NAVIGATE, INNOVATE, ELEVATE:
Charting the Next 40 Years

CORONADO ISLAND MARRIOTT RESORT & SPA
SAN DIEGO, CA | MAY 4-6, 2023
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.
### IBPA PUBLISHING UNIVERSITY | CONFERENCE AT-A-GLANCE

#### THURSDAY | MAY 4, 2023 | PRECONFERENCE SESSIONS

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 PM – 5:00 PM</td>
<td>Everything You Ever Wanted to Know About Amazon (But Were Afraid to Ask)</td>
<td>Additional fee applies Tidelands (first floor)</td>
</tr>
<tr>
<td>1:00 PM – 5:00 PM</td>
<td>Starting Your Self-Publishing Journey, with IngramSpark Experts</td>
<td>Additional fee applies Coronado 2/3</td>
</tr>
<tr>
<td>1:00 PM – 5:00 PM</td>
<td>Making Your Publishing Program a Business, with Ingram Experts</td>
<td>Additional fee applies Coronado 4/5</td>
</tr>
<tr>
<td>1:00 PM – 5:00 PM</td>
<td>The Business of the Business: Solutions for Sustainability and Taking Your Publishing Program to the Next Level</td>
<td>Additional fee applies Glorieta (first floor)</td>
</tr>
<tr>
<td>6:30 PM – 8:30 PM</td>
<td>Welcome Reception (Literature and Libations)</td>
<td>All attendees are invited Poolside lawn (first floor)</td>
</tr>
</tbody>
</table>

#### FRIDAY | MAY 5, 2023 | PRECONFERENCE SESSIONS & PUBLISHING UNIVERSITY DAY 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 10:45 AM</td>
<td>Small Group Breakfasts</td>
<td>Additional fee applies Poolside lawn (first floor)</td>
</tr>
<tr>
<td>9:00 AM – 10:00 AM</td>
<td>Morning Yoga</td>
<td>Additional fee applies Bayside lawn (first floor)</td>
</tr>
<tr>
<td>11:00 AM – 12:00 PM</td>
<td>Welcome First Timers! Learn How to Get the Most out of IBPA Publishing University</td>
<td>All attendees are invited Tidelands (first floor)</td>
</tr>
<tr>
<td>12:00 PM – 12:30 PM</td>
<td>Ballroom opens, Lunch</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>12:30 PM – 1:45 PM</td>
<td>Welcome and Opening Keynote—The Future is Independent: How Indie Publishers are Transforming the Industry</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>2:00 PM – 3:00 PM</td>
<td>Breakout Sessions: see page 12 for details</td>
<td>All attendees are invited various</td>
</tr>
<tr>
<td>2:00 PM – 3:00 PM</td>
<td>Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!</td>
<td>Open to all, registration required Coronado Ballroom</td>
</tr>
<tr>
<td>3:10 PM – 3:30 PM</td>
<td>Snack and Entertainment, Ignite Talks</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>3:40 PM – 4:40 PM</td>
<td>Breakout Sessions: see page 13 for details</td>
<td>All attendees are invited various</td>
</tr>
<tr>
<td>3:40 PM – 4:40 PM</td>
<td>Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!</td>
<td>Open to all, registration required Coronado Ballroom</td>
</tr>
<tr>
<td>4:45 PM – 5:30 PM</td>
<td>Day One In-person Wrap-up and Keynote: Anti-Racism and Your Publishing Business: The Why and How</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>6:00 PM – 9:30 PM</td>
<td>35th Annual IBPA Benjamin Franklin Awards™ Ceremony and Dinner</td>
<td>Additional fee applies Coronado Foyer &amp; Ballroom</td>
</tr>
</tbody>
</table>

#### SATURDAY | MAY 6, 2023 | PUBLISHING UNIVERSITY DAY 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 9:00 AM</td>
<td>Breakfast and Intentional Membership “Speed Dating”</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>9:10 AM – 10:15 AM</td>
<td>Saturday Morning Keynote Panel: Legends of Black Independent Publishing</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>10:25 PM – 11:55 AM</td>
<td>Breakout Sessions: see page 19 for details</td>
<td>All attendees are invited various</td>
</tr>
<tr>
<td>10:25 PM – 11:55 AM</td>
<td>Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>12:05 PM – 1:35 PM</td>
<td>Lunch and Book to Screen Contest &amp; Independent Publisher Idea Change Panel/Networking Event</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>1:45 PM – 3:15 PM</td>
<td>Breakout Sessions: see page 22 for details</td>
<td>All attendees are invited various</td>
</tr>
<tr>
<td>1:45 PM – 3:15 PM</td>
<td>Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!</td>
<td>Open to all, registration required Coronado Ballroom</td>
</tr>
<tr>
<td>3:20 PM – 3:55 PM</td>
<td>Snack and Entertainment: Ignite Talks</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
<tr>
<td>4:00 PM – 5:00 PM</td>
<td>Breakout Sessions: see page 23 for details</td>
<td>All attendees are invited various</td>
</tr>
<tr>
<td>4:00 PM – 5:00 PM</td>
<td>Ask the Experts: An IBPA Original—Often Copied, Never Duplicated!</td>
<td>Open to all, registration required Coronado Ballroom</td>
</tr>
<tr>
<td>5:10 PM – 6:00 PM</td>
<td>Closing Session and Raffle Prizes</td>
<td>All attendees are invited Coronado Ballroom</td>
</tr>
</tbody>
</table>

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**Get conference alerts via text message**

We will be utilizing SMS to alert you about important announcements during the conference such as last-minute schedule changes, room changes, etc. We will send these texts only between May 4-6. Text PubU to 1 (888) 962-3872 to opt-in to receive text alerts during the conference. SMS powered by Klickrr.com.

*Second floor, unless otherwise noted*
INTRODUCING

RPI Publisher Access
Print management for publishers

An unprecedented web platform designed to help publishers manage print.

- Manage all front and back list titles
- Supports all print technologies, both digital and offset
- Dynamic pricing engine for best price comparison
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Stop by our booth for a demo of RPI's new self-service print-on-demand platform.

www.rpiprint.com
Dear Attendees, Sponsors, and Faculty of IBPA Publishing University 2023

WELCOME! On behalf of the Independent Book Publishers Association (IBPA) staff and board of directors, it is a joy to welcome you to San Diego and the 34th annual IBPA Publishing University conference. This year we have much to celebrate, including IBPA’s 40th anniversary!

The next three days will be an opportunity for us to reconnect, to reflect on the many changes we have experienced as an organization and an industry, and to chart together a path for the future of independent publishing.

As you catch up with old friends, make new connections, participate in discussion, share your experiences, and learn from each other, we encourage you to think about how IBPA can best serve you, your business, our community, and our industry in the years ahead. This conference—and this organization—are here because of you. IBPA’s three-part mission is to lead and serve the independent publishing community through advocacy, education, and tools for success. As part of providing valuable and relevant educational programming that is open and accessible to our members, this conference has been designed to meet your needs.

Throughout the conference you will be asked to provide feedback on your experience. From creating sessions from which you take away actionable information to creating safe spaces for meaningful conversation, to ensuring that the conference provides enough time for fun and games, we want to know how we can make IBPA Publishing University a conference that you want to return to again and again. Please be sure to let us know how we are doing.

As always, we appreciate you being part of the IBPA community, and thank you for joining us for IBPA Publishing University 2023!

Warm regards,

Dear Attendees, Sponsors, and Faculty of IBPA Publishing University 2023

Get to Know Your IBPA Publishing University 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 many 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 2024.

For publishers and authors: a brand new way to reach readers

BOOK BALE
A NETFLIX FOR EBOOKS
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Placing books in the media and luxury hotels since 2017

WELCOME!

We think of book marketing like a 15-layer cake.

You just need to know the recipe, have the skills and tools to bake it.
LEARNING LEVELS

We are 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:** Appropriate for those with limited experience of the subject area seeking introductory understanding of the content area; focus on awareness and factual recall.

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

**101/102:** Appropriate for all levels.

**LAND ACKNOWLEDGEMENT**

We are gathered here today on the occupied territory of the Kumeyaay [pronounced “Kum-Yai”] / Kumiai nation, the original caretakers of the San Diego area, whose land extends from San Diego and Imperial Counties to 60 miles south of the Mexican border. The IBPA headquarters is located a few hours north of here on the occupied territory of the Tongva (Gabrieleno) nation, in what is now called Manhattan Beach. We share this to show respect for Indigenous people, acknowledge that first nations are alive and vibrant today, and to raise awareness of this important and often untold history. We encourage you to explore the Native nation connection to the land where you live, work, and play at the native-land.ca website. To put action behind our words, IBPA will create a future publisher scholarship and programming for Indigenous people who are interested in IBPA’s educational resources and community connections as they explore becoming publishers.

WIFI Network: IBPA PUBU  •  Password: IBPA2023 | #PubU2023
1:00 PM – 5:00 PM

1. Everything You Ever Wanted to Know About Amazon (But Were Afraid to Ask)
   Presented by Ian Lamont, Founder, i30 Media Corporation; Kelly Peterson, Director of Digital Strategy, IPG (Independent Publishers Group)
   Coronado 2/3 (second floor)

   From Audible to Kindle Unlimited to Goodreads to Amazon Advertising, it seems like no matter which way you turn, Amazon is always finding another way to take another sliver of the customer revenue...and leave a little less for publishers. So how can publishers put some of that money back into their own pockets?

   Ian Lamont and Kelly Peterson have been working with Amazon for decades, and while they don’t have a magic wand, they have data and dozens of best practices that can help everyone from independent authors to distributed publishers make more money every day with their books. This working session will leave you with tons of notes, good resources, and will move quickly.

   Come prepared with your three biggest concerns about Amazon and your best listening skills: the most important information you hear may be the answer to someone else’s question after all!

   Topics will include: Platform Fundamentals, Detail Pages, Amazon Advertising, Kindle Unlimited, A+ Content and Video, Creating Stores, Audible, Comixology, Affiliate Programs and more!

   Learning Level: 201
   Learning Format: Preconference Workshop

   This is a 4-hour preconference workshop. An additional $95 fee is required to attend.

2. Starting Your Self-Publishing Journey, with IngramSpark Experts
   Presented by Paige Allen, Director of IngramSpark, Ingram Content Group;
   Bailey Yeager, Ingram Content Group
   Glorietta Room (first floor)

   You’ve done it! You finished your manuscript and are ready to tell your story to the world. But what next? In this session, you’ll hear from Ingram experts on how to take your manuscript from Word Doc, to published on retailer sites for customer order. You’ll learn about what you need to get your book ready for print, best practices for setting your title up for success, and places to ensure your book is available for consumer orders.

