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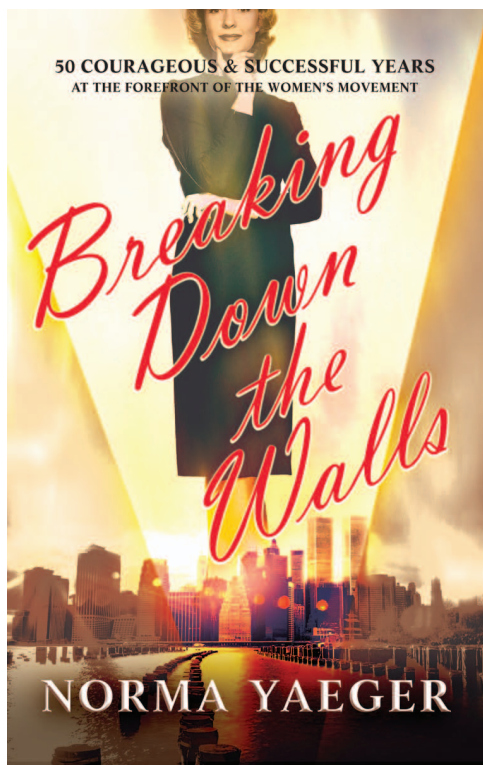
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BIOGRAPHY & AUTOBIOGRAPHY



Breaking Down the Walls

50 Courageous and Successful Years

Norma Yaeger

ISBN: 9780985746810

Paperback • \$15.99

204 pages • 5.25 x 8

Publication Date: 07/22/2013

VESST Publishing

Marketing Plan:

1. National Radio
2. National Print Media (newspapers, magazines)
3. National TV appearances
4. Author website www.normayaeger.com
5. Blog tour

Author Bio:

Norma Yaeger, a wife, mother, and grandmother, spent more than 50 years breaking down the walls in the financial industry. Retired, she lives in Southern California with her husband and spends time traveling the world.

Author Hometown:

Encino, CA

Content:

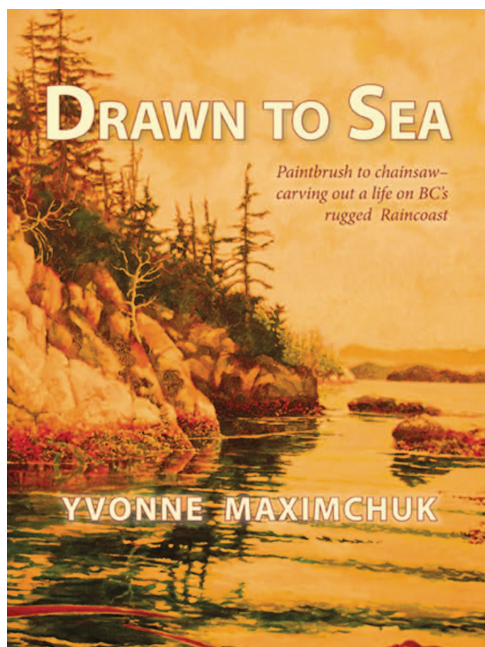
Young women in the 21st Century have choices. They can marry or not; the doors of educational institutions and industry are wide open to them. They can do and be whatever they choose. But to keep moving forward, it is important to understand from where we have come, and Norma Yaeger's story helps put it in perspective.

Like most young women in the 1950s, Norma Yaeger married young, had children, and depended on her husband to support their family. Unlike most women of the times, when things went awry and her husband failed to provide, Norma took it upon herself to make a better life for her and her kids.

The stock market enthralled her. Never mind that she knew of no other women in the industry. Norma set out to get her NY Stock Exchange license. When she acquired it in 1962, it was not to break a barrier; it was to support her family.

Norma had already conquered her deepest fears, broke and alone with three children in an isolated house in the Catskills. And she knew what thrilled her – staring at stock prices through the big windows of brokerages. So though she wasn't raised for this career (Sephardic Jewish daughters from Brooklyn weren't raised for careers), she was ready for it.

Norma opened the way for other women. But the glass ceiling is still only cracked, not broken and she hopes that her story can be an inspiration to the women still pushing against it in all walks of life.



Author Bio:

Yvonne Maximchuk was raised in the Lower Mainland where she graduated from Douglas College with an Associate of Arts degree. She now lives with her husband, Albert Munro, and their new kitty, in the home, studio, and art retreat they built on the shore of Gilford Island near Echo Bay. When she is not painting or working with clay she explores the beauty and mystery of the islands and inlets in her 16-foot speedboat the Sea Rose. She often ties her boat to bull kelp to hold it in position while she paints on location. Yvonne co-wrote *Full Moon, Flood Tide*, published by Harbour Publishing in 2003.

Author Hometown:

Gilford Island, BC

Previous Books by Author:

2003: *Full Moon, Flood Tide*, 9781550172911

Drawn to Sea

Yvonne Maximchuk

ISBN: 9781927575031

Paperback • \$24.95

272 pages • 6 x 8.5

Publication Date: 3/28/2013

Caitlin Press

Content:

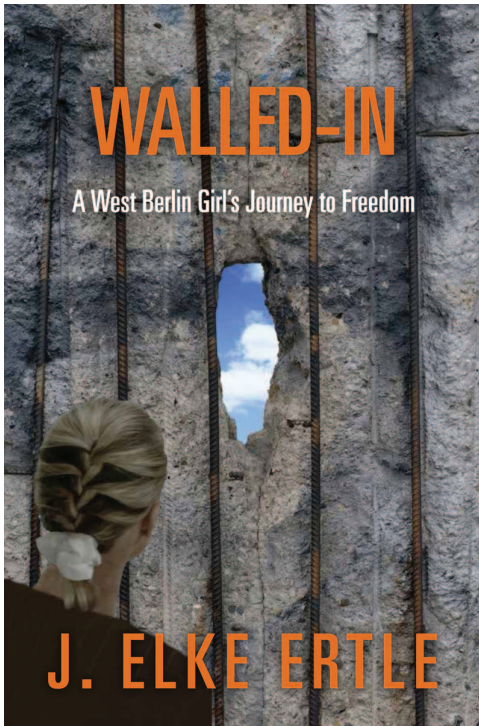
In the early 1980s, Yvonne Maximchuk, a single mother of two, was living in Whiterock, BC, and making a living as a working artist and art instructor. Then she fell in love with Albert, a crab fisherman who fished the waters of Boundary Bay. Drawn to his seemingly idyllic life and her desire for connection with the natural world, Yvonne and her children moved with Albert to Echo Bay, a tiny settlement east of Vancouver Island.

Life in this remote community was a lot different from life in the city: there was no running water and electricity had to be generated. The closest grocery store was two hours away by boat, and even a small emergency could be life threatening. But in spite of the challenges, they persevered, building a homestead and thriving “off the grid.” In this new life, Yvonne learned to do things she had only dreamed of. She cleared land, helped build their home and got to know the community of hardy folks who were always there to help one another.

Soon after arriving in Echo Bay, Yvonne met Billy Proctor, a BC coastal icon and fisherman. Intrigued by his life on the sea, she asked to join him as he fished the coast looking for chinook and sockeye salmon, ling cod and tuna. Eight seasons of fishing with Billy took her on many adventures to the challenging waters and enchanting islands of BC. Inspired, she captured on canvas the mysteries and treasures of the wild Pacific coast.

In *Drawn to Sea* Yvonne creates stunning, lyrical word pictures of her home in the Broughton Archipelago. Making the most of the tools available, from paintbrush to chainsaw, she has flourished in this remote area, carving out a home and a career in a place far from just about everyone.

