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2014 Winter catalog

July 1, 2013

Dear Authors, Agents and Book Buyers,

We proudly present our 2014 Winter Catalog. We feel it is our best yet, filled with eleven excellent works of fiction and non-fiction.

New York Times Bestselling author Diane Carey leads off with *How to Help Stray Pets and Not Get Stuck*. It provides step-by-step methods based on the author's experience saving and placing over 400 pets.

Michael Helms, author of *The Proud Bastards*, brings us *Book Two: Of Blood & Brothers* finishing an epic Civil War story of two brother on opposing sides. Well-known Christian novelist and writer Jon Guenther's *Finding Faith* is a fabulous Christian thriller sure to please readers.

Glen Burke's *Jesse* is an amazing supernatural tale set in 1960s Alabama about a mulatto boy who came to change the world. *Drone Enigma* is a timely high-technology military thriller featuring the latest Navy drone and, of course, bad guys.

Virginia is For Mysteries is an anthology by Sisters in Crime writers from across Virginia. *Refuge* is a passionate Biblical thriller. *Lifesaving Labradors* covers amazing stories of Diabetic Alert Dogs and the people they save and work with.

We have also included our Marketing Program after the last title.

So without further adieu, welcome to our Winter 2014 Catalog.

Sincerely,



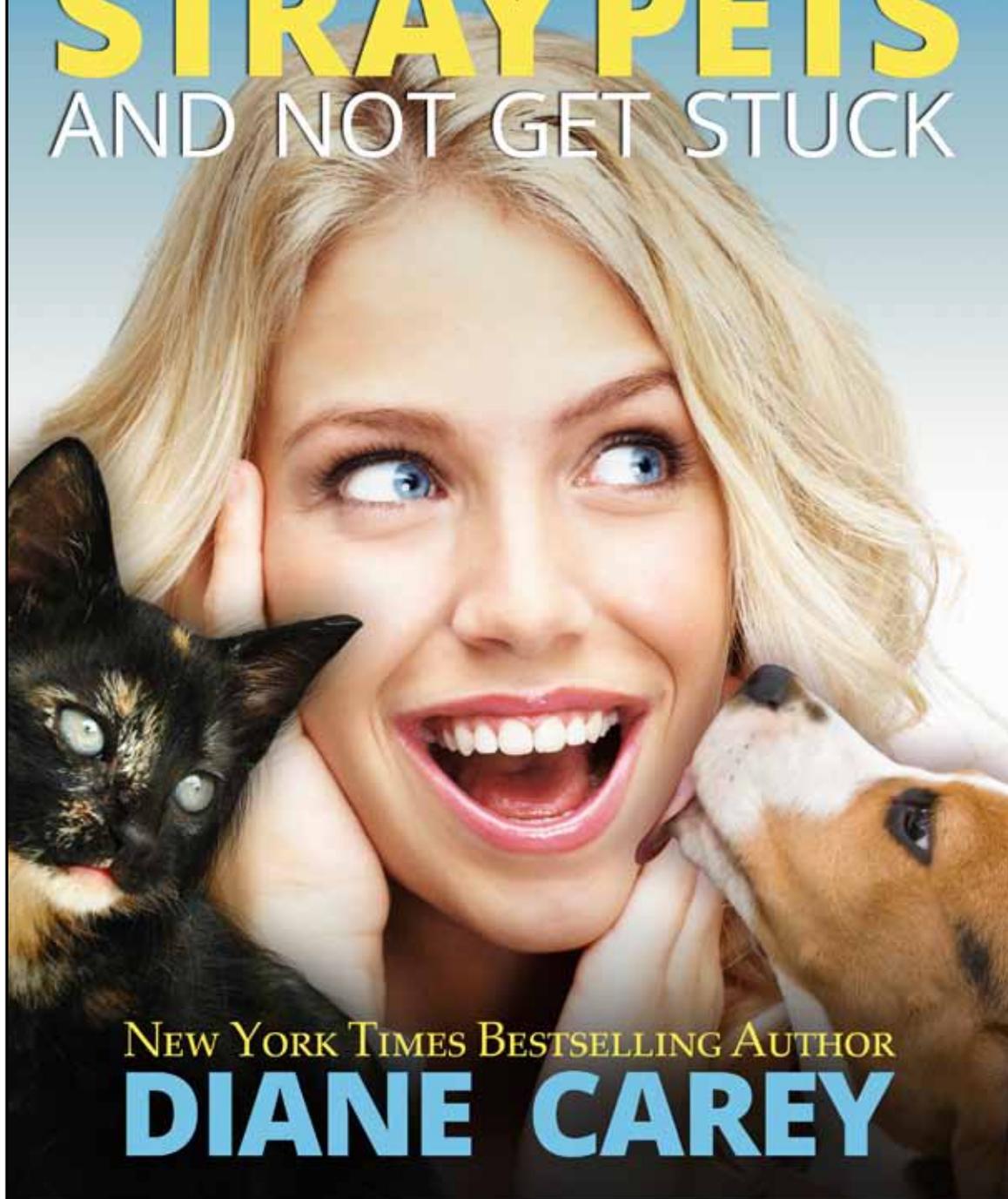
John Koehler
Founder & Publisher



Joe Coccaro
Executive Editor & Partner

A STEP-BY-STEP GUIDE TO SAVING PETS,
KEEPING YOUR HOUSEHOLD CLEAN,
AND NOT BECOMING A PET HOARDER.

HOW TO HELP **STRAY PETS** AND NOT GET STUCK



NEW YORK TIMES BESTSELLING AUTHOR
DIANE CAREY

How to Help Stray Pets and Not Get Stuck

A Step-by-step guide to saving pets, finding them good homes, and keeping your household clean.

