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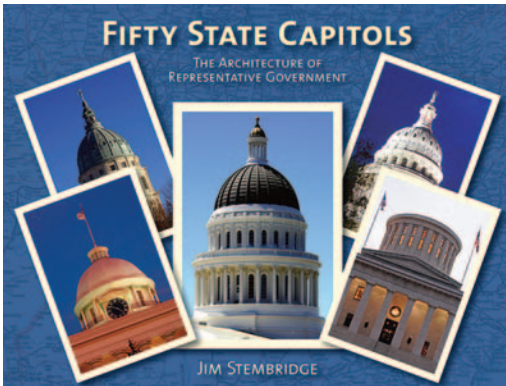
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*Please visit our website for more information.
www.partnerspublishersgroup.com*

ARCHITECTURE



Marketing Plan:

1. Book signings
2. Website (www.fiftystatecapitols.com)
3. Review books mailed to approx. 40 capital-city metropolitan daily newspaper book reviewers
4. Reviews received and published in Midwest Book Review, and RebeccaReads
5. Radio interviews
6. Direct marketing to libraries
7. Capitol visits with book
8. Op-ed feature newspaper article ("Top 10 State Capitols for Tourists"), distributed via e-mail to 30 daily newspaper travel editors
9. Complementary copies distributed to State Capitol tour desks
10. Postcard mailing to Legislators, Legislative Staff, and State Legislative Lobbyists
11. Pending feature ("Top 10 State Capitols for Tourists") with USA Today (February 2012) and the Oregonian newspaper

Author Hometown:

Salem, OR

Fifty State Capitols

The Architecture of Representative Government

Jim Stemberidge

ISBN: 9780983029205

Paperback • \$27.95

128 pages • 12 x 9

Publication Date: 6/1/2011

Carton Qty: 20

Coho Publishing

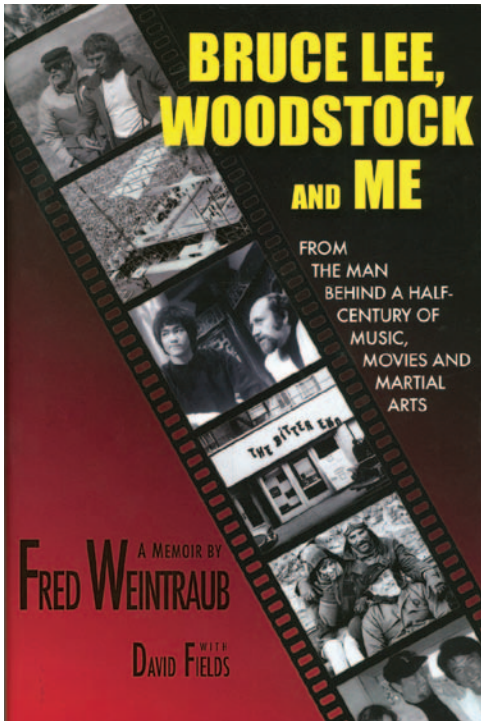
Content:

State governments, headquartered in their iconic capitol buildings, have been governing continuously—and largely democratically, peacefully, and openly—for more than two centuries, a record difficult to match in the history of civilization. *Fifty State Capitols* shows how the architecture of state capitols contributes to the success of representative government. The formality, timelessness, and public grandeur of representative government are on public display at every one of America's fifty state capitols. *Fifty State Capitols* describes the majesty and stateliness of each state capitol's exterior form and selected interior details, in words and photographs, including a brief history of the building.

Author Bio:

Jim Stemberidge worked more than a decade as legislative staff (nonpartisan committee administrator) in Oregon's Capitol in Salem. He did project management, program administration, and public information work for several state agencies, including the Oregon State Fire Marshal's Office—writing, editing, and producing more than 100 government publications.

Jim, a UCLA graduate, earned a PhD in geography at the University of Oregon. His interests in photography date from the years he did coastal hazards research and taught—and prepared illustrations for—geography classes at the University of Oregon (Eugene) and East Carolina University (Greenville, NC). He is the author/editor of *Pathfinder: The First Automobile Trip between Newport and Siletz Bay, Oregon, July 1912* (Lincoln County Historical Society, 1975), a collection of historic photographs.