BIOGRAPHY & AUTOBIOGRAPHY



Walled-In

A West Berlin Girl's Journey to Freedom

J. Elke Ertle

ISBN: 9780988406117

Paperback • \$15.95

344 pages • 6 x 9

Publication Date: 05/31/2013

Mentobe Press

Content:

In this true story, two obstacles threaten the freedom and autonomy of a young girl born and raised in postwar Berlin: The Berlin Wall and the harsh rules her uncompromising parents impose. J. Elke Ertle recounts the mounting East-West tension that led to the Berlin Blockade, the Berlin Airlift, and the construction of the Berlin Wall. The brick-and-mortar monstrosity is not the only barrier Elke comes to know intimately. As an only child, she is brought up to unquestioning obedience. When she rebels, the ensuing parent-daughter conflict parallels the Cold War. Elke finds herself incarcerated behind walls as impenetrable as the one that divides her city. On her 21st birthday, a startling revelation strengthens her determination to immigrate to the US. Weaving history with personal experiences, Elke takes the reader on a remarkable journey into her closely supervised childhood, her youthful disillusionment, and her deliberate, albeit difficult, decision to choose freedom.

Author Bio:

Born in post-World War II Berlin, J. Elke Ertle grew up in the British sector of the city. When she was born, forty percent of all structures in the city had been destroyed. Now retired, Elke lives in San Diego with her husband of four decades. She holds a masters degree in Industrial-Organizational Psychology from San Diego State University and a Certificate in Fitness Exercise Science from the University of California, San Diego. She teaches group exercise classes and enjoys reading, writing, dancing, hiking, tennis, gardening, cooking, and crafts. Elke is a contributing author to "The Real F.M. Urban," published in the Journal of the History of the Behavioral Sciences, and to two anthologies.

Marketing Plan:

1. ARCs submitted to newspapers, magazines, and national TV shows
2. Radio show appearances
3. Book website
4. Blog campaign
5. Social networking
6. On June 26, 2013, we will celebrate the 50th anniversary of John F. Kennedy's speech in Berlin in which he proclaimed, "Ich bin ein Berliner." Ertle hopes to tie her campaign to this event.

Author Hometown:

San Diego, CA

BIOGRAPHY & AUTOBIOGRAPHY



Marketing Plan:

1. Jimmy Nielsen will make appearances throughout the Kansas City metro area.
2. Feature articles/reviews in national and local publications.
3. Visits on morning television
4. Publication launch events with the Sporting Kansas City Soccer Club.
5. Publicity in the Kansas City Star, Lawrence Journal World, Columbia Tribune, and other regional newspapers.

Author Bio:

Jimmy Nielsen is the captain of Sporting Kansas City and the 2012 MLS Goalkeeper of the Year. He grew up in Denmark and spent 13 years playing for his hometown team, Aalborg BK—starting a club record of 398 consecutive games and helping the club to win its second-ever national championship. He has twice been named to the MLS All-Star team, and in 2012 he helped Sporting KC win the Lamar Hunt US Open Cup. He lives in Kansas City with his wife and two daughters.

Welcome to the Blue Heaven

Don't Bet Against the Goalkeeper

Jimmy Nielsen (with) Paolo Bandini

ISBN: 9780985631482

Hardcover • \$24.95

240 pages • 6 x 9

Publication Date: 05/15/2013

Ascend Books

Content:

Soccer's Goalkeeper of the Year for 2012, Jimmy Nielsen, has established himself as one of the best players in the league and a fan favorite. Yet few are aware of the remarkable story that led him to the US Midwest.

Compared to Denmark's greatest goalkeeper, Peter Schmeichel, Nielsen was scouted by a host of leading European clubs. When he should have been building his career, he was instead developing a ferocious gambling habit. Nicknamed 'Casino Jimmy,' Nielsen continued to gamble until his losses finally caught up to him. Nielsen gradually pieced his life back together; however, his footballing career remained unfulfilled. Were it not for a call from Kansas City, that might have been the end of the story. The warmth of the Midwest, the passion of Sporting Kansas City's fans, and the standard of US soccer have given Nielsen a new lease on life. He wants to share his story with fans who have taken him into their hearts and who have made him feel that he is, at last, at home in blue.

Paolo Bandini is a freelance sports writer and broadcaster specializing in soccer and football. He spent six years on the full-time staff at the Guardian—one of Britain's leading national newspapers—before deciding to branch out on his own, and has since worked for a variety of employers including ESPN, The Score, BBC radio and Talksport as well as continuing to write for the Guardian. Paolo spent the 2012 NFL season covering the St. Louis Rams for nfluk.com and has since relocated full-time to Missouri.



Previous Edition:

2007: Project Management Techniques
(College Edition), 9780958273343

Project Management Techniques

College Edition, 2nd Edition

Rory Burke

ISBN: 9780987668301

Paperback • \$39.95

384 pages • 6.6 x 9.6

Publication Date: 05/01/2013

Carton Qty: 20

Burke Publishing

Content:

Project Management Techniques (College Edition) 2ed is fully updated to include the latest project management processes and methodologies as outlined in the new PMBOK 5ed (2012) and the new APM BoK 6ed (2012).

Project Management Techniques for Advanced Project Management courses has been updated to enable the project manager to use the latest planning and control techniques, processes and methodologies to complete their projects successfully. This is often expressed as completing the project deliverables on time, within budget and to the required quality. It is, therefore, essential the project manager understands the features and characteristics of the project management systems approach to be able to manage the process effectively.

Author Bio:

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

Author Hometown:

New Zealand

COMIC BOOKS & GRAPHIC NOVELS



Marketing Plan:

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

Complex

Vol. 1: Ways of Life

Michael Malkin
(letters) DEKARA

ISBN: 9781934985298

Paperback • \$11.99

160 pages • 6 x 9

Publication Date: 05/15/2013

Carton Qty: 20

Alterna Comics

Content:

Welcome to Towne.

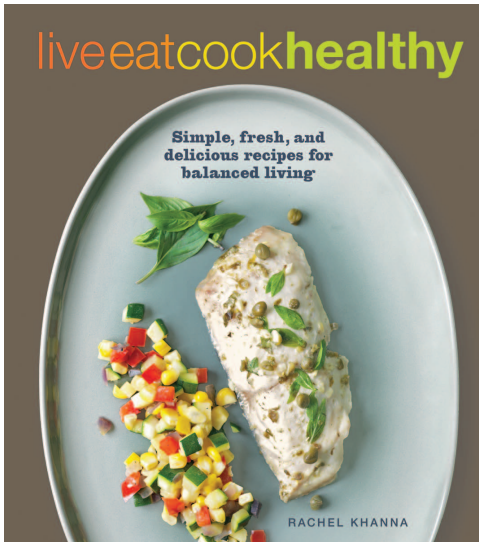
From the outside, Towne appears to be just a normal suburban village, however, that is simply a veneer. In Towne there are two factions: a group of scientists working behind the scenes, and another group that appears to be guinea pigs for their experiments. What is their ultimate goal and who's behind it all? Welcome to the neighborhood, we hope you enjoy your stay.

Author Bio:

Michael Malkin is a writer and story teller, usually weaving drama, science fiction, and mystery all into the same story.

