL

dell.com | **IBPA Member Benefit Provider!**



Customers trust us to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world. We provide customers of all sizes with a broad, innovative portfolio of technology products, and also manufacture, sell, and support personal computers, servers, data storage devices, network switches, computer peripherals, HDTVs, cameras, printers, and electronics built by other leading industry manufacturers. Ask about the Dell IBPA member benefit!

DRAFT2DIGITAL

draft2digital.com



Draft2Digital is the world's leading publishing platform for self-published authors and independent presses. The company offers a broad suite of free, powerful automated and self-serve tools that can be used to build and grow your publishing business. Includes tools to simplify ebook and print publishing, distribution, metadata management, and marketing. Following its acquisition of Smashwords, Draft2Digital now serves more than 250,000 authors and publishers that collectively publish over 800,000 books worldwide.

FLORIDA AUTHORS & PUBLISHERS ASSOCIATION (FAPA)

myfapa.org



The Florida Authors and Publishers Association is a non-profit 501(c)(3) that is dedicated to providing the highest quality of information, resources, and professional development to members and others interested in the writing and publishing profession in the state of Florida. The annual FAPA Presidents Book Awards recognizes publishing excellence and creativity in design, content, and production.

FOREWORD REVIEWS

forewordreviews.com | **IBPA Member Benefit Provider!**



Foreword Magazine is a media services company dedicated to showcasing books from independent publishers to a trade audience of booksellers, librarians and rights agents around the world. We recognize indie presses in print and

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

digitally with reviews, author interviews and awards. We also provide editing services and trade show representation. Visit forewordreviews.com for details on affordable marketing strategies, editorial submission guidelines and what to read next. Ask about the *Foreword Reviews* IBPA member benefit!

FRIESENS CORPORATION

friesens.com



Friesens is North America's premier book manufacturer, providing traditional publishers and self-publishers, institutions and businesses with quality, all-in-house book services at our 250,000 sq. ft. state-of-the-art and eco-friendly book production facilities. Whatever your book publishing needs, every employee-owner at Friesens is committed to ensuring your book production experience is as satisfying as the products we produce.

GLASS ONION PUBLISHING

bibliogarden.com



Glass Onion Publishing has developed a powerhouse marketing platform that puts Indie authors on the shelves beside the best sellers in their genre. We double down on making Indie books stand out through the power of SEO, helping them climb in the searches online, in-store, and boosting their Amazon sales and rankings! Plus these book's authors have the opportunity to do all of this while increasing their profits through higher royalties on BiblioGarden.com. We even have review incentive programs to help skyrocket their sale conversions.

INGRAM CONTENT GROUP

ingramcontent.com | **IBPA Member Benefit Provider!**



Ingram Content Group Inc. is the world's largest and most trusted distributor of physical and digital content.

Thousands of publishers, retailers, and libraries worldwide use our best-of-class digital, audio, print, print-on-demand,

inventory management, wholesale, and full-service distribution programs to realize the full business potential of books. Ask about the Ingram IBPA member benefit!

JOSTENS

jostens.com



Over the last century, Jostens has continued innovating to provide unique, lasting experiences for everyone that comes to Jostens. With every customer, Jostens creates a lasting impression of customer service and a quality product. From the initial quote to the finished product, Jostens is passionate about what they do. Jostens printing facility is equipped with state-of-the-art equipment. Jostens is the best choice for your business' commercial printing needs.

KLOPOTEK

klopotek.com



Klopotek provides standardized software to the publishing industry. We offer publishing solutions for Title Management, Editorial, and Production, as well as Contracts, Rights and

Royalties, O2C, and CRM with our cloud-based STREAM web apps. We contribute to the success of more than 400 publishers with more than 3,000 imprints, with over 24,800 users, in 140+ locations. Focused on supporting business processes in a smart and simple way, STREAM provides an excellent user experience. Klopotek supports the entire value chain for print and digital publishing and is suitable for small, mid-sized, and large publishing groups. A special edition of our software is available to IBPA members.

Lippman

lippmannprinting.com



Centrally located in St. Louis, we are a four-color digital & black-and-white printing facility. Since 1998, we have manufactured a large range of printed products, with our primary niches being short run perfect bound, saddle stitch, plastic coil & double o wire books. We also produce a wide range of four-color digital products. What makes Lippman

Printing Your Go to Print Shop: 100% wholesale to the trade. 82% of the USA is within two-day shipping. Friendly, knowledgeable courteous support team, competitive pricing, complete in-house bindery operations, quick turnaround times, professional packaging, low minimum quantity orders.

Lulu

Lulu.com



Hi, we're Lulu—a self-publishing and print-on-demand platform that provides the tools you need to sell directly to your audience. Plug into Lulu's global print and fulfillment network and automate order fulfillment through your website, all while maintaining 100% of the revenue per sale and collecting transactional data to help you market smarter.

METACOMET

metacomet.com



MetaComet Systems is a best-in-class provider of royalty management solutions for publishers worldwide. It works with more than 130 publishers of all sizes to provide publishing-specific tools that make every stage of the

royalty accounting process more efficient, helping to reduce workload, eliminate errors and improve author relations. Beyond its market-leading cloud-based software, MetaComet provides a suite of customer support resources.