Diane Carey

SALES HANDLE

NYT Bestselling author Diane Carey and her family have spent over thirty years taking stray dogs and cats off the streets and finding new homes for over four hundred of them. By following a few simple rules, the author reveals the step-by-step secrets to saving pets, keeping your household clean and not becoming a pet hoarder.

DESCRIPTION

You're going about your daily life when it happens: you see a dog on the side of the road, confused and lost. Or maybe a frightened kitten where no kitten should be. Or you witness a pet as it is tossed out of a passing car. . .what can you do? Take charge and risk getting stuck with a pet you don't want? Pass it by and feel bad forever? Worry in the middle of the night about whether you should have helped?

How to Help Stray Pets and Not Get Stuck offers step by step methods for taking action to help stray dogs and cats, so that you can take them home without disrupting your home. And then how to find them excellent permanent homes. This is the method developed from scratch by one Mid West family, a method that has worked for over 30 years. This is how to help the helpless without becoming an animal hoarder by explaining what to do and what not to do.

New York Times best selling author Diane Carey and her family have helped over 400 stray dogs, cats, and the occasional bird while keeping only one or two in each of their households. With strict rules and proven methods detailed in this book, you too can take charge when you see a helpless animal, and do it with confidence because you'll know what to do next.

Learn to plan ahead, buy the right things, take charge, write effective ads, connect with the world of pet rescue, get help if you need it, ask the right questions, and be proficient and firm when someone calls to adopt your stray.

KEY SELLING POINTS

1. The step-by-step instructions make it easy for people to save stray pets without ruining their lives.
2. How to plug into the local animal rescue organizations in your area, so you're not alone.
3. How to live with a temporary pet and not feel rushed to get rid of him.
4. What to do if you end up with puppies or kittens.
5. How to write an ad that will be effective in finding decent, responsible people to adopt your foundling.
6. Questions to ask when someone calls to inquire about adopting your stray; your adoption policies, and what does "a good home" mean?
7. Making the best match of pet to a new family, and how to say no.
8. How to help when you really can't do anything.
9. Using petfinder.com, Craig's List, and other social media to find new homes for strays, or to find a pet that's right for your family.
10. Stories of real strays or homeless pets helped by Diane and her family over 3 decades.

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**FIC022060 Fiction/Mystery &
Detective/Historical**

FIC031000 Fiction/Thrillers

MARKETING AND PUBLICITY HIGHLIGHTS

- Author will be connecting through Petfinder and other sources with the animal rescue community in the US and Canada, and all over the world.
- Author/Publisher will release posts about the book and ask for help from the countless others who are involved in animal rescue and who would love to educate the public.
- The author and publisher will provide printable fliers about the book on her website and a video on YouTube.
- A portion of income from the book will be donated to animal rescue organizations, local Humane Society, rescue shelter, Mixed Up Mutts, and select others.
- Book signings and seminars at book stores and libraries, county fairs, with a booth space at local county fairs, festivals, and events.
- Public speaking at humane organization events, Rotary and Kiwanis club events, etc.
- Author will offer to appear on shows on TV, radio and print interviews with Michigan media such as WJRT TV, WNEM TV, 96.1 radio, the Norm Jones Show, NPR radio, etc.
- Author/Publisher will send ARCs to celebrities such as Drew Carey, Bob Barker, Bill O'Reilly, and others who have the eye of the public.



INGRAM PUBLISHER SERVICES
The future of distribution

AUDIENCE

- * People who don't run animal rescue shelters, but who are simply going about their daily lives and stumble upon a dog or cat clearly in need of help.
- * Animal rescue persons and groups who would like to have a manual to hand out, to sell, or to which they can refer people who want to help stray pets but are afraid of disrupting their lives or having to keep the pet.
- * The Animal Cops community of law enforcement will read this book and spread the word, also being glad to have a book to hand or recommend to people not educated enough about taking care of strays or of their own pets, or to leave for those who are in over their heads with too many pets.
- * Animal hoarders are usually keeping too many pets because they don't know what else to do. For those who are competent, this book will provide a step by step method to get out of the animal hoarding situation.
- * Young adults and newlyweds who are just setting up their own households will enjoy having a manual for taking actions they were never able to before, for helping strays instead of passing them by and feeling bad about it.
- * The book will be an excellent engagement or wedding gift for those who feel compassion for strays and for the first time are able to do something about it.
- * Teens, college students, or anyone who lives in parents' homes, dorms, or apartments will finally be able to take action without keeping a permanent pet in a no pet lodging.
- * Those interested in a clean and healthy environment will be able to spread the word about keeping unwanted dogs and cats off the street, mitigating the spread of disease, vermin, road kill, unnecessary suffering and responsible pet ownership.

COMPARATIVE TITLES

Orphans of Katrina: Inside the World's Biggest Animal Rescue, Karen O'Toole, 0 615 32916 0, 7/4/2010

Rescue Me: Animals In Need, Paul Love, 1 4664 9709 2, 11/3/2011

The Dogs Who Found Me: What I've Learned from Pets Who Were Left Behind, Ken Foster, 978 1 59228 749 9, 3/1/2006



AUTHOR BIO

New York Times Bestselling Author Diane Carey has published over 50 books, both fiction and non fiction, including the bestselling Star Trek series. She has written multiple articles, columns, case studies and essays, and has appeared on several TV and Radio programs on a wide range of subjects. She has also done considerable public speaking, including seminars on the subject of helping stray pets without getting hurt or getting stuck with keeping them permanently, instead finding new homes for them so the household is free to help the next one that comes along.