Author Hometown:

Norfolk, VA



Live Eat Cook Healthy

Simple, fresh, and delicious recipes for balanced living

Rachel Khanna

ISBN: 9780977956821

Paperback • \$24.95

288 pages • 8.25 x 9

Publication Date: 01/02/2013

Rachel Khanna

Author Bio:

Rachel Khanna understands the value of healthy eating. As an accomplished chef and holistic health counselor, she has positively impacted the lives of many people through her cooking classes, workshops and individual and group coaching. She began focusing on nutrition after leaving a career in marketing and having four children. She trained at the renowned Institute of Culinary Education, then founded Tiffin, in Greenwich, Connecticut, her successful organic catering business. Later, she became a certified health counselor and food therapist through programs at the Institute of Integrative Nutrition® and the Natural Gourmet Institute, respectively. During a recent relocation to Singapore, Rachel studied Traditional Chinese Medicine, including Acupressure and Emotional Freedom Technique. She also holds a Master's in political science from Columbia University, and is currently working on her Ph.D. in holistic health from the Global College of Natural Medicine. *Live, Eat, Cook Healthy* is Rachel's first book.

Content:

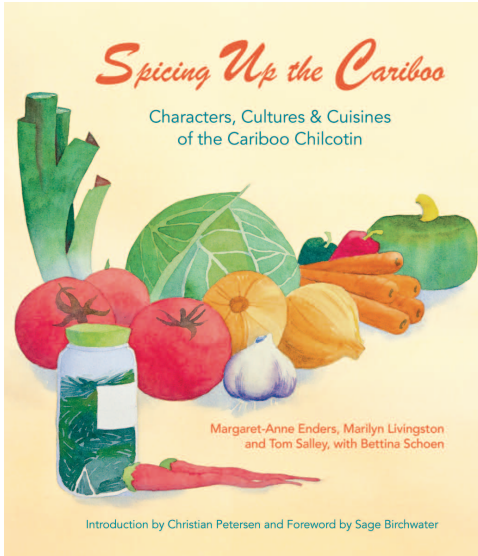
What is balanced living? It begins with awareness. Awareness about the food needs that are specific to you. Awareness about the needs of those who rely on you. And awareness about our environment. In *Live Eat Cook Healthy*, you will find all the information you need to learn how to assess your lifestyle and eating, and how to feed your body with what it truly needs. You will also learn about where food comes from and where to buy the healthiest, most environmentally sustainable and humane food. By choosing, cooking, and eating whole foods—nothing processed, nothing refined, and no supplements—you will begin to feel better. Even if you try just a few things from this book, you will notice the benefits. Or, if you are interested in simply cooking more healthfully, there are over 100 wonderfully healing recipes to choose from. *Live Eat Cook Healthy* will show you how easy it is to identify those foods that are healthful to you, and bring real foods back into your life. When you do, your body will find its balance, and you will reclaim your health, vitality, and well-being.

Marketing Plan:

1. Social Media
2. National media outreach
3. Foodie/Mommy blogs outreach
4. Local Greenwich, CT media outreach (print, online, broadcast)
5. Local Book Tour

Author Hometown:

Connecticut



Spicing Up the Cariboo

*Characters, Cultures & Cuisine
of the Cariboo Chilcotin*

Margaret Anne Enders, Marilyn
Livingston, Bettina Schoen, Tom Salley

ISBN: 9781927575109

Paperback • \$26.95

192 pages • 7 x 8

Publication Date: 04/12/2013

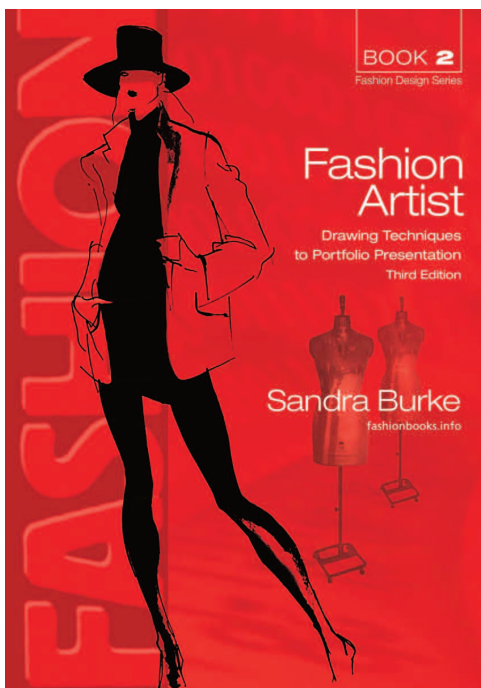
Caitlin Press

Content:

Spicing Up the Cariboo provides a glimpse into the rich ethnic diversity of both the Cariboo Chilcotin and the connection between community and kitchen. In this unique collection of recipes and stories, contributors such as Manola Khounviseth, who endured a harrowing escape from Laos, shares tales of her homeland and her old family recipes. First Nations member Andrea Thomas honors the ways of her ancestors by preparing traditional food and sharing stories of hunting and gathering. Still others, such as Braian Barcellos from Brazil, describes following his sweetheart to the Cariboo, while offering up a favorite family recipe.

More than forty-five Cariboo Chilcotin residents, of various cultural backgrounds, interweave their tales of hardship, celebration, love, and resilience with traditional family recipes. Be inspired by over 100 dishes from foreign lands as well as your own backyard.

From the highlands of Peru to rural Bangladesh to the American West to the Ulkatcho territory, these stories and recipes take you on a journey that will delight your taste buds, peak your curiosity about your own roots, and instill a sense of appreciation for the diversity in our midst.



Previous Edition:

2006: Fashion Artist 2nd: 9780958239172

Previous Books by Author:

2006: Fashion Computing, 9780958239134

2011: Fashion Designer, 9780958239127

Author Hometown:

New Zealand

Author Bio:

Sandra Burke, M.Des RCA (Master of Design, Royal College of Art) is an entrepreneur, fashion designer, and author of the Fashion Design Series. Sandra is also a visiting lecturer to universities internationally.

Fashion Artist, 3rd Edition

Drawing Techniques to Portfolio Presentation

Sandra Burke

ISBN: 9780958273381

Paperback • \$34.95

176 pages • 8.3 x 11.7

Publication Date: 01/01/2013

Carton Qty: 20

Burke Publishing

Content:

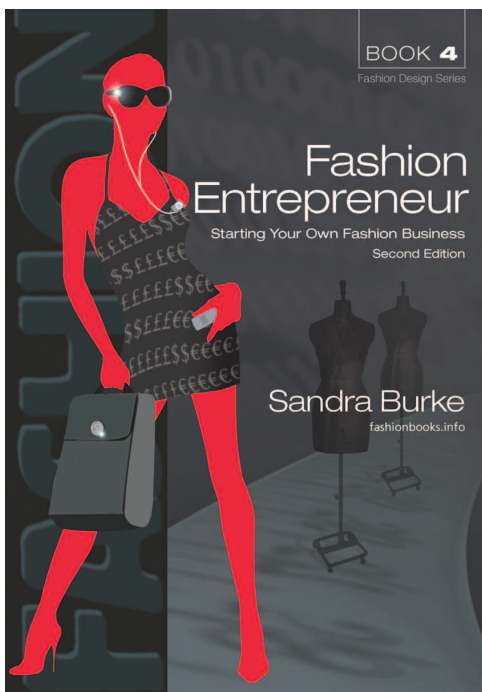
Fashion Artist – Drawing Techniques to Portfolio Presentation, now in its third edition, takes you through the fashion drawing and design process, introducing you to the essential fashion drawing and fashion illustration techniques and skills to help you to create striking fashion designs, fashion illustrations, flats, fashion presentations, and your fashion portfolio.