   Who Should Attend:
   - First-time authors and publishers
   - Anyone wondering how to get more out of their first release
   - Authors wanting to sell their book to the broadest distribution network available

   What You’ll Walk Away With:
   - Tools to get your book finished and ready to print
   - Advice on best practices for launching and releasing your book to the world
   - Resources for enabling and tracking your books’ success

   Learning Level: 101
   Learning Format: Preconference Workshop

   This is a 4-hour preconference workshop. An additional $95 fee is required to attend.

3. Making Your Publishing Program a Business, with Ingram Experts
   Presented by Deon McDoo, Ingram Content Group; Allison Stegeland, Ingram Content Group
   Coronado 4/5 (second floor)

   Are you ready to make your publishing program a business? Are you publishing more books, or have you decided to file as a legal business to help other creators in the industry? Do you need access to tools to help your books, and other authors’ books make a bigger splash in the market? Are you not sure where your next step (or the ones after) might be? If so, this session is for you.

   This session, hosted by Ingram experts, will walk you through all of the things to consider when you go from a first time self-publishing author, to a business that needs access to the right tools and education to succeed. You’ll hear about what professional publishers are doing to make an impact on their market, tools that you need to embrace to deliver the most value to your clients, and where you need to look for the right partnerships and relationships to make your brand the most successful it can be.

   Attend This Session If:
   - You are managing a growing series of successful self-published titles, managing the works of other authors under a registered business, or are ready to pursue opening a professional publishing business that acquires content and represents it into the market.
   - Wondering how you can level up your publishing game to make your books more discoverable, master the art of consumer data, and looking for the right services to meet your needs.

   What You’ll Walk Away With:
   - A list of strategies to begin implementing in your day to day to help grow your brand and your authors’ brands.
   - A set of tools to consider for growing your catalog’s discoverability and success with retailers.
   - Ideas of professional services available in the market that can help businesses scale their approach to the publishing industry.

   Learning Level: 101
   Learning Format: Preconference Workshop

   This is a 4-hour preconference workshop. An additional $95 fee is required to attend.

4. The Business of the Business: Solutions for Sustainability and Taking Your Publishing Program to the Next Level
   Presented by Tieshena Davis, CEO, Publish Your Gift®; Andrea Fleck-Nisbet, CEO, Independent Book Publishers Association; Karen Pavlicin, Publisher, Elva Resa Publishing
   Glorietta Room (first floor)

   Who Should Attend: Traditional and hybrid publishers with established publishing programs who want to improve their operational systems and processes to position their businesses to grow and scale long-term.

   Overview: In this four-hour workshop, this executive leadership team will cover a broad range of topics that will help you scale your business while avoiding missteps that can later develop into more acute growing pains. The workshop will also cover how to assess your business’s health in real-time so you can strategically problem-solve for long-term success.

   The course will be broken down into three sections:

   1) Developing a Strong Foundation: We will review the key functions any publishing business needs as a foundation to prepare for growth.
   2) Assessment Strategies: We will walk through strategies for real-time business analysis that will help you troubleshoot and respond as your business scales in order to sustain ongoing growth.
   3) Developing SOPs and Implementing Systems: We will discuss critical standard operating procedures and how to prioritize and implement systems and processes needed to run your company securely and efficiently.

   This workshop will include hands-on activities, scenario problem solving, and time for Q&A.

   Learning Level: 201
   Learning Format: Preconference Workshop

   This is a 4-hour preconference workshop. An additional $95 fee is required to attend.
Join us for drinks and s'mores, take in the amazing views of Downtown San Diego just across the bay; and the best prize of all—connect with colleagues and friends both familiar and new!

Play Copyright Jeopardy with game host MJ Courchesne! Formatted like a live in-person game show, we’ll pose some common myths and misunderstandings surrounding U.S. Copyright law and licensing, and YOU have to come up with the questions! For example, the answer may be “Fixed Format.” An acceptable question might be “When is something copyrighted?” Bring your curiosity, put your game face on, and get ready for some Copyright Jeopardy! (There will be prizes for everyone brave enough to participate...)

Join a team to compete in the IBPA is 40 Scavenger Hunt! Take photos with your phone of everything on the list all around the beautiful Coronado Island Marriott Resort and Spa... first team to complete the scavenger hunt wins! (Prizes for everyone on the winning team!)

Have a drink, a snack, take in the amazing views of Downtown San Diego just across the bay; and the best prize of all—connect with colleagues and friends both familiar and new!

The LITERATURE AND LIBATIONS Welcome Reception is included as part of your general conference registration. All IBPA Publishing University attendees are welcome! No additional registration required. Refreshments will be served.

Learning Level: 101/201
Learning Format: Community Building
MAY 5 • FRIDAY MORNING

PRECONFERENCE BREAKFAST MEETUPS

8:00 AM – 10:45 AM

Small Group Breakfast Meetups

Poolside Lawn

Interested in meeting some folks passionate about publishing in the same way you are? Join us for our 4th annual Small Group Breakfast Meetups. We’ll coordinate groups of about 10 people around topics of interest, including:

- 100+ Title Publishers (Hybrid & Traditional)
- Accessibility in Publishing
- BIPOC/Marginalized Communities of Color in Publishing
- Children’s Books Getting Started
- Children’s Books Leveling Up
- Hybrid Publishing Getting Started
- Hybrid Publishing Leveling Up
- LGBTQIA2+ in Publishing
- Self-Publishing
- Traditional Publishing
- Women in Publishing

Each group will have a leader to guide them and a location to meet in.

Learning Level: 101/201
Learning Format: Community Building, Preconference Workshop

Visit pubu2023.sched.com and/or download the Sched app for more complete session descriptions and speaker/sponsor bios

WIFI Network: IBPA PUBU • Password: IBPA2023 | #PubU2023
11:00 AM – 12:00 PM

Welcome First Timers! Learn How to Get the Most Out of IBPA Publishing University

Presented by Andrea Fleck-Nisbet, CEO, Independent Book Publishers Association; Karen Pavlicin, Publisher, Elva Resa Publishing

Tidelands Ballroom (first floor)

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.

Learning Level: 101/201
Learning Format: Preconference Workshop, Keynote

Get to Know Your IBPA Publishing University Sponsors!

Coronado Ballroom (second floor)

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 2024. Find your official game card to play!

Go Global with Lulu!

Deliver your books to a wider audience with Lulu’s global print-on-demand network and innovative suite of publishing options.

With Lulu you can:

- Upload & dropship multiple orders at once with our Order Import tool - perfect for pre-orders and crowdfunding campaigns!
- Connect to over 40,000 retailers & libraries with our Global Distribution program
- Ship 3,000+ Formats to 150+ Countries
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- Eliminate the need for inventory
- Customize your white-label fulfillment
- Sell directly to your audience with our Shopify & WooCommerce plugins

Visit the Lulu table for more information or scan to get started for free at Lulu.com!
Welcome! IBPA Publishing University is YOUR conference. It starts and ends with you. During her brief Welcoming Remarks, IBPA’s Chief Executive Officer Andrea Fleck-Nisbet will introduce you to the 2023 program and suggest ways to make the most of your conference experience.

The Future is Independent: 
How Indie Publishers are Transforming the Industry

Presented by Rebekah “Bex” Borucki, Founder and President, Row House; Andrea Fleck-Nisbet, CEO, Independent Book Publishers Association; Arthur A. Levine, President and Editor-in-Chief, Levine Querido

In an industry where the pace of change can be glacial and corporate interests often protect outdated business models, independent publishers are reimagining the business of book publishing from the outside, and setting new standards for our industry.

Join President and Editor-in-Chief of Levine Querido, Arthur Levine, and Founder and President of Row House Publishing, Rebekah Borucki, in conversation with IBPA CEO Andrea Fleck-Nisbet, as we explore how they have built more inclusive, equitable, and sustainable publishing houses—and their respective visions for producing books of excellence in an independent environment.

From new acquisition strategies that emphasize transparency and inclusion to streamlined workflows that reduce waste and improve profitability, to the importance of fair wages and hiring practices, we will discuss various aspects of the industry in which independent publishers can be agents of change, and how to implement these changes with an eye toward long-term success.

Learning Level: 101/102 | Learning Format: Keynote
2:00 – 3:00 PM | Breakout Sessions

1A Imagining the Future Through a Startup Lens: Independent Publishers, Hybrid Publishers, and Self-Publishing Services
Presented by Thad McIlroy, President, The Future of Publishing
Tidelands Ballroom (first floor)

Last November Thad McIlroy teamed with Publishers Weekly to offer a landmark report on publishing innovation: “Book Publishing Startups in the U.S. 2022: Industry Insights, Analysis, and Investment Opportunities.” The report is built from a database of over 1300 startups launched in the last 15 years, revealing a broad range of technology-enabled tools and services for authors, publishers, and book readers.

In this session McIlroy will provide an overview of his key findings: the scope of startup activity in the publishing industry, notable successes and failures, factors that influence success, and much more. But he will particularly focus on startup activity amongst the IBPA constituency: independent publishers, hybrid publishers, and self-publishing services. Their innovative approaches power the future of publishing!

Learning Level: 101/201
Learning Format: Deep Dive

1B Doing the Rights Thing: How to Maximize Your Titles for Consideration in the Global Market
Presented by Monica Meehan, VP of Business Development, DropCap; Ashley Marie Mireles, Director of Sales and Marketing, Familius Publishing; Allison Olson, CSO & Co-Founder, DropCap
Glorietta Room (first floor)

This session will explain how foreign rights licensing can increase exposure for your book or books. Whether it’s your front list or breathing life into your backlist, selling international rights will add a healthy amount to your bottom-line. In this session we will explore ‘doing it yourself vs. hiring an agent;’ ‘what international editors are looking for;’ ‘how to vet the international publishers;’ ‘how lucrative rights sales are;’ and more. Join us to explore this often overlooked source of extra income.

Translation Rights agents and experts Allison Olson and Monica Meehan will be joined by Familius Publishing’s Ashley Marie Mireles, who will add a publisher’s perspective - Familius has licensed their books for translation rights over 100 times. Bring your questions!

Learning Level: 101
Learning Format: Deep Dive

1C Your Children’s Illustrated Books Can Be Accessible Audiobooks for Blind and ALL Children
Presented by Richard Rieman, Imagination Storybooks
Coronado 2/3 (second floor)

Make your children’s illustrated books accessible to blind and ALL children. After attending this session, you will know how to:
- Publish your children’s illustrated books as audiobooks
- Add rich audio description (AD) of the pictures to your illustrated books
- Make short “illustrated audiobooks” into money-making anthologies

Learning Level: 101/201
Learning Format: Deep Dive

1D Profitable and Sustainable (Returns, Greening Production, Margins, & Supply Chain Efficiencies)
Presented by Kelly Gallagher, Vice President, Content Acquisition, Ingram Content Group; Peter Goodman, President and Publisher, Stone Bridge Press; Karla Olson, Publisher, Patagonia Books
Coronado 4/5 (second floor)

Building a greener publishing business isn’t simply about printing books on recycled paper – and sustainability doesn’t have to come at the cost of your profit margin! In this 60-minute session, industry experts address the challenges of creating a more environmentally friendly industry and discuss ways that independent publishers can develop sustainable business practices from the acquisition stage through distribution.