WELCOME TO COMPASSION

IN 1979, MY FIANCE and I picked up a stray puppy. This little waif was shuffling along the sidewalk in a bad part of town, eating cigarette butts. She was small, something like a chihuahua mix, though we were never sure. We already had a dog, a large black flat-coated retriever who had been rescued from running free over six months by a neighbor of ours. My then-fiance and I were struggling with two low-paying jobs each, living in a small rental house, and trying to find better jobs. Not a good time.

Now we had an extra dog.

We named the little pistol Piglet, because that's what she looked like. Piglet was stubborn, ornery and sweet all at the same time. We had no idea what to do with her, but we weren't about to take her to the pound or a shelter. They have their hands full.

Piglet lived with us for a month or so, until we went to a flea market and offered her to "a good home."

A somewhat careworn young woman with dirty babies asked to take Piglet for her own pet. We handed Piglet over and wished them all the best.

Mission accomplished.

Or was it?

We will never know whether Piglet lived out a healthy and happy life, because we simply didn't know what we were doing. To this day I wonder.

Piglet was the first of a long string of stray pets my husband and I, and later our children, have picked up and recycled to new homes. Four hundred dogs, cats and the occasional bird later, we've gotten better at this, more confident, more at ease, more ready, and more strict. And, yes, it has gotten easier. Now I'm prepared to impart our experience to you, so you can easily and confidently help stray animals in your area, without getting stuck with big bills or an extra pet you don't want.

Foster parents, of kids or pets, are heroes. There's strain, expense, and heartbreak involved with fostering, balanced quite effectively by peace of mind, personal satisfaction, a boost for the ego, and just plain old-fashioned good works. Helping a stray, whether human or animal, gives the giver a heightened sense of worth in the world, even in today's world in which the government pretends to do everything for us. In fact, you end up with much better control over your life and your world than you may imagine. You become a do-er, not a spectator in life.

All this from a little mutt eating sidewalk cigarette butts thirty-odd years ago? Darn right.

KNOW THYSELF

Don't keep stray pets! You don't have to. If you like animals, you probably have pets already. You do not have to keep additional pets just because you want to help strays. Something that will help in preparing your mind is to set an absolute limit on how many animals you will have as permanent pets and how many others you will help at any one time. We have restricted ourselves to owning one dog and one cat, so that we have room to help temporary animal guests and are not overwhelmed. We have stuck to that. Our personal pets, one dog and one cat, deserve to have their homes and us to themselves and to not live in chaos. It's best for them too. Having pets is definitely not a "the more, the merrier" situation.

Sometimes this best-laid plan is fouled by a pet with puppies or kittens, but you can prepare for that or learn to deal with it when it happens.

DECIDE TO DO IT

The first and biggest step in helping strayed animals is actually making the decision to help them before you see one. The simple mantra, "Next time, I will try," can make or break your effectiveness, your safety, and your success. This requires mentally dispensing with the typical excuses: "I'm in a hurry," "It's probably somebody's pet," "Somebody else will help," "He'll find his way home."

Before you can pick up a strayed animal, you should be prepared mentally and physically, because spotting a stray happens in an instant. If you're not mentally geared to take action, you'll be a mile past the problem before you realize you could have done something.

You're rushing along in your car, on your way to somewhere. You're a little late, but not quite ready to increase speed. Suddenly a motion in your periphery catches your attention. A flash of color against the shoulder of the road—it's a dog! Right out in the open next to speeding traffic, he's sniffing, moving erratically, going in one direction for a few steps, then back in another direction, even dodging cars.

"Awww..." you moan.

You'd like to help. You really would. But—

EXCUSE #1 I'm in a hurry!

Why do you feel so terrible when you murmur this to yourself?

Of course you're in a hurry. We're all in a hurry. If you weren't going somewhere, you wouldn't be in your car.

Later, you're haunted by the image of the confused, desperate, endangered dog or cat, obviously in trouble, with no Human hand to steady his troubles. How can you banish these awful thoughts which sometimes last years?

Ask yourself: Can I be a little late? I stopped to help a stray dog on the side of the road. Does anybody really mind?

The first step is to be honest with yourself. You know perfectly well that most of the

time, you do have the time. That's why you feel guilty telling yourself, "I'm in a hurry." You know the real reason you don't stop is that you just don't want to make what may be an inconvenient and even expensive commitment.

Here's the solution: admit sooner than later that you do have ten minutes to spare for a helpless animal. Unless you're on the way to the hospital to have a baby, you've got a few minutes and you know it.

Get used to the idea of pulling over and making that ol' college try—visualize the action before the situation arises the next time. See yourself pressing the brake, steering the car to the side of the road. You can't do it safely if you don't think about doing it first.

All this is part of preparing to help ahead of time.

EXCUSE #2 It's probably somebody's pet.

Yes! Of course it's somebody's pet! All domesticated animals belong to somebody!

But where is that somebody? He's not watching his pet, that's for sure. If the pet is not being watched, then he needs human help. Yours.

Resolve this: "I will not be surprised the next time I see a stray dog. I'll know what to do. I'll put my foot on the brake and pull to the side of the road. Then I can assess the situation calmly, rather than instantly at forty-five miles an hour. I'll be ready to pull over."

EXCUSE #3 Somebody else will help.

Maybe. That's what I said to myself when I passed a large white dog on an expressway near my home several years ago. I was on my way to a job interview and talked myself out of stopping. I was in my best clothes, high heels, and it was summer outside the air conditioning of my car. Wind blowing, sweltering heat, smelling traffic ... Stop to help a dog?

Somebody else would help.

I got to the interview ten minutes early and sat there thinking about the dog. The interview didn't happen for another fifteen minutes. More time to think.

On the way home, I saw the dog again. It had been hit by a car and killed.