Fashion Artist is presented as a simple step-by-step guide to fashion drawing. It is packed with self-explanatory fashion sketching exercises, inspiring illustrations, designs and photos from international fashion designers and illustrators, to enhance and visually explain the accepted fashion industry creative practice. Key topics include:

- Women's, Men's, and Children's Illustrations
- Nine Heads Fashion Figure Template
- Fashion Figure Matrix
- Drawing from Life
- Flats and Specs
- Fabric Rendering
- Fashion Presentations and Fashion Portfolio

This book is structured in line with fashion courses globally and designed as a self-learning program. New features include:

- All new and updated Fashion Drawing Exercises
- All new Fashion Illustrations, Fashion Designs, and Fashion Presentations reflecting the current global market
- 'S' Curve and Scribble Technique



Previous Edition:

2008: Fashion Entrepreneur, 9780958273305

Previous Books by Author:

2006: Fashion Computing, 9780958239134

2011: Fashion Designer, 9780958239127

Author Hometown:

New Zealand

Author Bio:

Sandra Burke, M.Des RCA (Master of Design, Royal College of Art) is an entrepreneur, fashion designer and author of the Fashion Design Series. Sandra is also a visiting lecturer to universities internationally.

Fashion Entrepreneur

Starting Your Own Fashion Business (Second Edition)

Sandra Burke

ISBN: 9780987668318

Paperback • \$34.95

176 pages • 8.3 x 11.7

Publication Date: 01/01/2013

Carton Qty: 20

Burke Publishing

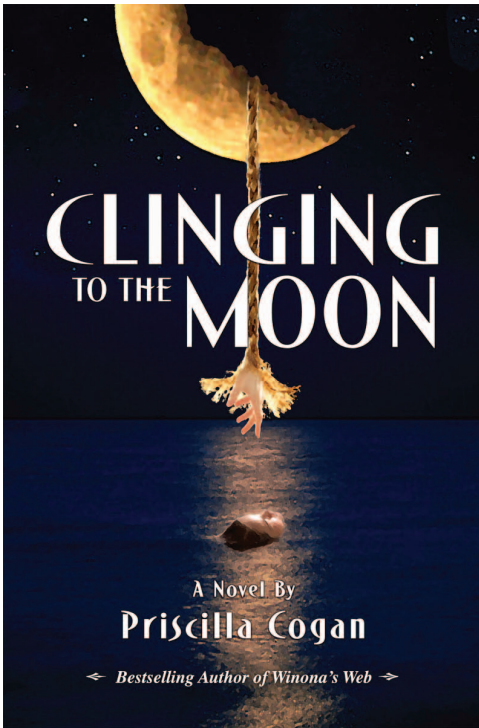
Content:

Fashion Entrepreneur – Starting Your Own Fashion Business, second edition, is essential reading for those planning to set up and run a successful business within the fashion and creative industries. The theory is presented as a step-by-step guide, packed with case studies and interviews, inspiring fashion illustrations, diagrams and imagery from established fashion entrepreneurs to enhance the understanding of the subject area. This book explains:

- How to become an entrepreneur
- How to research the market, spot and exploit the opportunities
- How to finance the business and keep accounts
- How to write an innovative business plan
- How to design and manufacture your products, or develop a service
- How to brand, market, and sell your products.

New features include:

- New chapter on online business and social media
- New case studies in each chapter reflecting the current global market
- New exercises and assignments to test comprehension
- New and updated visuals.



Clinging to the Moon

Priscilla Cogan

ISBN: 9781929590193

Hardcover • \$29.00

300 pages • 6 x 9.25

Publication Date: 04/01/2013

Carton Qty: 20

Two Canoes Press

Content:

When all else fails, healing springs under the guise of love. *Clinging to the Moon* is part mystery and part love story with unique characters struggling against physical, mental, and emotional injuries to celebrate the discovery of love in the most uncertain moments. Once again, Cogan weaves an inspiring tale of characters and experiences you won't soon forget.

Author Bio:

Priscilla Cogan, Ph.D. is a novelist, clinical psychologist, storyteller, screenwriter, and practitioner of Native American ceremonies. Her previous five novels sparkle with humor and psychological insight while gaining international acclaim for honoring the differences between Native American and Anglo culture, medical issues, and symbolism. She and her Cherokee husband have taught workshops on spirituality, cross-cultural healing practices, and Native American beliefs. She splits her time between Massachusetts and Michigan, sliding along the 45th parallel.

Previous Books by Author:

1996: *Winona's Web*, 9780385490481

1998: *Compass of the Heart*, 9781929590155

2000: *Crack at Dusk* *Crook of Dawn*, 9781929590063

2007: *Double Time*, 9781929590070

2008: *Unraveling Thread*, 9781929590117

2010: *Winona's Web* (reissue), 9781929590148

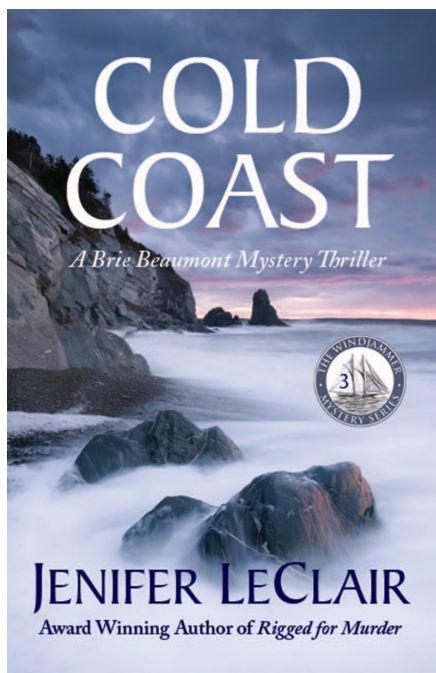
Marketing Plan:

1. Regional special events
2. Book appearance at art fairs
3. Social networking through Facebook and Twitter
4. Marketing in regional newspapers and magazines
5. Review books and press releases
6. Author events
7. Radio interviews

Author Hometown:

Upton, MA

FICTION



Tour Cities:

Minneapolis MN; St. Paul MN; Duluth MN; Rochester MN; Madison WI; Milwaukee WI; Racine WI; Chicago IL; Boston MA; Hartford CT; Augusta ME; Portland ME; Portsmouth NH; Cedar Rapids IA; Des Moines IA; Grand Rapids MI; Detroit MI; Sioux Falls SD; Fargo ND

Marketing Plan:

1. Advanced reader copies
2. Local and national book reviews
3. Press kits, news releases, newspaper articles
4. Book tour, signings, speaking engagements
5. Radio and TV shows
6. Promotion at maritime events around the Great Lakes and on the East Coast
7. Tradeshows, book fairs, and festivals
8. Author's website and blog
9. Book clubs
10. Contests and book giveaways
11. Video trailers and virtual book tours

Cold Coast

Jenifer LeClair

ISBN: 9780980001761

Paperback • \$15.00

336 pages • 5.5 x 8.5

Publication Date: 07/01/2013

Carton Qty: 36

Conquill Press

Content:

Award-winning author Jenifer LeClair delivers a taut thriller set against the rugged Maine Coast and the Bay of Fundy, a landscape both beautiful and unforgiving. Detective Brie Beaumont teams with the Maine State Police to investigate a grisly murder 'away' down east near the village of Tucker Harbor, Maine. A second death, a four-year-old mystery involving a research scientist, and a mysterious unexplained phenomenon draw Brie into an ever-tightening web of intrigue and danger. Themes of isolation and the destructive power of secrets play hauntingly throughout this gripping thriller, the third in Jenifer LeClair's acclaimed Windjammer Mystery Series.