Marketing Plan:

1. Book Signings
2. Print, Broadcast, and Online Media
3. Blogs
4. Author Website (www.fredweintraub.com)

Bruce Lee, Woodstock and Me

From the Man Behind a Half-Century of Music, Movies and Martial Arts

Fred Weintraub
with David Fields

ISBN: 9780984715206

Hardcover • \$28.95

281 pages • 6.25 x 9.25

Publication Date: 1/1/2012

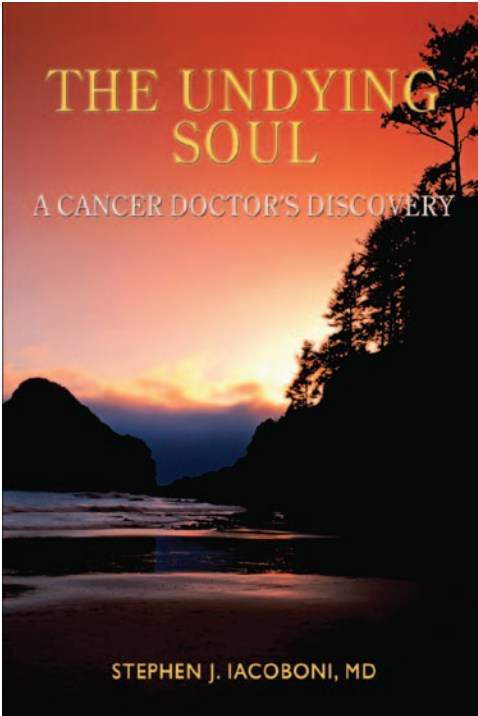
Carton Qty: 24

Brooktree Canyon Press

Content:

Fred Weintraub is the Hollywood legend you've never heard of. This visionary showman founded the landmark club The Bitter End in Greenwich Village; started the careers of Bill Cosby, Joan Rivers, Woody Allen and Neil Diamond; championed the making of the Woodstock film (saving Warner Bros. Pictures in the process); discovered the martial arts sensation Bruce Lee and produced the classic film Enter the Dragon, along with forty other motion pictures with such stars as Steve McQueen, George C. Scott, Robert Duvall, Kirsten Dunst and dozens of others. In his insightful, funny, bawdy memoir, Weintraub bangs heads with foreign dictators; mobsters; movie executives; difficult stars; and red-baiting producers -- and bangs headboards with a lusty succession of Sexual Revolutionary women on his fifty-year journey through the entertainment business. It's a trip you won't want to miss.

BODY, MIND & SPIRIT



The Undying Soul

A Cancer Doctor's Discovery

Stephen J. Iacoboni MD

ISBN: 9780983053804

Hardcover • \$24.95

155 pages • 6 x 9

Publication Date: 12/15/2010

Carton Qty: 26

SJI Publishing

Marketing Plan:

1. Aggressive radio campaign
2. National TV campaign
3. Multi-city events and media tour
4. Extensive blog and social media tour
5. Targeted print media campaign
6. National independent bookseller awareness campaign – calls with mailing of books
7. Vigorous outreach to spiritual and religious bookstores and venues
8. Direct sales contact to hospital gift shops and bookstores
9. Website development and SEO optimization

Author Hometown:

Kennewick, WA

Content:

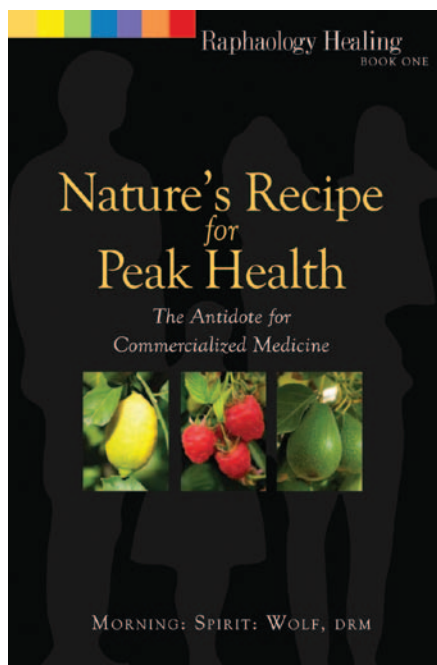
A primer for people facing life's last and greatest mystery and for those who travel with them, *The Undying Soul* relates the stories of real people fighting cancer, the doctor who gallantly fought beside them, and what he learned from them along the way. More than a memoir, *The Undying Soul* invites the reader to journey with the author, Stephen Iacoboni, MD, as he realizes that no matter how vast his scientific knowledge is, it isn't everything. And it isn't enough. It cannot replace the power of true faith, of recognition of *The Undying Soul*.