It's twenty years later. I didn't get the job. I don't even remember what kind of job the interview was about. However, I've never forgotten the white dog. I wish I'd stopped.

Don't expect somebody else to help. You're "it."

Be somebody.

EXCUSE #4 He'll find his way home.

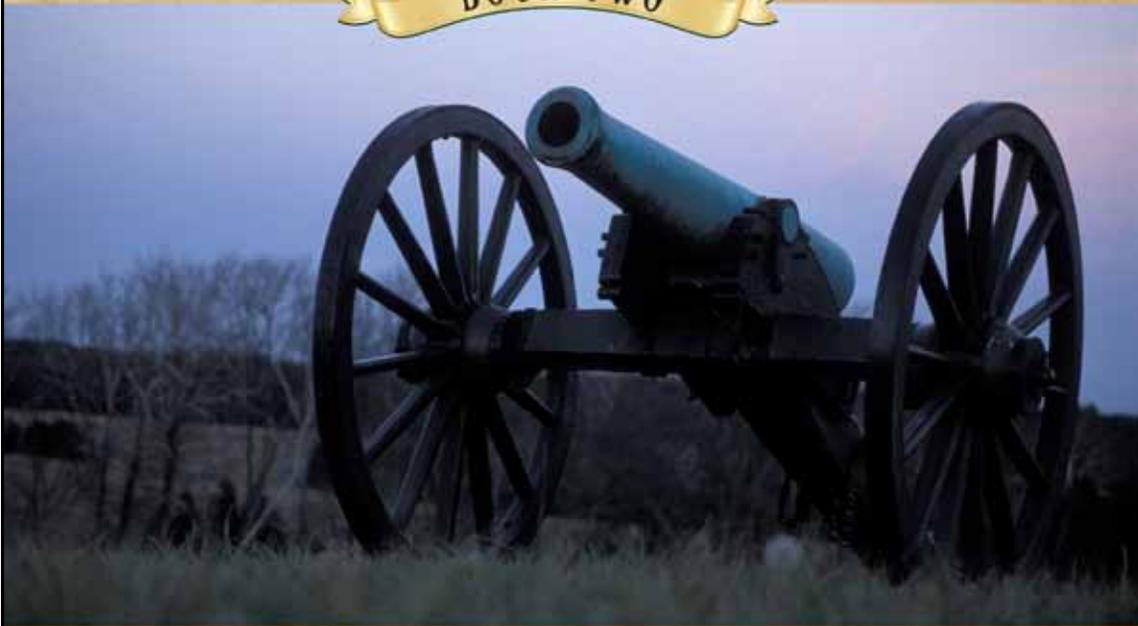
And there's a golden-egg-laying goose at the top of the beanstalk.

If the pet could find his way home, he would already be home. There are anecdotes and even movies about pets who are separated from their owners, only to miraculously turn up weeks or months later. This does happen, but in fact is mostly mythology. In today's urbanized environment of concrete, speeding cars, metal fences, waterways and endless miles of highway, the likelihood that a lost pet will stumble back on something

OF BLOOD *AND* BROTHERS

The Concluding Civil War Saga
of the Malburn Brothers

BOOK TWO



E. MICHAEL HELMS

Author of The Proud Bastards

Of Blood And Brothers **BOOK TWO**

E. Michael Helms

SALES HANDLE

Of Blood and Brothers: Book Two, is the concluding tale of two southern brothers who find themselves serving in opposing armies during America's Civil War. Ultimately there can be only one victor, on the field of battle and in the heart of the woman both love.

DESCRIPTION

Book Two opens with Calvin Hogue interviewing Daniel Malburn at the Civil War veteran's cabin. The narrator informs the reader that earlier, at Uncle Hawley's office, Calvin is shown a stack of letters from readers wanting more stories on the Malburn family saga.

In late May 1864, a few miles west of Atlanta, Daniel suffers a severe head wound. His memory is affected, and he remembers little about his past as he becomes a captive at Rock Island Prison in Illinois. While Daniel languishes in the harsh environs of the northern prison camp, his family receives word that he's been killed-in-action.

Several months later in early March of 1865, the Union forces in Florida launch an even larger raid. This time the target is the state capital of Tallahassee. As fate would have it, both Eli's and Jefferson's units are again involved. Following a couple of days' harsh skirmishing, Confederate and Union forces meet in a pitched battle at Natural Bridge, a few miles south of Tallahassee.

After his horse is shot out from under him, crawling among the Union dead and wounded searching for Jefferson, Elijah Malburn has had his fill of war. It has cost him the lives of his brother and best friend, young Hamp Watts. He and Jefferson set out for home, a harrowing journey of eighty-five miles during which they must contend with the perils of nature as well as both Confederate and Union armies.

Both brothers manage to make it home safely through thick and thin and pick up their lives again. It was a time of anything but peace, filled with love and lust and renegades refusing to believe the war was over. Ultimately, the Malburns prevail. Peace comes at last to the Econfina Valley, but the price is great and repercussions will linger for years.

KEY SELLING POINTS

- Author's last book, *The Proud Bastards*, sold nearly 50,000 copies.
- Sesquicentennial of the Civil War;
- Hundreds of thousands of Civil War buffs, both in the U.S. and abroad;
- Inspired by a true story of two southern brothers;
- Well researched for historical accuracy;
- Author has combat experience that brings realism to battle scenes and everyday life of the common soldier.



AUTHOR BIO

E. Michael Helms is a USMC combat veteran. His memoir of the Vietnam War, *The Proud Bastards*, has been called "As powerful and compelling a battlefield memoir as any ever written . . . a modern military classic," and has been in-print for most of the past 20 years. His work has also appeared in the books: *Semper Fi: Stories of U.S. Marines from Boot Camp to Battle* (Thunder's Mouth Press, 2003); *Soldier's Heart: Survivors' Views of Combat Trauma* (The Sidran Press, 1995); and *Two Score and Ten: The Third Marine*

Division History (Turner Publishing, 1992).