Author Bio:

Jenifer LeClair is the author of three Windjammer Mysteries featuring Homicide Detective Brie Beaumont. In her award-winning series LeClair vividly captures Maine's islands and coastal regions where she has sailed since 1995. The author lives in Vadnais Heights, Minnesota with her family. For more information visit her website at: www.windjammermysteries.com

Author Hometown:

Vadnais Heights, MN

Previous Books by Author:

2011: Rigg'd for Murder, 9780980001716

2011: Danger Sector, 9780980001709



Previous Books by Author:

2011: Talking at the Woodpile,
9781894759571

Author Bio:

Touted as the Yukon's Stuart MacLean by reviewer Laurie Glenn Norris of the Telegraph Journal, David Thompson is a writer and general building contractor who has lived in the Yukon Territory since 1962. His love for the land and its people inspires him to write fiction describing life in the North. He has twice won Dawson City's "Authors on Eighth" writing contest for short fiction and has had stories published in local newspapers. David lives in Whitehorse with his wife, Wendy, who is a Montessori teacher, two children, Adam and Shawna, son-in-law Gary and two wonderful grandsons, Cameron and Jordon.

Haines Junction

David Thompson

ISBN: 9781927575048

Paperback • \$19.95

208 pages • 6 x 9

Publication Date: 3/28/2013

Caitlin Press

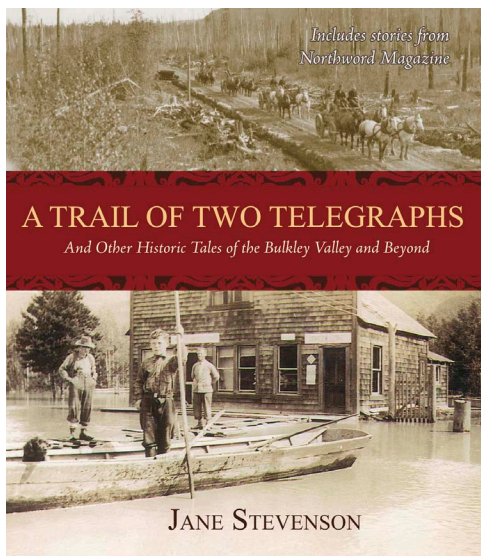
Content:

Joshua Waldo Lake Shackelton, born in New Mexico in 1946, could never ignore the call of the wild. In 1964, spared from the draft, he slips up the coast as far as the tip of Vancouver Island before moving inland. Wending his way through BC's inlets and coastal mountains, Joshua discovers the nature of solitude; in the ports and villages, he discovers community.

Finally he reaches Haines Junction, in the Yukon Territory, where the Haines and Alaska highways meet. It is here that he discovers friendship (and gold). Miners catch gold fever, political conspiracies come to light and Joshua and his friends encounter the mystical and the mundane. When he finds himself at the centre of a mystery that includes the wreck of a military DC-3, a raft constructed by an ancient order of Japanese monks, and the wolfbear of Aleut myth, Joshua must work to unravel the threads and protect his friends from their own harebrained schemes. Suspenseful and warmly funny, *Haines Junction* is a tale of adventure and domesticity, loyalty and betrayal, and the laws of the Yukon.

Author Hometown:

Whitehorse, Yukon



Previous Books by Author:

2010: *The Railroader's Wife*, 9781894759434

Author Hometown:

Telkwa, BC

A Trail of Two Telegraphs

And Other Historic Tales of the Bulkley Valley and Beyond

Jane Stevenson

ISBN: 9781927575024

Paperback • \$26.95

192 pages • 7 x 8

Publication Date: 04/12/2013

Caitlin Press

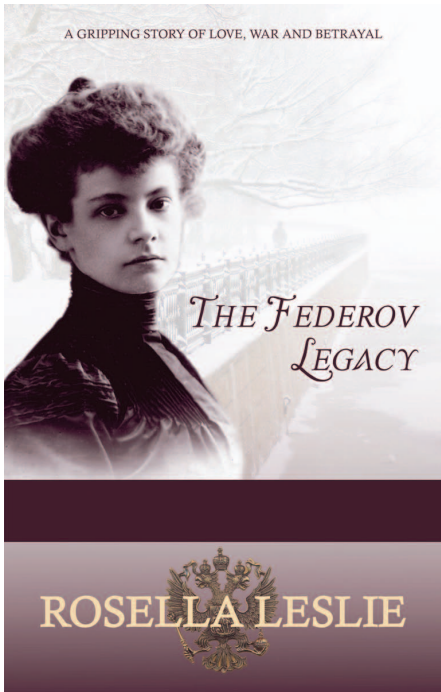
Content:

Jane Stevenson's new book, *A Trail of Two Telegraphs*, is a fascinating collection of historic tales that portray the strong pioneering spirit of BC's rugged North from Prince George to Prince Rupert. Stevenson writes of Perry Collins' dream, in 1864, of connecting North America to Europe by telegraph. She introduces us to Captain Charles East, whose mission it was to recover Japanese fire balloons in Northern BC during the Second World War. In *A Trail of Two Telegraphs*, Jane combines tantalizing new tales with stories from her popular history column published in *Northword* magazine. This richly illustrated collection is guaranteed to satisfy anyone who loves a good yarn.

Author Bio:

Jane Stevenson holds a Bachelor of Arts degree in Anthropology and Environmental Studies from the University of Victoria. She was the curator of the Bulkley Valley Museum in Smithers and has been published in *Geist*, *Connections Magazine*, *The Western Producer* and *Acreage Life*. She is the regular historical writer for *Northword* magazine. She lives in Telkwa, BC. Her first book, *The Railroader's Wife*, was published by Caitlin Press in 2010 and was awarded an Honorable Mention from the BC Historical Federation for the Lieutenant-Governor's Medal for Historical Writing.

HISTORY



Author Bio:

Rosella Leslie is an active member of the Sunshine Coast writing community, serving as a member and director of the Sunshine Coast Festival of the Written Arts. She has recorded oral histories for the Sechelt Community Archives and was a founding member of the Quintessential Writer's Group.

Her work has appeared in *Western People Magazine*, *The Leader*, *Alive: Canadian Journal of Health and Nutrition*, and *Coast News Weekender*. She has written two novels, a non-fiction book called *The Sunshine Coast: A Place to Be*, and two histories co-authored with Betty Keller: *Bright Seas*, *Pioneer Spirits* and *Sea Silver*.

Previous Books by Author:

2006: *The Goat Lady's Daughter*, 9781897126066

2010: *Drift Child*, 9781897126714

The Federov Legacy

Rosella Leslie

ISBN: 9781927575062

Paperback • \$21.95

256 pages • 5.5 x 8.5

Publication Date: 04/20/2013

Caitlin Press

Content:

Surgei Galipova, a Russian immigrant and a rancher in the Cariboo region of British Columbia, owes his life to the Countess Catherine Stanislavovna Federov. When the Countess asks Surgei to send his eighteen-year-old daughter, Alice, to help her in a private hospital she is establishing in St. Petersburg, Alice adamantly refuses. But when her father threatens to disown her, she reluctantly agrees to help the Countess for six months.