NETGALLEY

netgalley.com | **IBPA Member Benefit Provider!**



NetGalley is a digital marketing service working with publishers to promote and market new books to readers of influence. Reviewers, librarians, booksellers, media and educators use NetGalley at no cost to

discover new books to recommend to their audiences. With tools and programs to boost your digital marketing and publicity, and in-depth data for results-driven strategy, this industry-standard service is used by hundreds of publishers around the world. Ask about the NetGalley IBPA member benefit!

Reduce Royalty Management Effort by

90%

Email Rachel Rigdon to learn more, rrigdon@metacomet.com

Save time + Reduce costs + Minimize risk + Enhance relationships

www.MetaComet.com

SPONSORS

VIRTUAL & IN-PERSON

VIRTUAL + IN-PERSON

THIS PROGRAM IS NOT FINAL AND IS SUBJECT TO CHANGE

PUBLISHERS STORAGE AND SHIPPING

pssc.com



Publishers Storage and Shipping is a service business specializing in book storage and order fulfillment for publishers. Offering end-to-end service solutions for all your inventory management needs. For over 40 years, PSSC has offered fulfillment and logistics expertise in both domestic and worldwide supply chains. Our state-of-the-art facilities and premiere customer call center provide the highest standard of service to you – our partner.

PUB SITE

pub-site.com



Pub Site

Pub Site is a website platform that allows every author, regardless of budget, to have a great looking, professional website. Created by the book industry veterans at FSB Associates, Pub Site is the new easy-to-use DIY website builder developed specifically for books and authors. Whether you're an author of one book or fifty, Pub Site allows you to build, design, and update your website pain-free. Build your website with a 14-day free trial, then pay just \$19.99/month which includes hosting, or we offer packages starting at \$499 to set up the website for you. Imagine using the same website platform used by authors like Tom Clancy, Robin Cook, Janet Dailey, and hundreds more.

TALKBOX PRODUCTIONS

taviagilbert.com/nonfiction-productions



An international audio consultancy and production company helping authors and publishers navigate the world of audio. Talkbox grew out of award-winning founder Tavia Gilbert's nearly twenty-year expertise as a narrator, director, writer, and producer. Uniquely bridging the audiobook, podcast, and publishing industries, we offer creative leadership and gold

standard production to foundations, individual rights holders, and SMEs, shepherding projects from rough concept to consumer-ready polished audio.

TECHNICA EDITORIAL

technicaeditorial.com



With nearly three decades of practical publishing and editorial experience, Technica Editorial is passionate about creating a positive and professional author experience. We offer a full range of editorial publishing services—from copyediting to developmental editing, template creation and page layout and design, formatting, proofreading, through to print and ePub deliverables. If you need help preparing your manuscript for submission to a publisher, or are publishing independently, consider partnering with Technica Editorial.

TLC BOOK DESIGN

tlcbookdesign.com

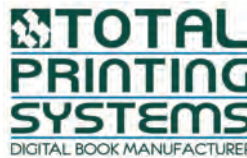


"TLC Book Design brought to fruition my goal of publishing a book that looked like it was by one of the major houses. I'm impressed with their professionalism, experience, and guidance. They hit every deadline and helped get the most out of my budget." —Chris Sandahl, *Babies Can Smell Fear*.

Design, editorial, printing, coaching: 25+ years / 200+ awards


TOTAL PRINTING SYSTEMS


tps1.com | IBPA Member Benefit Provider!




Total Printing Systems is a digital book manufacturer offering single to full color on covers and interiors in all bind styles. Our niche is short-run book printing using the latest digital technology with high-speed inkjet web and toner presses. All binding is done in-house and we specialize in short-run case binding. Print-On-Demand, Ship-On-Demand fulfillment, inventory management, and warehousing services are also

available. Visit www.tps1.com to experience our Instant Quote pricing tool. Ask about the Total Printing Systems IBPA member benefit!







PRINT ON DEMAND




GLOBAL SALES




MARKETING & PUBLICITY




SUPPLY CHAIN



DATA MANAGEMENT








CONSULTATION & EXPERTISE



PRINT & DIGITAL WAREHOUSING & DISTRIBUTION

Innovating book distribution to inspire the publishers of tomorrow

www.ipgbook.com

EXPERIENCE. BOOKS.

EST.  1907

FRIESENS

IDEAS CRAFTED IN PRINT

COMPLETE BOOK
MANUFACTURING

FRIESENS.COM

1.866.324.6401



The World is Reading

Stay Connected

Ingram offers book publishers of all sizes added freedom and control over your business through a comprehensive suite of inventory-free, on-demand, global print and distribution solutions.

As part of our full-services, we provide unrestricted access to the most comprehensive bookselling channels in the industry. So whether you need one copy or 10,000, you get the books you need, when and where you need them.

Visit ingramcontent.com/publishers to discover your pathway to markets worldwide.

INGRAM
CONTENT GROUP