Beyond paper sourcing, they will discuss how to effectively manage print runs, ways to leverage print-on-demand and digital tools for creating marketing collateral, working with local printers to reduce transportation distance, tips for offsetting your office’s environmental imprint, and more.

Learning Level: 201
Learning Format: Deep Dive

Snack and Edutainment

Ignite Talks by Kitty Felde, Katie Obey, and Richard Rieman
3:10 – 3:30 PM

Join us in the Coronado Ballroom for some afternoon snacks and “snackable” edutainment (education + entertainment)!

Ignite Talks are a specific, game-show-like format, where each presenter gets 20 slides, that automatically advance every 15 seconds, for a total of five minutes to tell us what they’ve learned on their journey that helps them navigate, innovate, and elevate their publishing program.

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3:40 – 4:40 PM | Breakout Sessions

**2A How to Start and Grow a Publishing Business**
Presented by Kurt Brackob, Director, Histria Books; Angela Engel, The Collective Book Studio; Leah Hernandez, Founder and CEO, Young Authors Publishing; Victoria Sutherland, Founder and Publisher, Foreword Reviews; Richard T. Williams, Vice President, Publisher Development, Independent Publishers Group (IPG)
Tidelands Ballroom (first floor)

In this panel, seasoned professionals, who have started publishing companies of their own, will share their knowledge about how to start and grow a publishing company. It will include perspectives from different types of publishers with different models and focuses from diverse backgrounds.

The panel will be moderated by Victoria Sutherland, publisher of Foreword Reviews. It will also include a representative from a major distribution company who will lend the perspective of a distributor about the steps a start-up publisher needs to take to prepare themselves for the possibility of distribution if they choose to follow that model.

Questions to be discussed include:
- Advantages and disadvantages of different publishing models
- Choosing the focus/mission of your publishing house
- How to work with freelancers
- How to find and work with printers
- Getting your finances in order
- How to find authors
- How to manage a production schedule
- How to find the right distributor

Learning Level: 101
Learning Format: Deep Dive

**2B How to Have a Literary Affair with Hollywood—And How To Pitch Your Book**
Presented by Eddie Gamarra, VP, Literary Affairs, Paramount Global Kids & Family
Glorietta Room (first floor)

In this workshop, Eddie Gamarra will work with participants to identify projects in their fiction and non-fiction lists that could make for great adaptations for film, TV, theater, or even podcast. Once a title is selected, we will develop a verbal pitch that captures the necessary information that media executives rely on in order to option and adapt literary material. The goal is to help publishers (and their authors) better understand the lexicon of media (such as “high concept”) as well as pull back the curtain on the pitch process. Learn the ins and outs so you can craft your own 30-second “elevator pitch”, the 5-minute “cocktail party pitch,” and the 20-minute “pitch meeting” version.

**YOU MUST ATTEND THIS SESSION TO BE CONSIDERED FOR SATURDAY’S BOOK TO SCREEN PITCH CONTEST**

Please note we are not able to guarantee a spot in the pitch contest (the spots in the contest will be chosen randomly from the folks attending this how-to-pitch breakout session).

Learning Level: 101
Learning Format: Deep Dive

**2C Publishing Law from 30,000 Feet**
Presented by Jonathan Kirsch, Attorney, Law Offices of Jonathan Kirsch
Coronado 2/3 (second floor)

An overview of the latest developments in copyright, trademark, contracts, clearance, defamation, privacy, and other aspects of publishing law by Jonathan Kirsch, the intellectual property attorney who has long served as outside general counsel for IBPA. Here’s a short course in the cutting edge of the law that affects every independent publisher with an emphasis on anticipating and preparing for legal problems before they arise.

Learning Level: 101/201
Learning Format: Deep Dive

**2D What Latinos Readers Are Looking For & How To Reach Them**
Presented by Melanie Slone, Key Account Sales Manager, Ingram Content Group; Kirk Whisler, Co-Founder and President, Empowering Latino Futures
Coronado 4/5 (second floor)

This session will share insights from The National Latino Media Study, which surveyed the users of 238 Latino media outlets across the United States. These outlets include newspapers, magazines, websites, eNewsletters, ePublications, and podcasts in Spanish, English, and bilingual formats, with a combined readership of 18.4 million.

Since this landmark research focuses on Latinos who are active readers, whom we are labeling ‘Reader Latinos’, it is highly relevant to book publishers. This is the largest study of its kind since 2004, and so much has changed since then.

What attendees can gather from this session:
- What types of books these Reader Latinos are looking for, for instance, within the health field, we can drill down to 19 specific topics.
- What their annual book buying power is.
- What their language preferences are for reading—and you will be surprised by the amount being read in English.
- How to find an appropriate translator.
- What overall media usage is by language—once again not what you might imagine!

Come prepared to learn how to expand the markets you are serving.

Learning Level: 101
Learning Format: Deep Dive

Visit pub2023.sched.com and/or download the Sched app for more complete session descriptions and speaker/sponsor bios
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4:45 – 5:30 PM | DAY ONE IN-PERSON WRAP-UP AND KEYNOTE

Coronado Ballroom (second floor)

We’ll all gather in the main ballroom for an In-person Wrap-up and this Keynote presentation!

Anti-Racism and Your Publishing Business: The Why and How

Presented by Trudi Lebrón; Karen Pavlicin, Publisher, Elva Resa Publishing

Despite what we have traditionally been taught, it is possible to build a justice-based, equitable business that is profitable and sustainable. In her groundbreaking book, The Anti-Racist Business Book, entrepreneur, and business coach Trudi Lebrón teaches business owners how to reimagine their work—and the meaning of wealth—so that their success contributes to the health of our communities, and society as a whole.

In this conversation, Trudi will explore with Elva Resa founder and publisher—and IBPA Board Chair—Karen Pavlicin, how publishers can apply the learning from The Anti-Racist Business Book to their own publishing companies. From transparent acquisition and content development practices to building an equitable and inclusive work environment, Karen and Trudi will discuss practical ways that publishers can re-imagine how and why they do their work. This 30-minute conversation will be a great introduction to the 90-minute breakout session (4D) that Trudi will host on Saturday afternoon.

Learning Level: 101/201
Learning Format: Keynote

Grow your audience with NetGalley

Take advantage of this popular IBPA Member Benefit!

What do you get when a cucumber, a rat, a lobster & a ghost all live in a French chateau? A love story of course!

French Holiday by Sarah Ready was a 5 star read for me! This is a new to me author, but I will definitely be reading more of her work! This book was so good & really kept my interest. It was like if 27 Dresses & Emily in Paris had a baby! ...Overall, highly recommend!

Trudi Lebrón
Karen Pavlicin

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Coronado Ballroom (second floor)
6:00 – 7:00 PM  Cocktail Reception
7:00 – 9:30 PM  Dinner and Ceremony
9:30 – 10:30 PM  Photos and After-party

Join IBPA as we honor the winners of the 35th Annual IBPA Benjamin Franklin Awards™! The 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 2023 award ceremony is a gala dinner where all Gold winners receive an engraved trophy marking their achievement.

IBPA Publishing University attendees can register to attend for only $75 per ticket. Additional tickets (for guests and others not attending IBPA Publishing University) can be purchased for $90 each.

WIFI Network: IBPA PUBU  •  Password: IBPA2023 | #PubU2023

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CONTINENTAL BREAKFAST & INTENTIONAL MEMBERSHIP “SPEED DATING”

Coronado Ballroom (second floor)

Grab breakfast (included in your conference registration) and join us... Why did you join IBPA? Was it for networking, advocacy, discounts, 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. We’ll use a “speed dating” format introducing you to key people and initiatives within IBPA. In addition, rapid-fire presentations from the main stage will provide highlights of what to look forward to within IBPA during the year ahead.

*Continental breakfast is included in your conference registration*

Learning Level: 101/201
Learning Format: Community Building

Get to Know Your IBPA Publishing University 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 2024.
Legends of Black Independent Publishing: LEARNING FROM THE BEST

Presented by Kassahun Checole, President & Publisher, Africa World Press, Inc. (AWP) and The Red Sea Press, Inc. (RSP); W. Paul Coates, Founder, Black Classic Press and BCP Digital Printing; Cheryl Hudson, Co-Founder, Just Us Books; Wade Hudson, Co-Founder, Just Us Books; Troy Johnson, Founder, African American Literature Book Club; Dr. Haki Madhubuti, Founder and Publisher, Third World Press

What to do when your community is under-served, under-represented, and under-published? Serve, Represent, and Publish!
Communities are not monoliths, and the stories and insights of these Black Independent Publishers demonstrate a depth of focus, wide range of experience, and enormous wealth of knowledge to share.

What can we learn from their journeys to help us — and each other — succeed in the future? Join these panelists who, like our conference theme, continue to Navigate, Innovate, and Elevate:

Dr. Haki Madhubuti founded the Third World Press Foundation in 1967, and as an author has published over 36 books, including the bestselling Black Arts poetry books and the nonfiction Black Men: Obsolete, Single, Dangerous? The African American Family in Transition that sold over 140,000 copies.

W. Paul Coates started Black Classic Press in 1978 (and added BCP Digital Printing in 1995), with a focus on republishing obscure and significant works by and about people of African descent. He received national attention in 1996 when best-selling author Walter Mosley selected Black Classic Press to publish Gone Fishin’ — Mosley was quoted in TIME magazine, “There are about a dozen black writers whose work sells really big… We’re making millions for white publishers, and I thought it was time to give back something.”

Kassahun Checole established Africa World Press and The Red Sea Press in 1983, with a mission to provide high quality literature on the history, culture, and politics of Africa and the African Diaspora. He helped organize the first international conference in independent Eritrea, “Against All Odds: African Languages and Literatures in the 21st Century.” Africa World Press, Inc. & The Red Sea Press, Inc. is the largest Black-owned independent publisher in the world.

Wade and Cheryl Hudson published their first book, AFRO-BETS® ABC Book in 1987, selling 5,000 copies in less than three months. A year later, they launched their children’s book publishing company Just Us Books. They’ve partnered with corporate publishers, and have each authored more than 20 titles, some published by themselves and some by other publishing companies.

This legendary keynote panel discussion will be moderated by Troy Johnson, founder in 1997 of the African American Literature Book Club (aalbc.com), the oldest, largest, and most frequently visited web site dedicated to books by or about people of African descent.