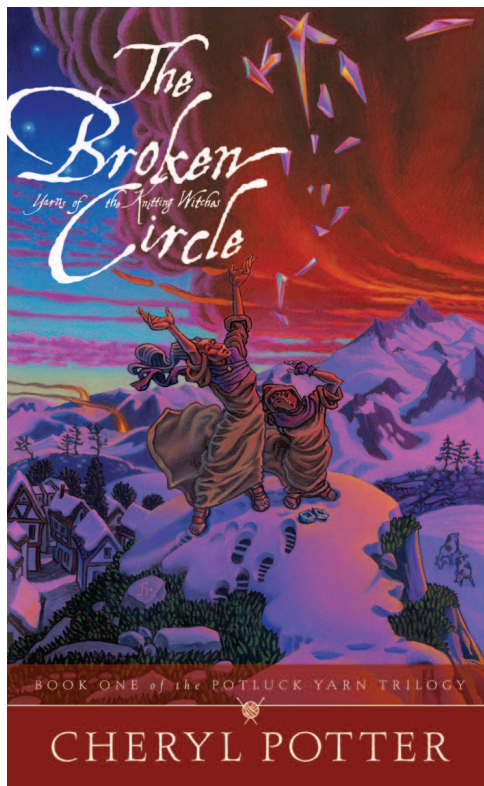
That same summer, in 1914, eleven-year-old Natalya Tychowski, the youngest daughter of a Hutsul family in the Carpathian Mountains, is coping with a crisis of her own. Having run afoul of the local bailiff, her eighteen-year-old brother, Oleksi, is forced to flee from their home village of Zgardy, which is under the control of the Austro-Hungarian Empire. When he arrives in St. Petersburg, Oleksi seeks the help of the Countess Federov, who owes his father a debt of gratitude for saving her life twenty-two years earlier.

The outbreak of war in 1914 puts both Natalya's and Alice's lives on a path they could not have foreseen and cannot avoid. Three years later Alice is still trapped in Russia and her position as a Canadian in Petrograd is becoming increasingly perilous. Natalya's family is torn apart by their loyalty to the Tsar and countess. As Russia is sent into upheaval by the revolutions of 1917, both Natalya and Alice fight for their lives in a country that is rapidly unraveling.

Author Hometown:

Sechelt, British Columbia

JUVENILE - YOUNG ADULT



The Broken Circle

Yarns of the Knitting Witches

Cheryl Potter

ISBN: 9780985635008

Paperback • \$15.99

361 pages • 6 x 9

Publication Date: 06/03/2013

Potter Press

Content:

The Broken Circle is the first book in the Potluck Yarn trilogy by Cheryl Potter. Combining Fantasy with fiber, and including patterns to guide young readers in making the magical garments worn by the characters, Potter spins a tale redolent with magic and layered with themes of friendship, loyalty, good vs. evil, the value of natural resources, the meaning and texture of courage, and even mortality. Follow the twelve knitting witches through adventures fraught with mayhem and mischief and knit your way through 21 patters as the Potluck witches seek to save their world.

Twenty Years have passed since the fire beneath the great dyepot was lit and the circle was complete. Now, the folk of the Middlelands face a danger worse than any can remember. Darkness and chaos threaten to destroy the delicate balance of the natural world, and the magic of the dye crystals that have always been a way of life and a great source of power for the people has been outlawed. Readers age 11 and up will find themselves engrossed by this fanciful cross-over tale of magic and mayhem.

Author Bio:

Cheryl Potter is a fiber artist and knitwear author, but she is best known as the founder of Cherry Tree Hill Yarn. She has a BA from Middlebury College and an MFA from the University of Arizona. Cheryl lives and dyes in a remote area of Vermont called The Northeast Kingdom. The Broken Circle is her seventh book and her first fantasy novel.

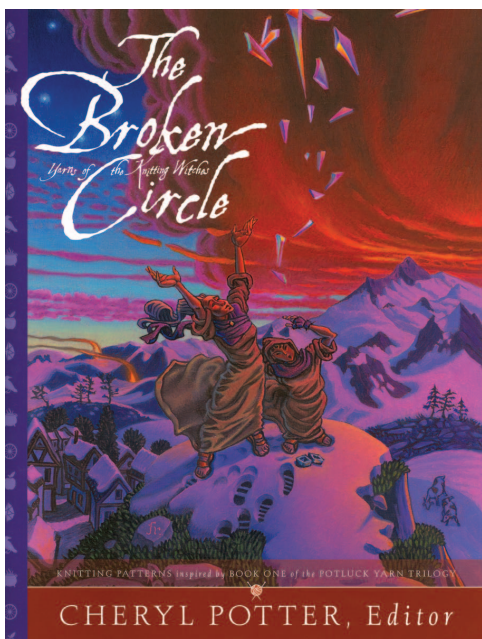
Marketing Plan:

1. Interaction website
2. Reading guide workbook
3. Amazon reviewer campaign
4. Review copy submissions
5. Blog host social networking & book awareness campaign
6. Educator & librarian outreach
7. Terrestrial, satellite & internet radio interviews

Author Hometown:

Barton, VT

JUVENILE - YOUNG ADULT



Marketing Plan:

1. Interaction website
2. Reading guide workbook
3. Amazon reviewer campaign
4. Review copy submissions
5. Blog host social networking & book awareness campaign
6. Educator & librarian outreach
7. Terrestrial, satellite & internet radio interviews

The Broken Circle

*Knitting Patterns Inspired by Book
One of the Potluck Yarn Trilogy*

Cheryl Potter, editor

ISBN: 9780985635015

Paperback • \$16.99

64 pages • 8.5 x 11

Publication Date: 06/03/2013

Potter Press

Content:

Knit your way through all 21 patterns from the first book of the Potluck Yarn Trilogy in this Companion Pattern Book to *The Broken Circle: Yarns of the Knitting Witches* and the *Broken Circle*, due out in early Spring 2013. All 21 magical patterns are worn by the witches who hand dyed and knit the garments in the Potluck Middlelands.

Author Bio:

Cheryl Potter is a fiber artist and knitwear author, but she is best known as the founder of Cherry Tree Hill Yarn. She has a BA from Middlebury College and an MFA from the University of Arizona. Cheryl lives and dyes in a remote area of Vermont called The Northeast Kingdom. *The Broken Circle* is her seventh book.

Author Hometown:

Barton, VT



Climb the Monkey Bars? That's Bananas!

Leslie Miller, Brian Miller
illustrated by Alessia Girasole

ISBN: 9780985526016

Hardcover • \$15.99

32 pages • 9.5 x 9

Publication Date: 09/01/2012

Carton Qty: 25

Fobie Friends

Marketing Plan:

1. TV Marketing
2. Online Media
3. Social Media/Web Presence
4. Presentations and Author Signings

Content:

This title address the fear of heights in children. Written in rhyme and rhythm, this book follows a boy into his imagination as he attempts to overcome his fear of heights at a neighborhood park. Excited to play on a new jungle gym, he tearfully changes directions when his Papa encourages him to climb a ladder so he may join friends on the monkey bars. When his imagination tosses him into a wild place, a gentle, furry friend coaches the new climber through his first success with high places.

Author Bio:

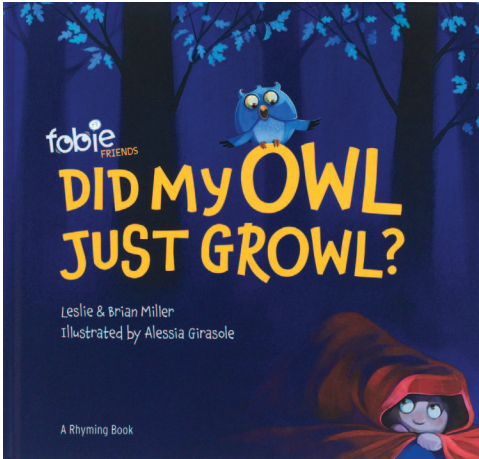
The authors, Leslie and Brian Miller, are a wife and husband team with combined backgrounds in teaching, music, psychology, and business. With a great love for outdoor adventures, Arizona is the perfect home for the couple and their two young children.

Author Hometown:

Scottsdale, AZ

Previous Books by Author:

2012: Did My Owl Just Growl?, 9780985526009



Did My Owl Just Growl?