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FIC014000 Fiction/Historical

FIC032000 Fiction/War & Military

MARKETING & PUBLICITY

- Author will build social network via website and Facebook
- Author will leverage contacts, authors and reviewers from last book
- Author will contact Civil War blogs and orgs

AUDIENCE

Readers of historical fiction, the Civil War era, early American history, and military/combat stories.

COMPARATIVE TITLES

LONE WOLF, Jodi Picoult, 978 1 4391 0275 6, 10/23/2012

A THOUSAND SPLENDID SUNS, Khaled Hosseini, 978 1 59448 385 1, 11/25/2008



INGRAM PUBLISHER SERVICES
The future of distribution

Chapter One

The door to Daniel Malburn's cabin swung open and there stood the Confederate veteran "grinning like a suckling shoat," to borrow a phrase from the venerable old gent's own repertoire.

"Welcome back, Calvin," he said, stepping aside and motioning me inside. "Thought I might never lay eyes on you again in this here life. Here, let me get shed of that hat and coat for you. "Pull that chair yonder over to the stove and I'll go pour us a little snort to limber up your writing hand, heh-heh," Daniel said with a wink of his good eye, the other being clouded by a cataract. "It's right nippy today, ain't it? Yes sir, nothing like a good wood fire and a sip of corn squeezings to warm up the old bones."

I agreed and moved the straight-backed chair near the pot-bellied stove. I waited while Daniel ambled to the kitchen to pour the "little snort" that I knew would be a hefty glassful of moonshine. One of his nephews made the fiery concoction, reputed to be the best corn whiskey available in three counties. Five-thirty on a Friday afternoon was a little early in the day for me to imbibe, but I didn't want to chance offending the Malburn family patriarch.

It had been over three weeks since I'd traveled by train to my hometown of Carlisle, Pennsylvania to bury my father who had passed away suddenly and unexpectedly at age forty-eight. Two days ago I'd returned to the Florida panhandle town of Harrison and my job as a reporter for my uncle Hawley Wells' newspaper, the St. Andrew Pilot.

When I met Uncle Hawley in his office upon my return, he'd handed me a small stack of letters. "All these arrived from our readers since you've been gone, boy. Nearly every one of them is complaining about how much they miss your story on the Malburns, and wondering when it's going to continue. You'd best get to it. Disappointing our readership is the last thing we need."

"Right away, sir," I said, itching to get back to work. Back in May I'd begun a weekly serial about the exploits of Daniel Malburn and his younger brother, Elijah. The weekly feature was an unexpected result that sprang from a routine assignment covering the Malburn Reunion along the Econfina River, one of the longest continuing family gatherings in the nation. I became intrigued upon learning the brothers, as had my own grandfathers, fought on opposing sides during the Civil War, or the War of Northern Aggression, as Daniel was fond of putting it. Daniel had been a nineteen-year-old volunteer serving with Company K of the Sixth Florida Infantry in the Confederate Army of Tennessee.

Elijah, four years Daniel's junior, had wanted no part of the war. He was working at

John Anderson's salt works on the shores of St. Andrew Bay when he and family slave, Jefferson, had been taken prisoner during a raid by Union forces. Elijah and Jefferson had grown up together and were more like brothers than master and slave. When Jefferson was conscripted into the Second U.S. Colored Infantry, Elijah was faced with being sent to a Union prison camp or joining the Second U.S. Florida Cavalry Regiment as a scout and courier. Feeling responsible for Jefferson's well-being, Elijah had reluctantly agreed to become a Union soldier.

In a few minutes Daniel returned carrying two glasses filled to the brim with clear liquid. I could almost feel my taste buds and sinuses cringe as he handed one to me. Daniel eased himself into his padded rocker opposite my chair and held his glass aloft. "Here's to what ails you, heh-heh," he said and downed a hefty swallow. He looked admiringly at the glass. "Ah, even better'n it was this morning."

I lifted my glass in return and took a sip, trying my best not to squint as the liquid fire trickled down my throat. "Thank you, sir," I managed after catching my breath, "that is mighty fine whiskey."

Daniel settled back in his chair and rocked contentedly for a moment and then stopped. "Forgetting my manners, Calvin. You hungry? I got some of Alma's fried chicken in the icebox."

"No sir, I'm fine," I assured him. "In fact, I stopped in Bennet and had an early supper at Alma's on the drive over."