Learning Level: 101/201
Learning Format: Keynote
10:25 – 11:55 PM | Breakout Sessions

3A Business Models for Publishing
Presented by Jared Kuritz, President and CEO, STRATEGIES Public Relations; Thad McIlroy, President, The Future of Publishing; Carol Van Den Hende; Brooke Warner, Publisher, She Writes Press
Tidelands Ballroom (first floor)
Book publishing has never been more accessible, varied, potentially lucrative, and competitive. Thus, defining, creating, and executing your publishing business model has never been more important. In this interactive panel session, industry experts Brooke Warner, Carol Van Den Hende, Thad McIlroy, and Jared Kuritz will provide an overview and specific feedback on key topics including:
• Understanding your publishing options
• Truly defining hybrid publishing
• How to publish with passion, purpose (and profit)
• How, when, and why to transition from various publishing models
• The key elements of a publishing business model
• Common successful traits of successful publishers
• Your publisher checklist
Attendees will receive a business modeling template at the beginning of class and given time after each discussion prompt to customize their model by answering critical questions.
Learning Level: 101
Learning Format: Learning Lab

3B The Othering: An Honest Discussion About Diversity and Obstacles Facing Marginalized Publishing Professionals
Presented by Camari Carter Hawkins, Mama's Kitchen Press; Brandi L. Hester-Harrell, Founder, Mahogany Pen Publishing; Angela Shanté Johnson, Co-Founder, Sunday Dinner Publishing; Nichole Alcántara Beiner Powell-Newman; Neva Talladen, Founder, Otherwordy
Glorietta Room (first floor)
This session is designed to inform, disrupt, and plan for the future of diversity in publishing by centering the voices of marginalized publishing professionals. (Additional faculty to be announced.)
Key Takeaways:
• Describe the current diversity landscape in publishing by uplifting milestones and unpacking entry barriers.
• Disrupt the publishing narrative by creating space to learn from marginalized publishing professionals.
• Decolonize traditional publishing perspectives/narratives by offering tangible takeaways for all publishing professionals and the larger book community.
Learning Level: 101/201
Learning Format: Learning Lab

3C Launch Plans—Build Out Your Blueprint for Success
Presented by Jennifer Jensen, Sales and Marketing Director, Wonderwell; Kellie Rendina, Smith Publicity, Inc.; David Wogahn, President, AuthorImprints
Coronado 2/3 (second floor)
We’ll start with three short-format presentations about blueprinting your next book launch focusing on Preparation, Platform, and Promotion. David Wogahn will tackle the important decisions you need to make, and steps you need to take, during the book production process that impact post-publication success. Jennifer Jensen will cover the primary tools in your author’s toolkit and how to help determine which ones will make the biggest impact on your book launch. Kellie Rendina will contextualize, putting it all together into your promotion plan and share “when to do what.” Tie Davis will lead a synergy talk between the presenters, and then it’s time for the hands-on activity where you build out your own timeline for the launch of your next book! We’ll close with an interactive Q&A where your specific book launch questions will get answered.
Learning Level: 101/201
Learning Format: Learning Lab

3D Publicity Campaigns With Limited/No Staff and Limited/No Budget
Presented by Fauzia Burke, Founder and President, FSB Associates; Candysse Miller, Director of Publicity, Independent Publishers Group; Meryl Moss, Founder, BookTrib
Coronado 4/5 (second floor)
Publicity for a newly released title can feel like a necessary evil. A book needs media coverage to make it into the hands of readers, but hiring an outside PR firm or paying for reviews can quickly eat into the total marketing budget with little clear return. In this session, publishing industry veterans Meryl Moss, Candysse Miller, and Fauzia Burke will share their tips for reaching readers and garnering reviews using more cost-effective strategies. They will cover topics such as: building and maintaining your list of media contacts, leveraging AI to create impactful press releases and marketing copy, establishing early buy-in from authors to leverage their own media influencers, and when to invest in outside PR resources.
Please come with your questions and ideas on how to create an effective PR campaign. We will leave room for Q&A.
Learning Level: 101
Learning Format: Learning Lab

Get to Know Your IBPA Publishing University 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 many 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 2024.

ASK THE EXPERTS
An IBPA Original—Often Copied, Never Duplicated!
“Ask the Experts” is an opportunity to schedule a private 15-minute consultation with a publishing professional who has valuable experience in the area where you need advice. You could pay hundreds of dollars for a consultant’s individual attention, but during IBPA Publishing University’s “Ask the Experts” sessions, access to the best in the business is included in your conference registration.
Learning Level: 101/201
Register online at bit.ly/AskExperts23
Conradado Ballroom (second floor)
FRIDAY, MAY 5
2:00 – 3:00 PM
3:40 – 4:40 PM
SATURDAY, MAY 6
10:25 – 11:55 AM
1:45 – 3:15 PM
4:00 – 5:00 PM
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12:05 PM – 1:35 PM

Part 1-Judges: Anissa Dorsey, Agent; Eddie Gamarra, VP, Literary Affairs, Paramount Global Kids & Family; Anitha Kerst, Creative Executive, Genius Entertainment (A Marsai Martin Company); Kate Orsini, Actor and Screenwriter
Part 2-Panelists: W. Paul Coates, Founder, Black Classic Press and BCP Digital Printing; Peter Goodman, President and Publisher, Stone Bridge Press; Brooke Warner, Publisher, She Writes Press

Grab your lunch (included with your conference registration) and get ready for two great events in the main ballroom:

1) The Book to Screen Contest! (45 minutes)
Those who attend the “How to Have a Literary Affair with Hollywood—And How To Pitch Your Book” workshop (Friday’s Breakout 2B) may enter this contest for the chance to present their 30-second “Elevator pitch” to a diverse panel of media industry professionals who work across live action and animated film and TV. Our judges will be Vice President of Literary Affairs for Paramount Global’s Kids & Family Studio Eddie Gamarra, Creative Executive at Genius Entertainment Anitha Kerst, Actor and Screenwriter Kate Orsini, and Agent Anissa Dorsey.
The judging panel will choose the three most successful pitches from round one, and those three publishers will then pitch their 5-minute “Cocktail party” versions. A fun, live plenary event for all conference attendees, real time feedback for each pitch will help contestants hone their presentations and give the audience a first-hand look at what makes a great book to screen pitch!

Please note we are not able to guarantee a spot in the pitch contest (the spots in the contest will be chosen randomly from the folks attending Friday’s “How to Have a Literary Affair with Hollywood—And How To Pitch Your Book” breakout session).

2) The Independent Publisher Idea XChange Panel/Networking Event, with W. Paul Coates, Peter Goodman, Brooke Warner (and YOU!) - (45 minutes)
A new format from the experience design team at the American Society of Association Executives, this rapid-fire speed-round panel has three panelists, three rounds, three networking moments for you to interact with your fellow IBPA Publishing University attendees, and three chances to write down your take-away inspirations and insights. Facilitated by IBPA’s Director of Education and Programs Lee Wind.

Here’s the format, where we’ll explore the conference theme Navigate, Innovate, Elevate: Charting the Next 40 Years, and more:
Intro (2 minutes)
Question 1 (1 minute)
Panelist A answer (2 minutes)
Panelist B answer (2 minutes)
Panelist C answer (2 minutes)
Attendees pair up to share your thoughts on the question and responses - 2 minutes for each (4 minutes)
Journal time! Write down your take-away inspirations and insights (2 minutes)
Rinse and repeat...

Learning Level: 101/201
Learning Format: Keynotes + Plenary Sessions

Visit pubu2023.sched.com and/or download the Sched app for more complete session descriptions and speaker/sponsor bios

ASK THE EXPERTS

“Ask the Experts” is an opportunity to schedule a private 15-minute consultation with a publishing professional who has valuable experience in the area where you need advice. You could pay hundreds of dollars for a consultant’s individual attention, but during IBPA Publishing University’s “Ask the Experts” sessions, access to the best in the business is included in your conference registration.

Learning Level: 101/201
Register online at bit.ly/AskExperts23

 Coronado Ballroom (second floor)
FRIDAY, MAY 5
2:00 – 3:00 PM
3:40 – 4:40 PM
SATURDAY, MAY 6
10:25 – 11:55 AM
1:45 – 3:15 PM
4:00 – 5:00 PM
1:45 – 3:15 PM | Breakout Sessions

4A Meet People Where They Are: Finding Multicultural Audiences Outside of Traditional Bookstores
Presented by José Chávez; Ian Henzel, Rattling Good Yams Press, LLC; Florenza Denise Lee, Manager, Words to Ponder Publishing Company, LLC; Rochon Perry, Founder and CEO, WRTB Entertainment, LLC; Kelly Peterson, Director of Digital Strategy, IPG (Independent Publishers Group)
Tidelands Ballroom (first floor)
Traditional publishing (the Big Five) has been slow—or has ignored completely—the demand for books in non-white, non-heteronormative communities for a long time. But that doesn’t mean those communities went without books!
Instead, independent and innovative publishers found their audiences in new and exciting ways. Join a panel of innovators in the African American, Latino, and LGBTQ+ communities that have sold lots of books in places that you may not have ever considered, from Women’s Expos to churches to Farmer’s Markets. If you’ve wanted to expand your audience and think about selling your books in a new way, join this group of trailblazers!
Learning Level: 101
Learning Format: Learning Lab

4B Book Marketing Strategies and Innovations
Presented by Sharon Castlen, Founder, Integrated Book Marketing; Tyler Heathman; Melissa Dalton Martinez, Owner, Marketing & Media Expert, The Book Break
Glorietta Room (first floor)
Create success for your book! Start with a solid marketing plan before you publish.
We’ll start with Sharon Castlen discussing how to target your audience and markets, and how that knowledge influences your formats and other content (i.e., if you’re going for book clubs, you might want to add book club questions to the back of your book). This will be followed by a hands-on exercise on target markets.
Next, Melissa Dalton Martinez will help you understand what you can do as a publisher, what you can encourage your author to do, and how to make book marketing a team effort. Melissa will share a checklist for a solid foundation of your book marketing, and a timeline of what to do when (pre-, during, and after publication). This will be made concrete with another hands-on exercise. Tyler Heathman will follow by introducing an innovative workflow to put your marketing tactics in play. From auto-generating keywords and book summaries through aQuery or ChatGPT to a live demo of utilizing AI to generate cover mockups through Midjourney, you’ll learn how to harness the power of modern technology to innovate your book marketing strategy. We’ll conclude with a synergy discussion led by Lee Wind to explore how these book marketing strategies and innovations can all come together. There are more strong, viable marketing opportunities then you have time or dollars to implement. Don’t be tempted to do them all—discover how to choose which marketing strategies and tactics work best for you. We’ll end with your questions being answered by our faculty.
Learning Level: 101
Learning Format: Learning Lab