Leslie Miller, Brian Miller
illustrated by Alessia Girasole

ISBN: 9780985526009

Hardcover • \$15.99

32 pages • 9.5 x 9

Publication Date: 07/01/2012

Carton Qty: 30

Fobie Friends

Marketing Plan:

1. TV Marketing
2. Online Media
3. Social Media/Web Presence
4. Presentations and Author Signings

Content:

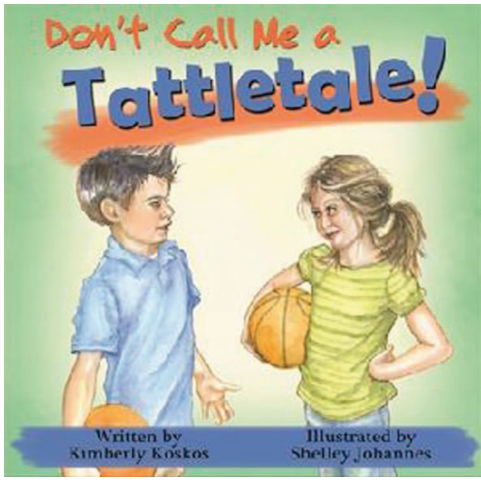
A children's book addressing fear of the dark. Written in with both rhyme and rhythm, this story follows a small boy into his imagination as he works through his fear of the dark at bedtime. The turmoil begins the moment the lights go out. Our frightened young boy is in his bedroom tucked in for the night, but he is confronted with eerie sounds and creepy shadows that send his imagination soaring into the spooky, dark woods! Fortunately, an unexpected friend guides him through his adventure.

Author Bio:

The authors, Leslie and Brian Miller, are a wife and husband team with combined backgrounds in teaching, music, psychology, and business. With a great love for outdoor adventures, Arizona is the perfect home for the couple and their two young children.

Author Hometown:

Scottsdale, AZ



Don't Call Me a Tattletale!

Kimberly Koskos
illustrated by Shelley Johannes

ISBN: 9781938326141

Paperback • \$10.95

32 pages • 9 x 9

Publication Date: 02/28/2013

Ferne Press

Marketing Plan:

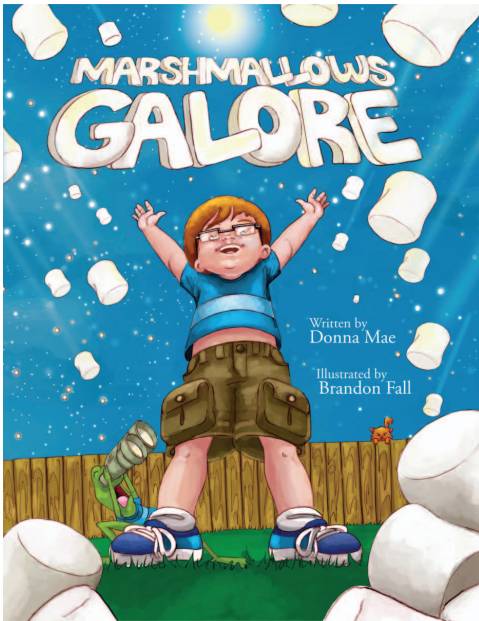
1. Author reading/signings
2. Press Kit distributed to bookstores
3. Author website featuring book: www.kimberlykoskosbooks.com
4. Publisher website featuring book: www.nelsonpublishingandmarketing.com
5. Facebook and Twitter
6. Newspaper articles in Michigan
7. Author interviews in local radio stations
8. Author will conduct presentations and speaking engagements with this book in schools, libraries and counselor, social worker and psychologist conferences
9. Op-ed articles will be written for trade journals, newspapers, parenting magazines
10. Book marketed to counselor offices both private and school related
11. Book marketed to pre-school programs
12. Book marketed to churches with pre-school and day care centers
13. Book will be submitted for book awards that are age appropriate
14. Publisher will contact press/media for events relating to this book
15. Publisher will market this book at all educator conferences attended in the midwest (MI, IL, WI, OH, IN)

Content:

No one likes to be called a tattletale, especially Andrew. But what is he supposed to do when Lexie won't stop bugging him? Talking about his grades and laughing at him when he falls on the playground isn't so bad, but when she tries to hurt him, Andrew knows he needs to do something! But if he goes to the teacher, will he be tattling or reporting? *Don't Call Me a Tattletale!* shows kids the right way to handle bullying behavior.

Author Bio:

Kimberly Koskos is dedicated to children and helping them become problem solvers and caring, empathetic individuals. She has a passion for supporting children to achieve their personal best and always encourages them to make good choices. Kimberly has taught elementary education in the public school system for the past thirteen years after earning her teaching degree from Wayne State University in Detroit. She holds a master's degree in educational leadership from Saginaw Valley State University and a master's degree in school and community counseling from Oakland University. Kimberly is also an active participant in her church community and serves on the board for the church's preschool. Outside of work, Kimberly enjoys camping with her family, being outdoors, and rooting for her hometown football team, the Detroit Lions. Kimberly currently resides in Shelby Township, Michigan, with her husband, Kevin, and three daughters, Karlie, Kaelyn, and Kloey. Please visit her website at www.kimberlykoskosbooks.com



Marketing Plan:

1. Readings in libraries and schools
2. Book fairs
3. Bookstore events
4. Author website and Facebook page

Marshmallows Galore

Donna Mae Pasiczniak
illustrated by Brandon Fall

ISBN: 9780615467535
Hardcover • \$16.99
32 pages • 8.5 x 11
Publication Date: 01/10/2010
Carton Qty: 40
Donna Mae

Content:

What would you do if giant marshmallows fell from the sky? This whimsical story tells what a young boy does with his fluffy white treasure. He will amaze you with his compassion and delight you with his need the share with those around him.

Author Bio:

This is Donna Mae's debut children's book. It has been a labor of love. She is currently working on her next book. When she's not writing, she is busy gardening, reading, and spending time with her grandchildren. She lives in Massachusetts with her husband and Jack Russell terrier.

Brandon Fall's illustration and design work has appeared in a number of publications and children's books. When he's not illustrating, he enjoys spending time with his wife and children in the beautiful outdoors. You can see more of his work at www.fallillustration.com.

Author Hometown:

Uxbridge, MA

The Silence of Horses

Poems

Lorne Dufour

ISBN: 9781927575093

Paperback • \$16.95

160 pages • 5.5 x 8

Publication Date: 04/26/2013

Caitlin Press

Content:

In Lorne Dufour's third book of poetry *The Silence of Horses* he shares this insight, "It is our past, present and future and how we are all tied together in this tiny thread we call life, that defines the importance of our existence." In poems such as "Inebriation" he asks us to occasionally pause for a moment in this busy world to look between the spaces. To remember that, in the stillness we find the spirit of life.

But Dufour moves beyond simple reflection in this inspiring new book, as he tackles difficult and contentious political issues such as poverty, racism and devastating resource development—"Once we find reverse, let's stick to that method until the world slows down, let's celebrate horse speed..., till we meet Henri Ford living on Capitol Hill, until we precede slavery, ... Let's drive in reverse, so much that the world will breathe a sigh of relief.

Author Hometown:

McLeese Lake, BC

Previous Books by Author:

2001: *Starting from Promise*, 9781896647524

2009: *Jacob's Prayer*, 9781894759335

Author Bio:

Lorne Dufour has worked as a teacher, counselor, logger, travelling showman and a poet. In 1985 he played the alcoholic priest in the film *The Honor of All*, the story of the Alkali Lake Reserve's battle with alcoholism. Dufour has published two books of poetry, *Spit on Wishes* and *Starting From Promise*, which won the Poets' Corner Award from Broken Jaw Press in 2000. In 2009 he wrote *Jacob's Prayer* (Caitlin Press), which was shortlisted for the Roderick Haig-Brown BC book prize. He is a handlogger and lives off the grid in McLeese Lake, BC, with his wife Diana.