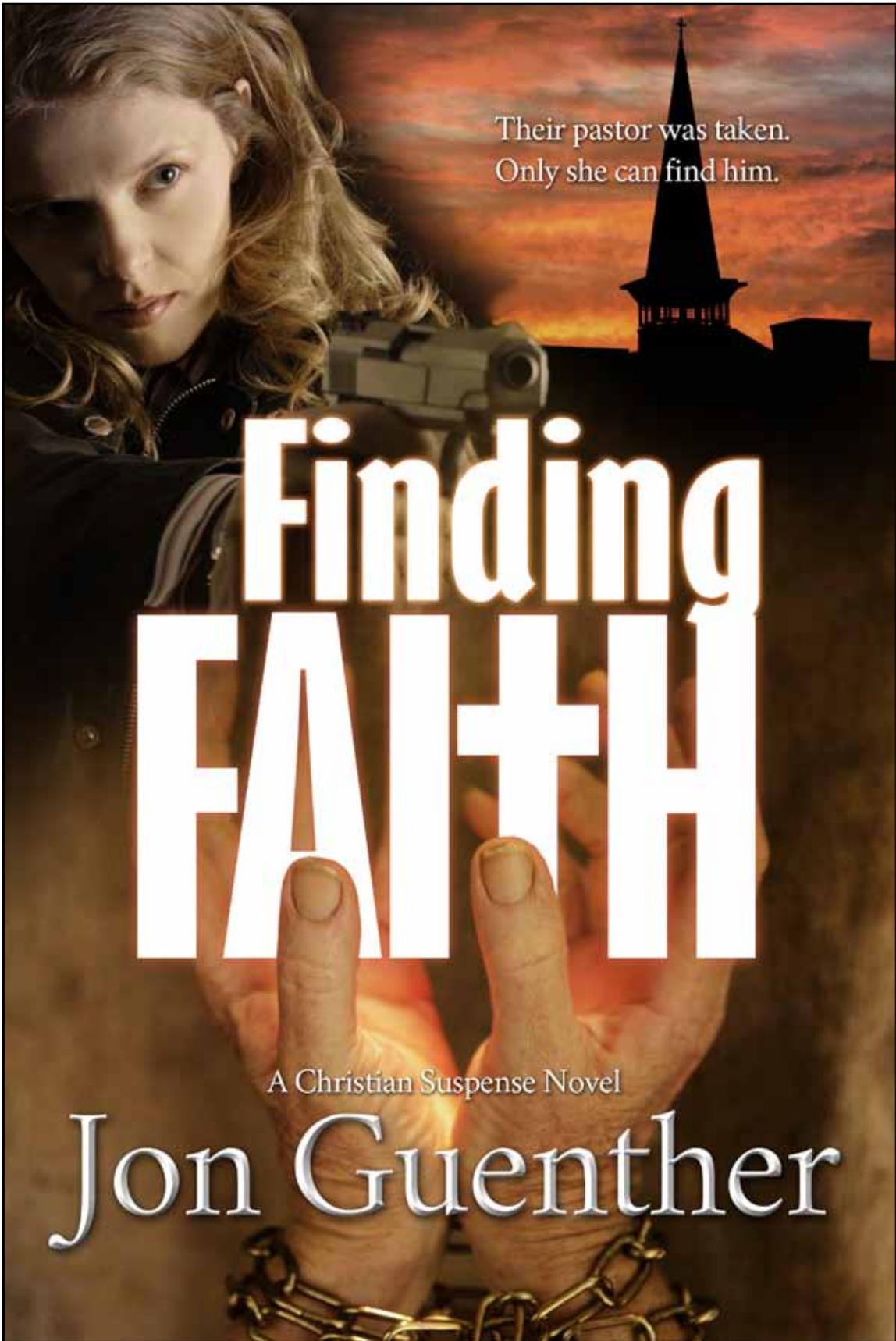
Alma Hutchins, daughter of Elijah and niece of Daniel, served as my invaluable and trusted go-between in my dealings with the Malburn brothers. She arranged our meetings and did her best to insure the sometimes ornery and obstinate siblings minded their respective manners with me.

Daniel nodded. "Well sir, you let me know if you get a hankering for something later on. Now, where was we when we left off?"

I found the marker in my notebook and scanned down the page. "You were home on furlough and had just given Annie the ring while the two of you were sitting by the big spring," I said, reading from my notes. "Annie had said she'd couldn't marry you until the war was over, but that she would wear the ring for the rest of her days."

Annabelle Gainer had been engaged to Daniel since he'd ridden off to war in March of eighteen sixty-two. Not wanting their daughter to possibly end up a teenaged widow, her parents had disapproved of the two of them marrying until the war was resolved. To further complicate matters, Elijah was secretly in love with Annie, and was determined to somehow win her from his brother.

Daniel's face seemed to light up at the remembrance. He took another hearty sip of whiskey. "Yes sir, that was a mighty fine time, all right. Didn't have a clue then that things was fixing to turn upside down for me."



Their pastor was taken.
Only she can find him.

Finding FAITH

A Christian Suspense Novel

Jon Guenther

Finding Faith

Jon Guenther

SALES HANDLE

Crossover Christian suspense novel by a well-known writer that raises awareness of a topic that is often overlooked: human trafficking. Secular and Christian readers will be informed, inspired and entertained.

DESCRIPTION

The congregation at Solid Rock Baptist Church is desperate to find their missing pastor, Joe Faith. Rachel Sloane, a cynical P.I. from Nashville, reluctantly accepts the gig even when the church elders tell her she was fulfilling God's purpose.

But a trail of misdirection lands Sloane deep inside the nightmarish world of human trafficking. Cut off from any way to call for help, with a young, former prostitute as her only ally, Sloane must endure a cruel and inhumane existence at the hands of evil men.

From the murky, despicable underworld of the U.S. sex trade to a hellish labor camp in the jungles of Guatemala, Sloane follows the trail of the enigmatic pastor. A trail that will force her to put faith in a God she doesn't believe in, and hope that she will be redeemed..

KEY SELLING POINTS

- Popular genre (suspense) with appealing target demographic (women ages 25-55)
- Suitable for Christian and Trade audiences
- * Timely real world topic of human trafficking in the U.S.
- * Experienced author (35+ books, millions sold) with a pre established audience
- * Other books by author in this market have attained excellent reviews
- * Well suited to other formats such as dramatic productions and merchandising

AUDIENCE

- Conservative female readership, particularly Christian and middle age.
- Special interest and non profit human trafficking groups
- Women in law enforcement and social work occupations.
- Suspense readers

COMPARATIVE TITLES

Vanished, Irene Hannon, 978 0 8007 2123 7, 1/1/2013

Jungle Fire, Dana Mentink, 978 0 8024 0594 4, 7/1/2013

Eyes of Justice, Lis Wiehl and April Henry, 978 1 4041 8353 7, 4/3/2012



AUTHOR BIO

Jon Guenther is the author of more than thirty five novels under a variety of pseudonyms, as well as poems and short stories. He is creator of the Chaser Series action thrillers. In 2009, he published a fictional account of Christian persecution in *Soul Runner: A Novel of High Adventure*. He has written countless articles on Christianity and writing, and appeared on numerous online interviews and author panels across the country. He currently resides in the high desert region of central New Mexico.