4C Branding Your Publishing House, Imprints, and Authors
Presented by Torrey Sharp, Owner and Principal, Faceout Studio; Jeniffer Thompson, Co-Founder, Monkey C Media
Coronado 2/3 (second floor)
Publishers need to know who they are, why they exist, and who they serve, and only then can they decide how to best communicate that to maximize marketing and sales. After a level-set of who’s in the room, Torrey Sharp will share how branding is all about creating a “product or service” of real value and how this value is meaningfully communicated through authentic, truthful, and aspirational messaging. Learn how to build a working framework that ensures your company, your books, and your authors are creating valuable content and then presenting this value with excellence—to the right audience with consistent and compelling messaging. There will be a ten-minute, hands-on exercise, with partner sharing. Then, Jeniffer Thompson will cover practical tools for creating a sustainable author brand that will guide the next five years of your author’s career as well as easy-to-implement steps to highlight the brand story and elevate the author’s visibility. Attendees will walk away with a strategic plan with action items to build the author’s authority, increase online visibility, and develop the author’s personal style and ensure a consistent visual presence. Another hands-on exercise with partner sharing, then a synergy discussion led by Renita Bryant to help pull all these concepts together. Finally, a Q&A where your questions will get answered!
Learning Level: 101/201
Learning Format: Learning Lab

4D Building an Anti-Racist Publishing Business
Presented by Angela Shanté Johnson, Co-Founder, Sunday Dinner Publishing; Trudi Lebrón; Neva Talladen, Founder, Otherwordy
Coronado 4/5 (second floor)
Despite what we have traditionally been taught, it is possible to build a justice-based, equitable business that is profitable and sustainable. In her groundbreaking book, The Anti-Racist Business Book, entrepreneur and business coach Trudi Lebrón teaches business owners how to reimagine their work—and the meaning of wealth—so that their success contributes to the health of our communities, and society as a whole.
Following her keynote conversation with IBPA Board Chair, Karen Pavlicin, this session will be a deep dive into the ways that we can apply anti-racist business practices to the day-to-day work within our own companies. Industry veterans and social justice advocates Neva Talladen and Angela Shanté Johnson will join Trudi to discuss topics ranging from transparent acquisition and content development practices to building an equitable and inclusive work environment.
This team of experts will walk attendees through various aspects of the publishing business and ways we can re-imagine our work. Please come prepared with your specific questions and business challenges. This will be an interactive session.
Learning Level: 101/201
Learning Format: Learning Lab

Snack and Edutainment
Ignite Talks by Keri-Rae Barnum, Bridgett McGowan-Hawkins, Michelle Easley, and Carolyn Craig
3:20 – 3:55 PM
Join us in the Coronado Ballroom for some afternoon snacks and “snackable” edutainment (education + entertainment)!
Ignite Talks are a specific, game-show-like format, where each presenter gets 20 slides, that automatically advance every 15 seconds, for a total of five minutes to tell us what they’ve learned on their journey that helps them navigate, innovate, and elevate their publishing program.
4:00 – 5:00 PM | Breakout Sessions

5A Selling to Bookstores and Libraries
Presented by Keri-Rae Barnum, Executive Director, New Shelves Books; Sharon Castlen, Founder, Integrated Book Marketing; Jennifer Lawson; Adrian Newell, Head Book Buyer (retired), Warwick's
Tidelands Room (first floor)
Bookstores and libraries buy books from independent publishers, if you know how to work with them. We'll start with how to set up for success with your book packaging and wholesaler availability (including for ebooks and audiobooks). Sharon Castlen will focus on effective marketing and follow-up to bookstores; and Adrian Newell will share the bookseller perspective on how bookstores vet titles and make their decisions. Keri-Rae Barnum will offer tips on getting your books on library shelves and what to do once the library says ‘yes’; and Jennifer Lawson will share how libraries measure demand for titles and make their selections. We'll transition to a facilitated group discussion moderated by Victoria Sutherland to explore the lessons learned, changes since COVID, and synergy between the marketing to bookstores and libraries. We'll finish with your questions and faculty answers.
Learning Level: 101
Learning Format: Deep Dive

5B The Future of Artificial Intelligence (AI) in Publishing is Now: A Guided Roundtable Discussion
Presented by Kurt Brackob, Director, Histria Books; Alesha Brown, CEO, Fruition Publishing Concierge Services™; Tyler Heathman, Made for Success
Glorietta Room (first floor)
Artificial intelligence (AI) is the wave of the future in publishing. In fact, it’s already happening! What are the benefits and drawbacks of AI in publishing? What types of concerns should publishers have in terms of copyright infringement with AI-created text and images? What are the most useful AI tools available right now, and what new ones are just around the corner? Should the government step in and regulate the booming AI market? Publishing experts Alesha Brown, Kurt Brackob, and Tyler Heathman will discuss these issues and more in a roundtable discussion where the audience members will be encouraged to share their thoughts as well. By the end of the session, IBPA hopes to come away with a sense of your primary concerns and needs around AI, so IBPA can prioritize how we best support the industry in light of these technological advances.
Learning Level: 101/201
Learning Format: Deep Dive

5C Non-Traditional Retail Sales: Box Subscriptions, Bulk, Sponsored, and Special Sales
Presented by Jared Kuritz, President and CEO, STRATEGIES Public Relations; Carrie Severson, CEO and Founder, Unapologetic Voice House
Coronado 2/3 (second floor)
When you’re identifying the business model for the individual title you’re taking on, are you thinking about non-traditional revenue streams? Specialty market sales let you think more innovatively. We’ll start with Jared Kuritz’s interactive review of how to position yourself for sponsorship sales and bulk order sales—where you’ll build your title-specific blueprint on how to proceed. Next, Carrie Severson will share how to tap into the untapped Box Subscription market, giving you in-depth information about the overall subscription industry, specific companies looking for books, and how to get involved with those companies. There will be an exercise where you will draft your pitch to one of the subscription box companies, and Carrie will provide feedback for one fiction and one nonfiction title. (If your pitch isn’t chosen for live feedback, you can email Carrie after the conference and she’ll email you her constructive thoughts.) We’ll transition to a synergy discussion moderated by IBPA host Kathryn Sparks, where we’ll discuss other bulk avenues like corporate book clubs and employee resource libraries, finding the connections between all these alternate revenue streams. The session will conclude with your questions and our faculty’s answers!
Learning Level: 101/201
Learning Format: Deep Dive

5D Direct-to-Consumer Email Marketing
Presented by Paige Velasquez Budde, Partner and CEO, Zilker Media; Stephanie Chandler, CEO, Nonfiction Authors Association
Coronado 4/5 (second floor)
You already know that you need to own your customer relationships—join us to learn how to leverage professional email marketing strategies to reach a bigger audience. Stephanie Chandler will discuss how to get clear on your target audience, digital lead magnets like reports and checklists, and how to use online events and social media ads to drive new signups. Paige Velasquez Budde will dive into quiz marketing lead magnets and how to build your lead magnet growth funnel. She will also explain how to choose the right email marketing tool and quiz platform. A guided brainstorm will help you identify your audience and choose one lead magnet tactic. We’ll transition to a synergy discussion led by IBPA host Dr. Morissa Schwartz, and then your questions will be answered by our faculty!
Learning Level: 201
Learning Format: Deep Dive
MAY 6 • SATURDAY

5:10 – 6:00 PM

CLOSING SESSION & RAFFLE PRIZES

Coronado Ballroom (second floor)

Often cited as one of the best parts of Publishing University…
Don’t miss out!

During this facilitator-led discussion, we will debrief the IBPA Publishing University experience before adjourning and heading our 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 conference? You’ll also have the chance to win one of several raffle prizes supplied by the wonderful IBPA Publishing University sponsors (must be present to win).

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PAIGE ALLEN
Director, IngramSpark
Paige Allen, Director of IngramSpark, is a brand and marketing strategist developing innovative channels for content delivery. She partners with companies and executives to sharpen their professional operations, define their brand identity, and engage audiences for maximum conversion. Paige is passionate about helping people and connecting companies to their right consumer. In addition to her extensive PR and marketing experience, Paige is a trained Sweet Adelines International a cappella barbershop singer and member of Metro Nashville Chorus.

KERI-RAE BARNUM
Executive Director, New Shelves Books
Keri-Rae Barnum is the Executive Director of New Shelves Books. She is a publishing and book marketing expert experienced with both traditional and indie presses. 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.

REBEKAH “BEX” BORUCKI
Founder and President, Row House
Rebekah “Bex” Borucki (she/her) is a mother-to-five, grandmother-to-one, self-help and children’s author, and the Founder and President of Row House, Wheat Penny Press (Row House’s children’s imprint), and the WPP Little Readers Big Change Initiative. Rebekah is driven by a commitment to make wellness tools available to all and to help others recover the liberation stolen from them by white supremacist delusion. She lives with her family in New Jersey.

DR. KURT BRACKOB
Director, Histria Books
Dr. Kurt Brackob is Director of Histria Books, a leading independent publishing house with a strong international focus that publishes over 50 titles annually. He is also a member of the IBPA Board of Directors and serves on the Advocacy Committee where he works on issues of importance to independent publishers.

ALESHA BROWN
CEO, Fruitful Publishing Concierge Services™
Alesha Brown is the Founder & CEO of Fruitful Publishing Concierge Services™, a hybrid publisher devoted to helping authors find their voice, monetize their expertise, and create profitable author platforms. Alesha’s work led her to receiving the 2019 Inside Business’ Entrepreneurial Excellence award. Her expertise has been featured in Publishers Weekly, Authority Magazine, and IheartRadio. She has also counselled leading international brands such as Russell Stover and 2J Milk. Her approach to marketing has been featured in many media outlets including Inc., Thrive Global, KevindaMD, Texas CEO Magazine, Business News Daily, and Business.com.

PAIGE VELASQUEZ BUDDE
Partner and CEO, Ziker Media
Paige Velasquez Budde is Partner and CEO at Ziker Media, an Austin-based agency building people-driven brands. She has led the marketing campaigns and strategies for some of the world’s most recognized authorities, including The New York Times bestseller and Fortune Magazine Senior editor-at-large Geoff Colvin. Paige has also consulted leading international brands such as Russell Stover and 2J Milk. Her approach to marketing has been featured in many media outlets including Inc., Thrive Global, KevindaMD, Texas CEO Magazine, Business News Daily, and Business.com.

FAUZIA BURKE
Founder and President, FSB Associates
Fauzia Burke is the President of FSB Associates and has worked in book marketing and publicity for all of her professional life. She started in the marketing departments of John Wiley & Sons, and Henry Holt. In 1995, Fauzia founded FSB Associates, one of the first firms to specialize in Internet publicity and marketing for publishers and authors. Since its inception, FSB Associates has executed more than two thousand successful book publicity campaigns.