This book serves as a subtle roadmap to the wholeness of spirit and freedom from doubt that provide true peace, giving credence to the existence of what the author calls *The Undying Soul*.

Author Bio:

An oncologist who has seen many patients through their battle with cancer in his three-decade career, Stephen J. Iacoboni, MD, served his fellowship at the prestigious MD Anderson Cancer Center in Houston Texas, receiving the Outstanding Researcher award and presenting his findings at the American Society of Clinical Oncology. He spent his final year there as a junior faculty member.

In 1989, Iacoboni co-founded St. Mary's Regional Cancer Center in Walla Walla, Washington, where he lived and practiced for 16 years, leaving to become Medical Director of the Kootenai Cancer Center in Coeur d'Alene, Idaho. In 2010 he returned to Washington to co-direct the Kennewick General Hospital Hematology-Oncology program.



Nature's Recipe for Peak Health *The Antidote for Commercialized Medicine*

Morning: Spirit: Wolf
Molly Brown

ISBN: 9780984845705

Paperback • \$18.95

232 pages • 6 x 9

Publication Date: 1/15/2012

Carton Qty: NA

Peak Health Press

Content:

A ground-breaking, information-filled book that covers lifestyle, biology, nutrition, and herb and plant medicine, *Nature's Recipe for Peak Health: The Antidote for Commercialized Medicine* offers the reader not just an alternative to the cookie-cutter approach of modern medicine but also an understanding of disease, what it takes to prevent disease, and the means to optimize health. Based on the ancient healing art of Raphaology Medicine which involves the study of phyto-nutrients (plant medicine), *Nature's Recipe for Peak Health* provides the reader with true understanding of how the body works and the role of nutrients in optimizing health. This is the first in a series of Raphaology books.

Author Bio:

Faced with kidney failure and cancer as a young adult, when western medicine failed her Morning: Spirit: Wolf turned to natural remedies, specifically the healing properties of whole herbs and food nutrients. Her health restored, Morning studied the art of natural healing for almost three decades. A professor and doctor of Raphaology Medicine, Morning shares her knowledge with her clients and now all readers wanting to find the true recipe for achieving peak health.

Having studied indigenous medicine throughout the world, Morning has helped thousands of people maximize their health without the use of synthetic medication or invasive procedures.

Marketing Plan:

1. Ten city author tour & promotions
2. Aggressive national & local radio & TV campaign
3. Advance reading copy mailings
4. Targeted print media campaign
5. Extensive online promotion
6. Concurrent product development
7. Raphaology website
8. Podcasting/Internet radio show
9. Participation in other health and wellness related websites as a columnist
10. Blog tour with goal of links to and with numerous websites
11. Seminars and classes at health food stores
12. Outreach to substantial client base
13. Early creation of relationships with alternative medicine practitioners
14. Outreach to natural health publications
15. Extensive teaching schedule
16. Individual outreach and mailings to a minimum of 500 booksellers

JUVENILE/SELF-HELP JUVENIL / AYUDA DE SI MISMO



¿Has llenado una cubeta hoy?

Una guía diaria de felicidades para niños

Have You Filled a Bucket Today?

Bilingual English-Spanish Edition

Carol McCloud

Inter-Lingua (translator)

David Messing (illustrator)

ISBN: 9781933916910

Paperback • \$9.95

32 pages • 10.75 x 8.25

Publication Date: 1/28/2012

Carton Qty: 110

Nelson Publishing & Marketing / Ferne Press

Content:

Por medio de prosa simple y dulce, las ilustraciones vivas, de este tierno libro anima al comportamiento positivo así muestra a los niños que fácil y gratificante es expresar como ser simpático, apreciado y amado todos los días.

Through sweet, simple prose and vivid illustrations, this heartwarming book encourages positive behavior as children see how very easy and rewarding it is to express kindness, appreciation, and love on a daily basis.

Author Hometown:

Brighton, MI

Previous Books by Author:

2006: *Have You Filled A Bucket Today?*, 9780978507510

2008: *Fill A Bucket*, 9781933916286

JUVENILE/SELF-HELP JUVÉNILE, AIDER SOIT MÊME



As-tu rempli un seau aujourd'hui?