POETRY



Author Hometown:

Prince George, BC

Previous Books by Author:

2010: *understories*, 9781894759410

This Isn't the Apocalypse We Hoped For

Poems

Al Rempel

ISBN: 9781927575086

Paperback • \$16.95

72 pages • 5.5 x 8

Publication Date: 3/15/2013

Caitlin Press

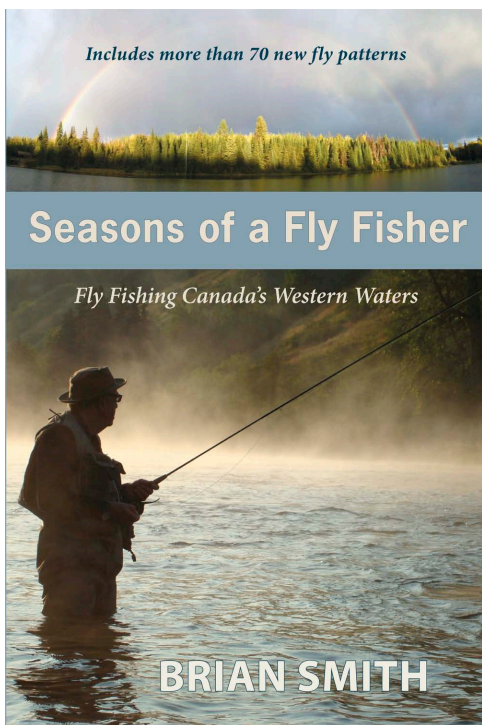
Content:

How do we navigate a world of fast-food joints, big-box stores and traffic jams, where people grandstand in the deli and homeless men announce the end of the world through “slats in the sky”? Where the cumulative result of our lifestyle is a gyre of garbage and plastic in the North Pacific? Al Rempel’s *This Isn't the Apocalypse We Hoped For* addresses this concern with humility and compassion, as it takes us above the trees in a sky canoe and into the city, asking us to receive each kindness and press it close, while we journey across this earth we’ve inherited “with the tilt and skew of athletes.”

Author Bio:

Al Rempel graduated from the University of British Columbia with a Bachelor of Science in Physics and a Bachelor of Education. In 2000 he attended the Victoria School of Writing where he began submitting poetry. Al Rempel has previously published two books of poetry, *understories* (Caitlin Press 2010), and *The Picket Fence Diaries* (Lipstick Press). His poems have also appeared in *The Malahat Review*, *CV2*, *Event*, and *Filling Station*, and in anthologies such as *The Best Canadian Poetry in English*, 2011. He currently lives in Prince George, BC, where he teaches at a high school.

SPORTS AND RECREATION



Author Hometown:

Prince George, BC

Previous Books by Author:

2009: Fly Fishing BC's Interior, 9781894759359

Seasons of a Fly Fisher

Fly Fishing Canada's Western Waters

Brian Smith

ISBN: 9781927575055

Paperback • \$25.95

256 pages • 5.5 x 8.5

Publication Date: 03/28/2013

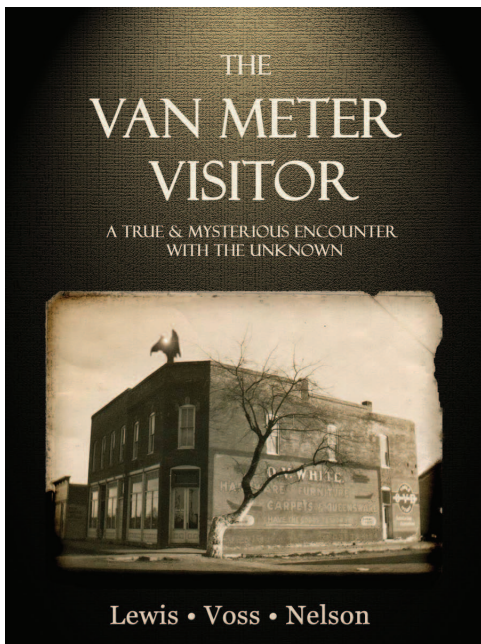
Caitlin Press

Content:

In *Seasons of a Fly Fisher*, Brian Smith takes us on a journey to the Pacific Northwest where we experience the thrill of fishing for salmon and cutthroat trout. He expertly guides us to lakes and rivers in BC's Central Interior that are world-renowned for rainbow trout fishing, then to the Bulkley Valley for steelhead fishing and finally the east Kootenays and southern Alberta for still more trout fishing. *Seasons of a Fly Fisher* is a year-long adventure through the seasons and the harmonies of nature, in which Brian Smith simplifies and demystifies the challenges of this popular sport. Brian's award-winning fly patterns and insightful tips guarantee many years of successful fly fishing.

Author Bio:

Brian Smith is a fly fisher, freelance outdoor writer and photographer. He was a recipient of the 2008 BC Federation of Fly Fishers Jack Shaw Fly-Tying Award for his creative fly-tying art. Over the past decade, his writing has been featured in many journals and magazines, including the Prince George Citizen, Fly Fishing and Tying Journal, The Art of BC Fly Fishing 2005 Calendar, The Canadian Fly Fisher magazine, and BCWF Outdoor Edge magazine. Smith has fly-fished BC's waters for over forty-five years, has four adult children and lives with his wife Lois in Prince George, BC. *Seasons of a Fly Fisher* is his second book; his first book, *Fly Fishing BC's Interior*, was published by Caitlin Press in 2009.



Previous Books by Author:

2012: *The Most Gruesome Hauntings of the Midwest*, 9780982431467

2011: *The Minnesota Road Guide to Mysterious Creatures*, 9780982431436

Marketing Plan:

1. Speaking engagements at universities, libraries, and conferences in the region (WI, MN, IA, IL, SD, MI)
2. Radio interviews on Public Radio and regional stations in the Midwest,
3. Newspaper/Website presentations and research articles
4. Local and national TV interviews
5. Magazine articles
6. Author website

Author Hometown:

Eau Claire, WI

The Van Meter Visitor

*A True and Mysterious Encounter
with the Unknown*

Chad Lewis, Kevin Lee Nelson, Noah Voss

ISBN: 9780982431467

Paperback • \$15.95

200 pages • 5.8 x 8.5

Publication Date: 05/01/2013

On The Road Publications

Content:

For several nights in 1903 the small town of Van Meter, Iowa was terrorized by a giant bat-like creature that emerged from an old abandoned mine. The identity of this mysterious visitor was never discovered. Over 100 years later, three researchers set out to Van Meter to shine a light on this amazingly bizarre case. Filled with eye witness reports, historic photos, and current accounts of the paranormal, this in-depth book looks to discover what really happened in the town of Van Meter.

Author Bio:

Chad has been featured on the Discovery Channel's *A Haunting*, William Shatner's *Weird or What*, ABC's *Scariest Places on Earth*, along with hundreds of radio interviews, TV appearances, and newspaper articles. With a Masters Degree in Psychology, Chad has authored over 15 books on the supernatural, and extensively lectures on his fascinating findings. The more bizarre the legend, the more likely it is that you will find Chad there. For nearly two decades Chad Lewis has traveled the back roads of the world in search of the strange and unusual. From tracking vampires in Transylvania and searching for the elusive monster of Loch Ness, to trailing the dangerous Tata Duende through remote villages of Belize and searching for ghosts in Ireland's haunted castles, Chad has scoured the earth in search of the paranormal.