SHARON CASTLEN
Founder, Integrated Book Marketing
Sharon Castlen, founder of Integrated Book Marketing works with small presses and independent publishers across the country in three areas; Pre-press coaching; distribution; full marketing strategy & implementation. Since 1984, she has also shared her expertise and mentored clients, authors, and publishers through workshops, keynote addresses, webinars, and ‘ask-the-expert’ sessions during national and regional publisher and author gatherings. She is a member of IBPA and on the board of directors of the Association of Publishers for Special Sales (APSS).

STEPHANIE CHANDLER
CEO, Nonfiction Authors Association
Stephanie Chandler is the author of several books including The Nonfiction Book Marketing and Launch Plan and The Nonfiction Book Publishing Plan. She is CEO of the Nonfiction Authors Association, a vibrant community for writers, and the Nonfiction Writers Conference, a live event conducted entirely online since 2010. A frequent speaker at business events and on the radio, she has been featured in Entrepreneur, BusinessWeek, The Writer, Writer’s Digest, and Wired magazine.

JOSÉ CHÁVEZ
Poet, Educator, Consultant
José Chávez is a poet, educator, and consultant born in New Mexico and raised in Los Angeles. His ancestry includes Chicano, Apache, and Pueblo. He’s had poetry published in the Acentos Review, Multilingual Educator Journal, and Inlandia Anthology. His two bilingual children’s poetry books have won awards from the International Latino Book Awards. He lives in Riverside, CA.

KASSAHUN CHECOLE
President & Publisher, Africa World Press, Inc. and The Red Sea Press, Inc.
Kassahun Checole, the president & publisher of Africa World Press, Inc. (AWP) and The Red Sea Press, Inc. (RSP) hails from Enterta in East Africa. Mr. Checole founded these two world-renowned publishing and distribution houses in 1983 and 1985 respectively, to focus on African and African American issues. He began his publishing career with a book by Ngugi wa Thiong’o entitled The Barrel of a Pen. The sister presses have since published over 3,000 titles.

W. PAUL COATES
Founder, Black Classic Press and BCP Digital Printing
W. Paul Coates is the founder of Black Classic Press (1978), and BCP Digital Printing (1993). Black Classic Press specializes in republishing obscure and significant works by and about people of African descent. His experience with the purchase, sale, and collection of books by and about people of African descent has continued for more than six decades. A former member of the Black Panther Party, he helped institute the Panther archives at Howard University’s Moorland-Spingarn Research Center.

MARY JO (“MJ”) COURCHESNE
Owner and Principal Consultant, Gryphon Publishing Consulting
Mary Jo (“MJ”) Courchesne is the owner and principal consultant of Gryphon Publishing Consulting. MJ is a polished presenter at conferences and meetings, as well as educating future publishing professionals in the George Washington University’s Masters in Publishing program. She currently serves on the Board of Experts for the National Association of Independent Writers and Editors, serves on the Advocacy Committee for the Independent Book Publishers Association, and is a member of the CASE Act Implementation Working Group with the Copyright Alliance.

TIESHENA DAVIS
CEO, Publish Your Gift®
Tieshena Davis has been launching the careers of independent authors since 2013 from her award-winning firm, Purposely Created Publishing Group™ which focuses on literature that empowers others through social awareness, education, and personal transformation. She speaks widely at public events, and specializes in helping writers create, package, and monetize their content to achieve fast breakthroughs in book entrepreneurship. Recognized by Examiner.com as “2015 Best of the Best in Publishing”, and one of DC’s 100 Metro Phenomenal Women.

ANISSA DORSEY
Agent
Anissa Dorsey represents authors and illustrators for Middle Grade, Young Adult, and Adult graphic novel and novel audiences. Her clients write and/or illustrate stories with strong voices for women, BIPOC, and LGBTQIA+ communities. She also represents illustrators that are experienced, dynamic, versatile, and trusted talents in the literary and entertainment worlds. Her clients have experience in design, graphic novels, comic books, trade publishing, and animation.

ANGELA ENGEL
The Collective Book Studio
Angela Engel launched The Collective Book Studio to build a different kind of publishing business, one that adhered to the author’s vision every step of the way. Her experience in traditional publishing allows her to introduce beautiful books into the world. For many years she worked in sales and marketing for nationally known category leaders in publishing including Chronicle Books, Ten Speed Press, and Moleskine, has sold to key national and international retailers, and became a sought-after expert in the industry.
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**SPEAKERS**

**KELLY GALLAGHER**  
Vice President, Content Acquisition, Ingram Content Group  
Kelly Gallagher joined as Vice President of Content Acquisition at Ingram in 2012. He manages publisher and author relations for North America, which includes product and business development and sales and service for IngramSpark and Lightning Source print on demand. Kelly has worked within the publishing industry his entire career. He has served on book industry boards including IBPA, the Book Industry Study Group, and currently NABU, a non-profit organization focused on eradicating illiteracy through the creation and distribution of indigenous language content.

**EDDIE GAMARRA**  
VP, Literary Affairs, Paramount Global Kids & Family  
Eddie Gamarra is VP, Literary Affairs for Paramount Global’s Kids & Family Studio. Working across the Nickelodeon and Awesomeness brands, Eddie identifies and helps acquire Intellectual Property for both animated and live action film and television. He was also the Executive Producer of “The Maze Runner” trilogy from 20th Century Fox based on the best-selling book series. He is also Executive Producer of the Netflix stop motion-animated movie “Wendell & Wild.”

**PETER GOODMAN**  
President and Publisher, Stone Bridge Press  
Peter Goodman, Stone Bridge Press president and publisher, lived in Tokyo, Japan, for ten years, where he worked as an editor for publishers Charles E. Tuttle and Kodansha International. He has served as in-house editor, ghost writer, translator, and project manager on over 400 Asia-related titles. Peter established Stone Bridge in 1989. He is past president of the Bay Area Independent Publishers Association and past Board Chair of IBPA. He is currently on the board of the Publishing Professionals Network.

**CAMARI CARTER HAWKINS**  
Mama’s Kitchen Press  

**TYLER HEATHMAN**  
Made for Success  
Tyler Heathman has told stories of his own through the written word, short films, and poetry. Now Tyler helps others tell stories of their own. With 5 Wall Street Journal bestsellers in 2021, the team at Made for Success helps authors take their ideas, write a book, and share it with the audience that will appreciate it the most. Tyler wants to bring you solutions that have worked for him, and hopefully will work for you.

**IAN HENZEL**  
Rattling Good Yarns Press, LLC  
Ian Henzel retired from a career in technology marketing, product management, project management, and quality assurance, Ian co-founded Rattling Good Yarns Press, LLC. The press focuses on bringing overlooked LGBTQ+ voices to light. Ian has been a lifelong LGBTQ+ activist. Ian lives in Cathedral City, California, with his husband. He enjoys the challenges of his “second life” with Rattling Good Yarns Press and its mission statement: Produce quality work and treat people right.

**BRANDI HESTER-HARRELL**  
Founder, Mahogany Pen Publishing  
Brandi Hester-Harrell is the founder of Mahogany Pen Publishing, part of a literary revolution that refuses the norms of racial inequalities that inform lived experiences. Our goal is to empower black and brown voices in literature while ensuring our stories are heard, seen, and authentic true. Brandi is a lifelong learner and educator of 15 years committed to community change in and outside the classroom. Supporting over 2,000 students throughout her career has become her north star of active community change in publishing.

**LEAH HERNANDEZ**  
Founder and CEO, Young Authors Publishing  
Leah Hernandez is the Founder and CEO of Young Authors Publishing, a children’s and young adult book publisher that exists to share the stories of Black & Brown young people. In 2021, Leah was named one of Publisher’s Weekly “Star Watch Nominees.” Leah sits on the board of Pub West, an association of small to mid-sized publishers, as well as Portland State University’s Masters Publishing Program to create more opportunities for people of color to work in publishing.

**CHERYL WILLIS HUDSON**  
Co-Founder, Just Us Books  
In 1988, Wade Hudson and Cheryl Willis Hudson founded Just Us Books. Just Us Books has become an institution in the publishing industry and Black community and remains one of the nation’s few Black-owned presses. The Hudsons have helped bring to market hundreds of diverse children’s books that inspire, educate, entertain. An author, editor, and art director, Cheryl has written more than two dozen children’s books. She is co-editor with Wade of three anthologies.

**WADE HUDSON**  
Co-Founder, Just Us Books  
In 1988, Wade Hudson and Cheryl Willis Hudson founded Just Us Books. Just Us Books has become an institution in the publishing industry and Black community and remains one of the nation’s few Black-owned presses. The Hudsons have helped bring to market hundreds of diverse children’s books that inspire, educate, entertain. Wade’s career in publishing spans four decades. He has written more than thirty-five books for young people including the coming-of-age memoir, *Defiant: Growing up in the Jim Crow South*. He is co-editor with Cheryl of three anthologies.

**JENNIFER JENSEN**  
Sales and Marketing Director, Wonderwell  
With more than 15 years of experience in trade book marketing, Jennifer has managed the campaigns for 17 New York Times bestsellers. She has 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.

**ANGELA SHANTÉ JOHNSON**  
Co-Founder, Sunday Dinner Publishing  
Angela Shanté Johnson is the award-winning author, multi-hyphenate creative, and fierce advocate for diversity & inclusion in education and in the arts. With almost 20 years of experience in education and advocacy work, Angela is focused on using her voice and platform to support, highlight, and make space for marginalized creatives in publishing.

**TROY JOHNSON**  
Founder, African American Literature Book Club  
Troy Johnson founded the African American Literature Book Club (aalbc.com) in 1997. It is the oldest, largest, and most frequently visited web site dedicated to books by or about people of African descent.

**ANITHA KERST**  
Creative Executive, Genius Entertainment (A Marsai Martin Company)  
Anitha Kerst serves as Creative Executive at Genius Entertainment for which she helps develop and produce feature films. Before working at Genius Entertainment, Anitha worked at Nickelodeon Awesomeness Live Action Studio where she worked on films such as “Inonor Society” and “The J Team”. Prior to working in Hollywood, Anitha received her master’s in social work from the University of Maryland and worked as a Child Protection Caseworker in Colorado. Anitha now lives in Los Angeles with her husband.

**JONATHAN KIRSCH**  
Attorney, Law Offices of Jonathan Kirsch  
Jonathan Kirsch is a publishing and intellectual property attorney based in Los Angeles, an expert witness in publishing industry disputes, 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.