Une guide pour le bonheur au quotidien des enfants

Have You Filled a Bucket Today?

Bilingual English-French Edition

Carol McCloud
Inter-Lingua (translator)
David Messing (illustrator)

ISBN: 9781933916927

Paperback • \$9.95

32 pages • 10.75 x 8.25

Publication Date: 1/28/2012

Carton Qty: 110

Nelson Publishing & Marketing / Ferne Press

Content:

À travers ces petits et doux mots... ainsi que les illustrations aussi joyeuses, ce livre encourage aux enfants à voir comment c'est facile et recompensateur d'exprimer gratitude, appréciation et amour au quotidien.

Through sweet, simple prose and vivid illustrations, this heartwarming book encourages positive behavior as children see how very easy and rewarding it is to express kindness, appreciation, and love on a daily basis.

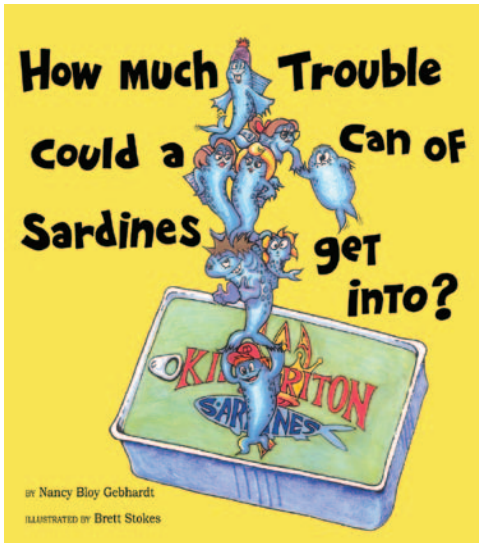
Author Hometown:

Brighton, MI

Previous Books by Author:

2006: Have You Filled A Bucket Today?, 9780978507510

2008: Fill A Bucket, 9781933916286



How Much Trouble Could a Can of Sardines Get Into?

Nancy Bloy Gebhardt
Brett Stokes (illustrator)

ISBN: 9780615426358

Paperback • \$6.99

28 pages • 9 x 8

Publication Date: 7/15/2011

Carton Qty: 100

Velvet Cat Publishing

Marketing Plan:

1. National radio campaign
2. Review copy campaign
3. Targeted print media campaign
4. Extensive blog campaign
5. Promotion to educators throughout the country
6. National bookseller awareness campaign

Author Hometown:

Fallbrook, CA

Content:

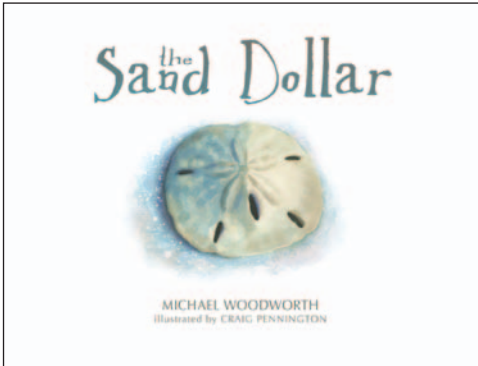
While it may seem cozy to be tucked in close together in a sardine can, it was apparently too much for eight siblings from Fallbrook, California. The young sardines busted out of their can and hit the streets of the big city.

Engaging for kids and adults alike, *How Much Trouble Could a Can of Sardines Get Into?* is a fanciful look at a child's desire for adventure and freedom, as well as a catalyst to discussing the relationships between siblings and even friends.

Author Bio:

Self-proclaimed "Queen Sardine" Nancy Bloy Gebhardt has wanted to see her silly sardine stories in print for many years. Having grown up in a large family, she knows a little something about feeling like a sardine in a can, crammed into the family station wagon for those memorable trips across America.

A fine artist primarily known for Native American themed art, Brett Stokes has shown over the years in galleries throughout the western United States and been collected internationally. Brett has won numerous awards in the Trail of Tears Art Show, Tahlequah, Oklahoma, and is a member of the Cherokee honor society. Brett is currently working on writing and illustrating his own first book.



Marketing Plan:

1. Author and illustrator available for book store readings and signings.
2. Website (bellavistabooks.com)
3. Utilize social media marketing to maximize readers demand.
4. Seek endorsements and purchase recommendations from organizations that promote global environmental awareness and responsibility.
5. Develop and present an educational program to schools with suggestions for curriculum follow up and author/illustrator appearances.