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BISAC Code Category:

FI031000 Fiction/Thrillers

FI042060 Fiction/Christian/Suspense

MARKETING AND PUBLICITY HIGHLIGHTS

- Author will use website, <http://www.jonguenther.com> AND .net; two blogs, <http://jonguenther.blogspot.com/> and <http://ctrlaltpub.blogspot.com/>; pages on Facebook, Goodreads, Amazon.com and Bunch of E Books to get exposure.
- Search engines shows authors name as top results and for last book's title, *Soul Runner*.
- Author's name brand recognition and viral marketing are the keys to selling books in today's competitive market.
- Establish a YouTube channel and begin uploading videos of book trailer and a couple of interviews. .
- Using marketing packages with Annie Jennings (anniejenningspr.com) to represent me for radio and/or television.
- Will be creating posters and postcards to send to local retailers in the area, as well as schedule signings and get posters printed to anticipate the book.
- Plan to attend a couple of conferences in 2014.
- Have done signings at four separate bookstores/retail outlets in this area and have well established local connections.

Chapter One

“Gentlemen, I’m afraid you made this trip for nothing.” Rachel Sloane stared across her desk at the four elderly men and smiled. “I don’t think I’m the right person for this case.”

One of them—the group spokesman who’d introduced himself as Art Barber—swiped nervously at his silver-gray brush cut and presented a mouthful of dingy dentures.

“Come now, Ms. Sloane,” Barber replied. “We have it on good authority you are exactly the right person.”

Sloane cleared her throat. “And what authority is that, sir?”

Barber exchanged glances with his friends, each who tendered eager nods of approval, and then looked her in the eye. “God, of course.”

“Oh... of course.” Sloane wanted to laugh out loud—she wanted to laugh rudely out loud. But not jobs or otherwise, they’d come all the way to Nashville to see her. If they wanted to call that divine inspiration who was she to tell them otherwise? A job was a job and she saw no reason not to hear them out.

Sloane favored Barber with a heretical smile. “Why don’t you start at the beginning?”

Barber nodded. “It’s really a very simple story, although not an easy one to tell. You’ll pardon me if I have trouble in certain parts.”

Sloane splayed her hands to indicate she would and then listened with interest.

“About a month ago, our pastor disappeared.”

“Joe Faith,” one of the other men cut in.

“Sorry?” Sloane asked.

“Our pastor,” Barber said. “His name is Joseph Faith.”

“You’re kidding.”

“No.”

Brow furrowed, Sloane nodded for him to continue.

“I should probably tell you that Pastor Faith has always been a very responsible man. We hired him about twelve years ago, which is a very long tenure for a pastor in any church.”

“Really,” Sloane said.

“Very much so.” Barber looked sheepish as he added, “Pastors within our denomination tend to move around a bit.”

“It’s sad to say, but true,” said another of the men.

Barber continued, “Anyway, in spite of that fact, Pastor Faith has remained with our church. You see, when he started we were a rather small congregation of about forty or

fifty people. Since then our church has grown into almost six hundred parishioners.”

“We even run a faith kitchen now,” one man contributed proudly.

“Henry, I don’t really think that’s relevant,” Barber chided.

Sloane said, “Let me be clear, gentlemen, that anything may be relevant in a missing person case. You never take the details for granted.”

Sloane doubted the inception of their soup kitchen had anything to do with this Faith’s disappearance, either, but she wanted to set realistic expectations. She’d learned emotions ran high when people went missing, and sometimes family or friends would leave out important details that later became very relevant. Hence, it was always better to err on the side of good judgment and be forthright early in a case. While she hadn’t yet decided to take this one, she couldn’t make any assumptions of her own. She had to listen to these men and act as if she were already on the case until she decided otherwise.

“What was I saying?” Barber continued. “Oh yes... the pastor was instrumental in helping grow our church. This is a man who is led by the Spirit of God, miss, make no mistake about it. That’s why we say he wouldn’t have just run off without telling someone, and we told the police the same thing when we reported him missing.”

“That answers my next question. You’ve gone to the police.”

“Absolutely! In fact, we tried to tell them right away but they wouldn’t even take our statement until twenty-four hours had passed.”

“Procedure,” Sloane said with a wave. “How is it you came to think he was missing?”

“Men’s fellowship,” Henry answered.

“And that is?”

“Every Monday night we have our men’s fellowship. You know, we have soup and pray and read the Bible.”

“Like a Bible study?”

“Something like that,” Barber said. “But it’s more than a Bible study. We sing songs and pray together. Do you pray, Miss Sloane?”

“No offense, sir, but I’d prefer potential clients don’t get personal.”

“I’m sorry, didn’t mean to cross a line. Well, anyway... Pastor Joe didn’t show up for men’s fellowship that night and that’s what got us worried.”

“I take it he never missed this men’s fellowship?”

“Well, of course he did—now and again, I mean. But if he did he would usually tell somebody. That’s what we’re talking about. He was always a very responsible and thoughtful man.”

“You mean he always is,” said one of the men.

“Excuse me, and your name is?” Sloane asked.

He looked at her with impish, brown eyes and replied, “Lemont Blake, miss, but y’all can just call me Lem.”