**JONATHAN KIRSCH**  
Attorney, Law Offices of Jonathan Kirsch  
Jonathan Kirsch is a publishing and intellectual property attorney based in Los Angeles, an expert witness in publishing industry disputes, 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.
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**JARED KURITZ**  
President and CEO, STRATEGIES Public Relations  
Jared Kuritz is the President and CEO of Strategies Public Relations, a firm that works with domestic and international clients on business modeling, book and product development, publishing and distribution, and public relations and marketing. Jared is also the Managing Director of Membrés Press of Western New Mexico University. A regular contributor to IBPA, APSS, Tucson Festival of Books, and more, Jared enjoys sharing his expertise with members of the writing and publishing community.

**IAN LAMONT**  
Founder, I30 Media Corporation  
Ian Lamont is the founder of I30 Media Corporation. His media career has spanned more than 30 years across three continents, including a stint in the British music industry and a six-year residence in Taipei, where he learned Mandarin and worked for a local TV network and newspaper. Later, Ian founded two ventures, including a mobile software startup and I30 Media, which publishes “In 30 Minutes” guides (in30minutes.com) and “EasyGenie” genealogy charts. He is also the creator of the Lean Media framework.

**JENNIFER LAWSON**  
Collection Development Manager, San Diego County Library  
Jennifer Lawson is the Collection Development Manager at the San Diego County Library. In this role, she sets the collection strategy for the library's 33 branches, including managing a budget of more than $56 million, which is spent centrally by the selectors in her department. She has been with the County for 22 years, and in her current position for 11. In her free time, Jennifer enjoys searching for vintage items at estate sales and spending time with her 4 cats and dog (and family).

**TRUDI LEBRÓN**  
Business Coach  
Trudi Lebrón is a business coach who helps entrepreneurs build businesses that change lives without compromising their values, their money, or their commitments to diversity, equity, and inclusion. Trudi is the author of _The Antiracist Business Book_, which lays out a plan for businesses, leaders, entrepreneurs, and coaches to remake business so that equity and impact become synonymous with profit and power.

**FLORENZA DENISE LEE**  
Manager, Words to Ponder Publishing Company, LLC  
Florenza Lee is the author of interactive, engaging Children's books focusing on social-emotional learning. She is also a publisher, narrative coach, speaker, radio talk show host, master Storyteller, wife, and mother. Florenza and her husband, CSM (Ret US Army) Trefus Lee, have been married for nearly 58 years and reside in Chagrin Falls, Ohio. Their daughters, Jessica and Misy, call Las Vegas, Nevada, and Chagrin Falls, Ohio, home.

**ARTHUR A. LEVINE**  
President and Editor-in-Chief, Levine Querido  
Arthur A. Levine is the President and Editor-in-Chief of Levine Querido, an independent publisher dedicated to publishing brilliantly illustrated and written books from a diverse spectrum of creators. He is proud of a career-long commitment to inclusion and representation, publishing such great writers and illustrators as Andrea Wang, Sundee Frazier, Mari Lowe, Young Vo, and many others. He is also an author; his most recent book is _The Hanukkah Magic of Nate Godol_ (Candlewick) illustrated by Kevin Hawkes.

**DR. HAKI R. MADHUBUTI**  
Founder and Publisher, Third World Press  
Dr. Haki R. Madhubuti is a best-selling poet, author, publisher, and educator, and is widely regarded as one of the architects of the Black Arts Movement, and founder and publisher of Chicago’s Third World Press. Dr. Madhubuti has published more than 36 books, and his poetry and essays have been selected for more than 100 anthologies. In 1967, Dr. Madhubuti founded Third World Press, the largest and second oldest independent Black-owned press in the United States.

**MELISSA DALTON MARTINEZ**  
Owner, Marketing & Media Expert, The Book Break  
Melissa Dalton Martinez is a nationally recognized book marketing and publishing expert with 15+ years in the industry and a master's degree in Publishing. Melissa hosts the widely successful online show, _The Book Break_, where she interviews authors, artists, and other publishing industry experts. She provides publisher and author services in public relations, marketing, branding, and publishing consulting. In addition, Melissa is also the author and publisher of three best-selling children's books.

**DEON MCADOO**  
Key Account Sales Manager, Ingram Content Group  
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.

**THAD MCILROY**  
President, The Future of Publishing  
Thad McIlroy is a digital publishing analyst and author, and president of The Future of Publishing. He is a contributing editor to Publishers Weekly, covering digital innovation and publishing startups. McIlroy has authored a dozen books and over 500 articles on digital publishing. He served for five years as Program Director for Seybold Seminars, and is a founding partner in Publishing Technology Partners. In 2006 he launched www.thefutureofpublishing.com, the most comprehensive source of information on all sectors of the publishing industry.

**CANDYSS MILLER**  
Director of Publicity, Independent Publishers Group  
Prior to joining the Independent Publishers Group as Director of Publicity in 2021, Candyss Miller was the co-owner and MarCom Director for Interlude Press, a three-person indie publisher that launched the careers of multiple bestselling authors. Candyss has worked as a communications strategist and spokesperson in both the public and private sectors, and served for many years as the chief West Coast spokesperson for the property-casualty industry. She is also an award-winning author of both fiction and nonfiction works.

**ASHLEY MARIE MIRELES**  
Director of Sales and Marketing, Familius Publishing  
Ashley Marie Mireles is the Director of Sales and Marketing at Familius Publishing 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 collaborative sales efforts have helped Familius become one of the fastest growing independent publishers for four years in a row. Ashley was named a Publishers Weekly Star Watch Honoree in 2022.

**ADRIAN NEWELL**  
Head Book Buyer, Warwic's (retired)  
Adrian Newell, recently retired Head Book Buyer for Warwick’s, was one of only three Head Book Buyers in the store’s 125 year history. She has worked in the book industry for 45 years, 34 of those at Warwick’s and 23 as Book Buyer and Book Department Operations Manager. She has a Bachelor of Science degree in Family Studies but has always believed that books are the best teachers. Books have always been her escape, solace, and best education.

**ALLISON OLSON**  
CSO & Co-Founder, DropCap  
Allison Olson, CSO & Co-Founder, DropCap. Prior to founding DropCap, Allison owned Letter Soup, an independent rights agency that started with 1 small publishing client and grew to the translation of over 6,000 individual books into over 180 languages. Seeing the need for more efficient, tech-based solutions in the rights industry, Allison co-founded DropCap in 2018. She, along with DropCap’s VP of Business Development, Monica, personally negotiates every rights deal on behalf of their publisher clients.
KARLA OLSON
Publisher, Patagonia Books
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 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. See Patagonia.com/books and www.bookstudiobooks.com.

KATE ORSINI
Actor and Screenwriter
Kate Orsini’s first feature “Next of Kin,” was produced by Society Entertainment. Her short “Aftermath” is currently in the festival circuit. Book to screen adaptations include “A Holocaust Haunting,” from the memoirs A Holocaust Haunting: One Man Two Hearts & Me and Descendants of Raigrod by Karen L. Kaplan; and “Voice Lessons,” a pilot adapted from the novel Finding the Bunny by Sam Paris. Her original translation and adaptation of Tartuffe has played for two seasons at Virginia Sanford Theatre.

KAREN PAVLICIN
Publisher, Elva Resa Publishing
Karen Pavlicin is the publisher at Elva Resa Publishing, a traditional publisher specializing in resources for and about military families. She also owns and operates Military Family Books, an independent bookstore and wholesale distributor specializing in bulk sales to the military, education, and healthcare markets. Karen is the current IBPA Board Chair and has served on a variety of committees and task forces across the publishing industry. (ElvaResa.com, MilitaryFamilyBooks.com)

ROCHON PERRY
Founder and CEO, WRTB Entertainment, LLC
Rochon Perry is an award-winning marketing and media professional, and founder and CEO of WRTB Entertainment, LLC consisting of Cedar Grove Publishing (the book company) and Articulate Fish Media Group (digital marketing and media). With the tagline—Every Book is Somebody’s Story—Cedar Grove Publishing's books (www.cedargrovebooks.com) celebrate diversity and being true to yourself while overcoming adversity to achieve success and be your best self. Rochon sits on the Board of Bay Area Women in Publishing.

KELLY PETERSON
Director of Digital Strategy, IPG (Independent Publishers Group)
Kelly Peterson is Director of Digital Strategy for the Independent Publishers Group, helping publishers, agents, and authors maximize their eBook & audiobook sales. Prior to IPG, Kelly was the Director of Client Services at Hiscube Digital. Kelly is a founder and treasurer of the Bay Area Women in Publishing, and currently chairs BAWPs Membership Committee. She is a former board member of Independent Book Publishers’ Association, and currently serves on the Diversity, Equity & Inclusion Committee.

NICHOLE ALCÁNTARA BEINER POWELL-NEWMAN
CEO and Co-Founder, Nichole Gabrielle and Co., LLC
Nichole Alcántara Beiner Powell-Newman is an intersectoral wellness advocate, speaker and consultant. Nichole serves as the CEO and Co-Founder of Nichole Gabrielle and Co., LLC, a Leadership and Culture Consultancy focused on creating cultures of belonging for people with marginalized identities. Using the skills she's gained from years of facilitation work, legal practice, and her own experiences as a disabled and chronically ill Afro-Latina, Nichole is able to help companies tackle systemic inequities, have hard conversations, and create spaces where people feel safe and confident that they can be their full selves.

KELLIE RENDINA
Smith Publicity, Inc.
Kellie Rendina has been on the business development team at Smith Publicity for six years, with over nine years of experience in the publishing industry. At Smith, she works to bring on new clients and develop publicity campaign plans for a wide variety of genres. Kellie understands the value of building strong and lasting relationships with clients. Prior to joining Smith Publicity, Kellie worked in the advertising department at Princeton University Press and on the sales team at Macmillan Learning.

RICHARD RIEMAN
Imaginaton Storybooks

CARRIE SEVORSON
CEO and Founder, Unapologetic Voice House
Carrie Severson is an author and the Chief Executive Officer of the Unapologetic Voice House, a hybrid book publishing business. She started the Unapologetic Voice House in 2019 after spending years pitching literary agents in the hopes of being published traditionally but was told she didn’t have a big enough platform. Carrie used that pivot in life and launched a company that could help women just like her—unapologetic in their stories without a massive following.

TORREY SHARP
Owner and Principal, Faceout Studio
Torrey Sharp is the owner and principal at Faceout Studio, a firm specializing in book design. The studio designs hundreds of books each year working w/ top media companies, publishers, university presses, and authors. Over the years Faceout Studio’s work has been recognized by Communication Arts, the IBPA, Print magazine, Eye magazine, the New York Book Show, Graphics and the American Advertising Federation. Faceout’s work has also been published in various books from Rockport, Harper Collins, and Mao Mao publications.

MELANIE SLONE
Key Account Sales Manager, Ingram Content Group
Melanie Slone, PhD, is a language expert with 30 years of experience writing and editing in English and Spanish. She lived in Mexico City for 25 years, where she completed her PhD in Social Sciences, with an emphasis on social language use. She has worked in bilingual publishing, translation, and research, and as a university professor. She is also the associate editor of the academic journal Latin American Policy, with Wiley Blackwell.