Author Hometown:

Laingsburg, MI

The Sand Dollar

Michael Woodworth
Craig Pennington (illustrator)

ISBN: 9780983672609

Hardcover • \$18.95

32 pages • 11.25 x 8.75

Publication Date: 11/15/2011

Carton Qty: 26

Bella Vista Books

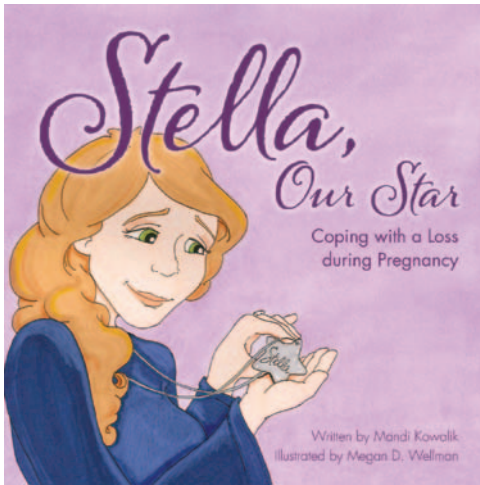
Content:

While walking on the shore of the Sea of Cortez a man has a remarkable dialog with the sea. Using the naturally occurring dove like structures found in sand dollars, the sea relates its past wars with the sun, the wind, the mountains, and the moon and addresses its ongoing war with man. The sea's explanation of the need for the fifth dove is guaranteed to leave a lasting impression with readers of all ages.

Author Bio:

Michael Woodworth has spent his professional career sharpening his writing skills, first as a high school English and journalism teacher, and since 1976, as an accomplished attorney. He is very adept at public speaking and has frequently appeared as a lecturer on a variety of topics. Michael's ability to convey complex ideas in a straight forward, understandable manner makes his works enjoyable for all readers.

Artist Craig Pennington has used his special talents to convey the feel of *The Sand Dollar* and bring its message to life. Every illustration in this book is an original work of art. Craig, his wife Natalie and their three sons reside in Michigan.



Marketing Plan:

1. Author presentations, speaking engagements, and signings
2. Press Kit distributed to bookstores in the Midwest and Northeastern states
3. Author website featuring book (www.mandikowalikbooks.com)
4. Publisher website featuring book (www.nelsonpublishingandmarketing.com)
5. Newspaper articles in Michigan and New York markets to begin
6. Op-ed articles will be written for trade journals, newspapers, parenting magazines
7. Direct marketing to doctor's offices, pediatrician's offices and children's hospitals
8. Direct marketing to counseling centers, grief support groups and pregnancy and infant loss support groups
9. Publisher will contact press/media for events relating to this book
10. Publisher will market this book at all educator conferences attended

Stella, Our Star

Coping with a Loss during Pregnancy

Mandi Kowalik

Megan D. Wellman (illustrator)

ISBN: 9781933916934

Paperback • \$10.95

32 pages • 9 x 9

Publication Date: 01/30/2012

Carton Qty: NA

Nelson Publishing & Marketing / Ferne Press

Content:

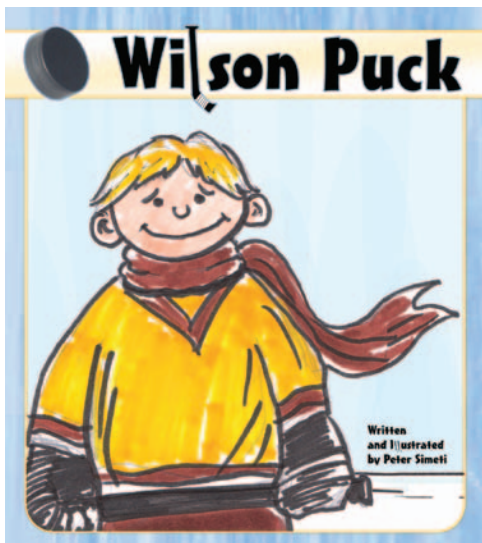
Emily is so excited to receive a pet hamster for her birthday. She gets to be a mommy just like Aunt Mandi! But when the hamster dies unexpectedly, Emily finds out that her feelings of loss are the same as Aunt Mandi's when she loses her baby. Through gentle illustrations and a warm storyline, *Stella, Our Star: Coping with a Loss during Pregnancy* will help families during these times.