ALLISON STEGELAND
Ingram Content Group
Allison Stegeland works closely with independent publishers to ensure their titles are reaching their full global sales potential through Ingram’s Lightning Source services. Before joining the Ingram team, Allison worked at Penguin Random House and Simon and Schuster with roles in author contracts, audiobook sales, and international sales. Allison received a BA in English Literature with a minor in Writing, Rhetoric, and Media Arts from Trinity College in Connecticut.

VICTORIA SUTHERLAND
Founder and Publisher, Foreword Reviews
Victoria Sutherland is the founder and publisher of industry trade magazine Foreword Reviews spending the last 25 years in the independent publishing space. A Michigan State University graduate in Communications/Advertising, she has also participated in publishing courses from Stanford, Yale, NYU, and Seth Godin’s AltMBA. She is also currently the director of Children’s Books USA and a foreign rights agent and past publisher of Spirituality & Health Magazine and book publishing.

NEVA TALLADEN
Founder, Otherwordy
Neva Talladon is a developmental editor and writer who founded Otherwordy, an editing and publishing business that advocates for multicultural and underrepresented stories. She’s currently a volunteer for the Diversity, Equity, and Belonging (DEB) team of The Editorial Freelancers Association, which was formed to support a more diverse editorial membership and promote equitable access to resources in the industry.
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JENNIFER THOMPSON
Co-Founder, Monkey C Media

Jennifer Thompson is a branding expert, digital marketing strategist, and host of The Premise podcast. She is an author and speaker who delivers strategy-rich content and actionable tools that educate and empower authors. She and her husband, Chad, co-founded Monkey C Media in 2004 and have been creating award-winning book cover designs and author websites ever since. They specialize in author services that integrate digital marketing strategies.

CAROL VAN DEN HENDE
President, Azine Press

Carol Van Den Hende is the award-winning author of the Goodbye, Orchid series which won 20+ literary awards including the American Fiction Award, Pinnacle Achievement Award, IAN for Best First Novel, two Royal Dragonfly’s, and Kopp-Fetherling Award. When she’s not penning stories of resilience and hope, Carol applies her MBA to global marketing and digital strategy (in chocolate, sweet!). She’s also a public speaker, who’s presented at Writers’ Digest, Women Who Write, IBPA, and more.

BROOKE WARNER
Publisher, She Writes Press

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 (Write-minded with co-host Grant Faulkner of NaNoWriMo), and the former executive editor of Seal Press. She currently sits on the boards of IBPA, the Bay Area Book Festival, and the National Association of Memoir Writers. She writes a monthly column for Publishers Weekly.

KIRK WHISLER
Co-Founder and President, Empowering Latino Futures

Kirk Whisler has devoted his career to Latino media, publishing, entertainment, and education issues. In 1982 Kirk served as the founding president of the National Association of Hispanic Publications, the oldest and largest Latino media organization in the USA; in 1997 he co-founded with Edward James Olmos the nonprofit Empowering Latino Futures that has produced 68 Latino Book & Family Festivals and the Intl’ Latino Book Awards, as well as education programs.

RICHARD T. WILLIAMS
Vice President, Publisher Development, Independent Publishers Group (IPG)

Richard T. Williams is the Vice President, Business Development, at IPG, where he oversees new and existing business for the IPG distribution program, as well as for clients seeking extended publishing services and licensing opportunities. He is a former sales manager at IPG, the former director of the Small Press United program, and was once an operations manager at an independent publisher, where he earned firsthand experience on the publishing side.

DAVID WOGAHN
President, AuthorImprints

David Wogahn is the president of AuthorImprints, an award-winning publishing services company that helps authors professionally indie-publish books using their own imprint. David is also the author of four indie publishing books, the Countdown to Book Launch™ workbook, and the author of the first LinkedIn Learning course on the topic of self-publishing. He is a frequent speaker and trainer, including presentations for the Independent Book Publishers Association, the Alliance of Independent Authors, and Independent Writers of Southern California.

BAILEY YEAGER
Ingram Content Group

Bailey Yeager, Sr. Manager, IngramSpark Sales, leads a group that provides services to self-publishing authors and Small Presses who are in need of a global and dynamic distribution solutions. Bailey has her Bachelors of Art in English Literature and graduated in August 2020 with her MBA at the Jones College of Business at Middle Tennessee State University.

ANDREA FLECK-NISBET
Chief Executive Officer | andrea@ibpa-online.org

Andrea began her tenure as CEO of the Independent Book Publishers Association in November 2022. Prior to that, she was the founding vice-president and publisher of HarperCollins’ lifestyle imprint, Harper Horizon. Andrea spent fifteen years in sales, digital media, and business operations at Workman Publishing and was Director of Content Acquisition at Ingram Content Group. She sits on the board of the Book Industry Study Group.

TERRY NATHAN
Chief Operations Officer | terry@ibpa-online.org

Terry began in the world of book publishing and with IPBA (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.

ADELINE LUI
Director of Marketing & Communications | adeline@ibpa-online.org

Adeline comes to IBPA with extensive association marketing experience, having worked 10 years at the Association of Energy Services Professionals and 5 years at the ASU Alumni Association prior to IBPA. Before finding her calling in nonprofit marketing, she worked in advertising as a copywriter at DDB Needham and Saatchi, and in restaurant marketing handling franchise marketing for Tgi Fridays and Ruth’s Chris Steak House.

CHRISTOPHER LOCKE
Director of Membership & Member Services | christopher@ibpa-online.org

Christopher assists IBPA’s 4,000 members as they travel along their publishing journeys. Major projects include managing the member benefits to curate the most advantageous services for independent publishers and author publishers; overseeing the IBPA NetGalley program, which generates buzz and garners reviews for indie publishers’ titles; and hosting the IBPA podcast, “Inside Independent Publishing (with IBPA),” 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.

INGRID RESLMAIER
Creative Director | ingrid@ibpa-online.org

Ingrid joined the team at IBPA in July 2022. After kicking off her career in book publishing in 1988 at The McGraw-Hill Companies, she shifted her focus to magazine publishing—beginning with a marketing designer position at Petersen Publishing before joining the marketing team at Bonnier Corporation. Eventually appointed Creative Director of Marketing, Ingrid had the opportunity at Bonnier to help build such iconic brands as Field & Stream, Popular Science, and Savour.

LEE WIND
Director of Education & Programs | lees@ibpa-online.org

Lee (he/him) designs IBPA education to be both informational and actionable, and is constantly iterating IBPA’s book marketing programs to help your books achieve and succeed. A book blogger and author-publisher himself, Lee is passionate about empowering and amplifying independent voices. As an author, Lee writes stories to empower kids and teens to be their authentic selves and change the world—the same books that would have changed his life as a young gay, Jewish kid. Visit Lee’s author website at leewindrd.com.

ASHLEY HIRAO
Project Coordinator | ashley@ibpa-online.org

Ashley began her career in publishing at IBPA in February 2023. She is a recent graduate of the University of California San Diego, where she studied Literature and Writing. Previously, she was an editor of the literary magazine Other People, as well as a member of the Groundwork Books Collective at UCSD. At IBPA, Ashley participates in a number of marketing initiatives such as social media management, as well as the Library eblast and bookstore catalog programs.

SEAN MCDONALD
Project Coordinator | sean@ibpa-online.org

Sean graduated from Cal Poly, San Luis Obispo in 2021 where he majored in Modern Languages and Literatures and minored in Linguistics. He spent the academic year of 2021-2022 in Madrid, Spain and the summer of 2022 in Buenos Aires, Argentina, during which time he was completing his master’s degree through Middlebury College at their international campuses. He assists Christopher with the IBPA NetGalley Program and helps Terry and other staff with various long term projects.

LOUIS FORCE TORRES
Vendor Relations Manager | louis@ibpa-online.org

Louis is a publishing and creative consultant, marketing strategist, and the owner of Polyverse Publishing, an independent publishing house, as well as the founder and director of Bookchurch, a non-religious, non-profit organization dedicated to reducing book waste through strategically targeted book donations. He is a proud member of IBPA’s Editorial Advisory Committee and acts as IBPA’s Vendor Relations Manager.
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This day-long, pre-ALA Annual event for book publishers will feature important conversations about book bans, ebook lending, what librarians need from publishers, distribution challenges, and keynotes from thought leaders.

9am
MORNING KEYNOTE
What Do Librarians Need from Publishers in Today’s Post-Pandemic World? Featuring Sari Feldman, past president of ALA.

10-10:45 am
WHAT A LIBRARIAN NEEDS
A panel of acquisition librarians from a variety of different sized branches discuss what makes a compelling project in particular genres, their book selection process, seasonal considerations, how reviews and awards play into decisions, and suggestions for publishers on best practices. With Jeremy Kitchen, Chicago Public Library; Jessica Trotter, Capital Area District Libraries; and Mackenzie Ledley, Pulaski County Public Library.

11-11:45 am
UNDERSTANDING AND COMBATING BOOK BANS
Record numbers of titles were challenged in 2022 and the immediate future doesn’t look much different. How are librarians and libraries coping with book banning efforts? How can publishers support their counter-offensives? As a publisher, how can you help librarians as advocates for free and open access to books? With Lisa Varga, Virginia Library Association and member of the inaugural cohort of the ALA Policy Corps, and more TBA.

Noon
LUNCH KEYNOTE
Wings: The Power of Reading, Writing and Becoming Ourselves. Featuring author Kate DiCamillo.

1:30-2:15 pm
WORKING WITH LIBRARY WHOLESALERS
Developing a strong relationship with distributors and wholesalers is key to success at libraries. A panel representing some of the more successful vendors will identify ways their key publishers are making headway in a competitive market and share best practices for how to do more business with them. With Doug Voss, Ingram Library Services; Ann Lehue, Collection Development, Ingram Library Services, and more TBA.

2:30-3:15 pm
EBOOK LIBRARY LANDSCAPE
In this session, a librarian, digital aggregator, and publisher will discuss lending models, libraries’ challenges to meet patron demand with their budgets, and ways to increase transparency in data—with the goal of increasing collaboration between librarians and publishers directly. With Stephanie Anderson of Bookops/ New York Public Library and Brooklyn Public Library and Micah May of the Digital Public Library of America / Palace Project, and Claire Kelley, Seven Stories Press.

3:15pm
CLOSING REMARKS
Amanda Oliver, Author of Overdue: Reckoning with the Public Library.

$199 registration fee includes lunch and refreshments, and a pass to ALA exhibits hall for the weekend. IBPA Members receive 15% off, use promo code IBPD23 when you register at https://2023.alaannual.org/about-exhibiting/library-insights-summit
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