Author Bio:

Mandi Kowalik is an elementary school teacher on Long Island. She lives with her husband, Guy and their two dogs. Mandi has a great love for animals and nature and enjoys spending time outdoors. She was inspired to write this book after the loss of her daughter during week thirty-six of her pregnancy. Her intent was to help explain the loss of a baby to another child. This is Mandi's first published book. For more information about Mandi, please visit her website, www.mandikowalikbooks.com

Author Hometown:

Smithtown, NY



Previous Books by Author:

2010: Hello, do you work here?,
9781934985168
2008: The Chair, 9780979787423

Marketing Plan:

1. Book signings
2. Book tour throughout schools and libraries in Massachusetts

Wilson Puck

Peter Simeti

ISBN: 9781934985236

Paperback • \$4.99

24 pages • 8 x 9

Publication Date: 12/15/2011

Carton Qty: 50

Alterna Comics

Content:

Wilson Puck is an ordinary boy that loves to play hockey. Unfortunately for Wilson, he isn't that great at it. But after a chance meeting with some new friends, Wilson just might make the team after all! "Wilson Puck" is a story of determination, friendship and having the courage to never give up on your dreams.

Author Bio:

An avid hockey fan, Peter Simeti enjoys playing and watching the sport he's loved since he was a child. Combining his love of hockey and storytelling, Peter created Wilson Puck as a kind of fairy tale for hockey-loving children everywhere. Aside from playing hockey, Peter also enjoys his time as a teacher, author, and artist. "Wilson Puck" is Peter's first children's book.

Author Hometown:

Peabody, Massachusetts



Previous Edition:

2006: Later-in-Life Lawyers, 9781888960068

Marketing Plan:

1. Pre-Publication Review Copies
2. Fliers distributed to students.
3. Ads in The Pre-Law Insider and The National Jurist
4. Featured annually at the AALS (American Association of Law Schools) meeting
5. Professional Reviews
6. Facebook, Twitter, Blogs
7. Author active in promotion across a range of online sites, including www.nontradlaw.net
8. Publisher's Website

Later-in-Life Lawyers

Tips for the Non-Traditional Law Student

Charles Cooper

ISBN: 9781888960167

Paperback • \$18.95

352 pages • 6 x 9

Publication Date: 3/15/2012

Carton Qty: NA

Fine Print Press

Content:

Law school is a scary place for any new student. For an older (“nontraditional”) student, it can be intimidating as well as being ill-designed for the needs of an older, second-career student with children and a mortgage.

In its second edition, this book compiles unique advice from the author and dozens of current and former law students, on such matters as dealing with families and children, the LSAT and GPAs for the older student, the law school application process and law school rankings for non-traditional students, paying for law school, surviving first year and non-academic hurdles, and the occasional skeleton in the non-traditional closet.

The second edition adds a 50-page discussion on the current financial crisis, student loans, and surviving the dismal job market for law graduates. Its price is unchanged, at US\$18.95.

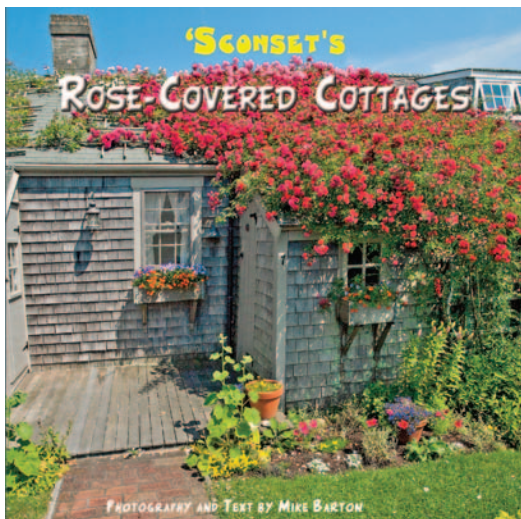
Author Bio:

The author, an attorney and university administrator, is founder of www.nontradlaw.net, the primary website for nontraditional law students.

Author Hometown:

Glen Allen, VA

PHOTOGRAPHY



Sconset's Rose Covered Cottages

Mike Barton

ISBN: 9780980102482

Hardcover • \$21.95

96 pages • 8.5 x 8.5

Publication Date: 4/1/2012

Carton Qty: NA

Boulder Press

Content:

A photography book featuring 'Sconset, a village on the island of Nantucket, Massachusetts.

Author Bio:

Mike Barton is the publisher of six photography books: Mushroom Houses of Charlevoix, Boulder Impressions, Charlevoix the Beautiful, Harbour Springs, Petoskey & Bay View, and Carmel's Fairy Tale Cottages.

Author Hometown:

California

Previous Books by Author:

2009: Mushroom Houses of Charlevoix, 9780980102420

2010: Harbour Springs, Petoskey & Bay View, 9780980102451



Morel Mushrooms

Best-Kept Secrets Revealed

Michael E. Phillips

ISBN: 9781933272313

Paperback • \$13.95

96 pages • 5.5 x 8.5

Publication Date: 2/15/2012

Carton Qty: NA

Thunder Bay Press

Content:

Morel Mushrooms: Best-Kept Secrets Revealed is a comprehensive guide to hunting the elusive morel mushroom. Chapter by chapter, the closely guarded secrets of the morel are revealed, with tips that both novice and veteran mushroom hunters can use in the woods. Learn the characteristics of black, gray, and white / caramel morels. Recognize the signs of the morel season. Discover how and where to find morel mushrooms. Additional Features: detailed pictures and descriptions of “false morels,” a supply and safety guide, preservation techniques, a variety of delicious morel recipes and a personal journal to record your own findings.

Author Bio:

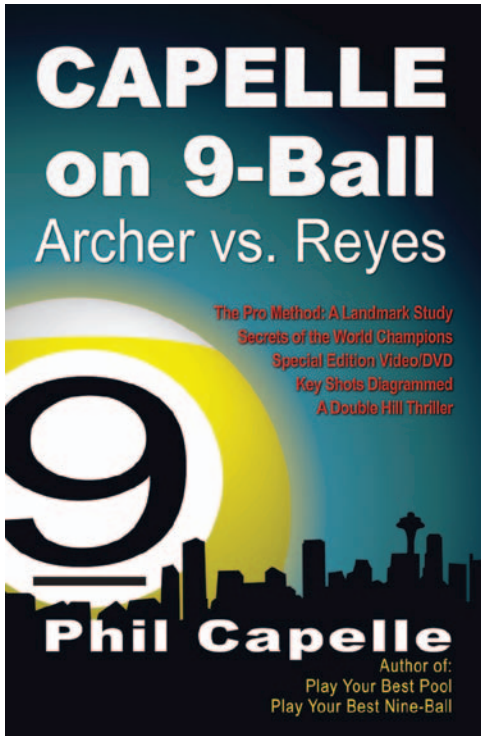
Michael E. Phillips’ observations are carefully chronicled from more than 30 years of morel hunting experience. He shares his passion of the hunt, nature, and the mouth-watering flavor of the morel with his readers. This handbook is sure to lead the aspiring hunter on a successful hunt for the savory morel!

Author Hometown:

Boyne City, MI

Marketing Plan:

1. Publisher website (www.thunderbaypressmi.com)
2. Regional trade show presentations
3. Author book signings & speaking engagements
4. Author is developing a webpage



Previous Books by Author:

1999: A Mind For Pool, 9780964920415
 2001: Play Your Best Nine Ball, 9780964920439

Capelle on 9-Ball

Archer v. Reyes

Philip Capelle
 Paul Harris (illustrator)

ISBN: 9780964920453

Paperback • \$49.95

200 pages • 6 x 9

Publication Date: 10/21/2011

Carton Qty: 16

Billiards Press

Content:

This book combines with a classic Accu-Stats DVD of a match between Johnny Archer and Efren Reyes to give student of 9-ball the ultimate learning experience. Part I of the book analyzes over 120 of the shots and includes 88 lessons. 27 shots are diagrammed. Part II is an 80-page study on the pro method that includes 23 lessons on how to improve your game. The DVD is a complete reproduction of a double hill 21 game match. After the match, Capelle uses special effects to analyze 25 of the key shots. The book is 200 pages. The DVD is 2 hours.

Author Bio:

Philip Capelle is the author of nine instructional books on pool, which includes the best selling Play Your Best series. He founded Billiards Press in 1995 with the goal of providing billiard enthusiasts with books that would help players reach their full potential as players. He has written for Pool & Billiard magazine since May 1996 and he continues to conduct research and to teach pool in New York City.

Author Hometown:

New York, NY