“Sure,” Sloane said. “I take it from your statement that some of you might think Mr. Faith is dead?”

HE CAME TO CHANGE THE WORLD

JESSE

GLEN ALAN BURKE

A 1960s NOVEL

Jesse

Glan Alan Burke

SALES HANDLE

Jesse Savoirè was sent to earth as a mirror for humanity to gaze into. The only problem was he came as a poor mulatto child in the 1960s to an all-white school in Alabama, a bastion of racism in the deep South.

DESCRIPTION

Jesse Savoirè stood out at the all-white 1960's Alabama school known as Jesse Rulam Elementary—not because he was dirt poor, or big, and not even because he was gifted in natural and supernatural ways. Jesse stood out because he was black in an all-white school, in a time when slavery was still believed and whites only mattered.

The sheer evil meanness wrought by the people of the hick, red neck, Alabama town would have thwarted the plans of most humans. However, Jesse was no ordinary human. He was on a mission that was slowly revealed to him and those who were around him. He was faster, stronger, smarter, and especially, blessed. He used his mysterious abilities to help others and to teach hard lessons, the only lessons that some people can understand and learn from.

Amidst the brutality and hatred thrown at him, Jesse shines in football and friendship. If only he can survive the hangman's noose and the forces of evil, his destiny may be realized, and his life may have miraculous effects upon the world he lives in.

KEY SELLING POINTS

- Story has been vetted by a high school Advanced English class
- * Has broad appeal with high school, young adult, and new adult readers.
- * Appeals to the baby boomers, who grew up during the time frame and setting of the book.
- Accessible with trade and Christian markets

AUDIENCE

- * Young and New Adult
- * Sports fans
- * African Americans
- Christian
- Baby Boomers

COMPARATIVE TITLES

Running Loose, Chris Krutcher, 978 0 06 009491 1, 4/1/2003
Hometown Legend, Jerry B. Jenkins, 978 0 446 67926 8, 9/1/2001
Out of Pocket, Bill Konigeberg, 978 0 525 47996 3, 9/18/2008



AUTHOR BIO

Glen Alan Burke began his writing career doing biographies of deceased people. He has said that the best thing about writing about the dead is there are very few complaints. "If I ever do get complaints," he has said, "it will be the subject of my next book." He has a Bachelor's Degree in Finance but now finds words much more appealing, and more malleable than numbers. Glen Alan Burke is from rural Northern Alabama.

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FIC009050 Fiction/Fantasy/Paranormal

MARKETING

- Author is building website and social media, including Twitter, Facebook and Linked In.
- Creating pod cast, and YouTube sites to send to every high school English departments in the country to do a cover of the author (30,000 circulation).
- The author will get on Jay Holland's radio show, WBRC6 television station in Birmingham, as well as Liberty University is in Birmingham
- Alabama Living Magazine will do a story on the book (the author knows the editor).
- Author is sending copies of the book to Tim Tebow, Nick Saban and AJ McCarron(Alabama's coach and quarterback), Al Sharpton, Jesse Jackson, Oprah Winfrey, Dr. Marc Lemont Hill (Fox News), Bill O'Reilly, Ray Lewis (NFL) for their endorsement.

AUTHOR RESIDENCE

Northern Alabama



INGRAM PUBLISHER SERVICES
The future of distribution

Chapter One

Take a look at a class photo from a 1960's elementary school in rural Alabama, a good look. We all looked haggard. Didn't we? The same haircut, sheared; teeth too large for our mouths; necks too small for our heads; ears too large for our hair; and bodies too skinny for our clothes, and thank God, too ignorant to know the difference. But Jessup was different. He had the same southern characteristics we all had, but to the nth degree. How often would a six-year-old farm boy from 1960's rural Alabama notice another six-year-old's clothes? Never!

He stood in the middle of a two rows of seats holding one hand with the other, quietly looking around at a world that was foreign to him. I was scared, but he wasn't—he was lost; he didn't belong there, and he knew it. I was too terrified to be running and playing grab-ass with the other kids in the room, so I found a desk and my eyes innately fixated on Jessup. All the clamoring and boisterous children seemed to whiz by him in slow motion, without sound or significance, while he stood perfectly still, motionless, and seemed positively enchanted with the walls, the chairs, the desks, the ceiling, all new to him.

I stared at him like he was a freak at one of those carnivals that would blow into town from time to time. He seemed to be a foot taller than everybody else, with shoulders that were wide and pointed at the ends. Thick, extra curly, jet-black, greasy hair was combed strait back and obviously cut by someone from home. His pants were three sizes too big and rolled up what looked like a foot. It seemed they hadn't been washed in a year, if ever.

There were two large grease-covered spots in the front reflect the florescent light. The shirt he was wearing was probably white at one time; one could only guess at this. It was so big and baggy that only two of the buttons showed; the rest were tucked in his pants. The pants were pulled tight with a belt that had a full twelve inches turned down from the last loop. Brogans that had to have been size 8 bore a resemblance to shoes.

We were all skinny back then—junk food hadn't been invented yet, at least not where we lived—but he was emaciated. There's a difference. Skinny is what you're supposed to be at six. Emaciated is what you're not supposed to be at six. His jaws were sunken; his eyes were sunken; deep, dark rings curved around the bottom of his eye sockets, and his cheekbones were prominent, too prominent. His hands were skinny;

his elbows joints were skinny—they reminded me of universal joints on old hay rakes, way too big for his arms, that is, what you could see of his arms. His short sleeves came down nearly to his wrists.

He caught me staring at him. His eyes transfixed on mine. Perhaps it was because of the unspoken, universal acknowledgement code that floats around and eases awkward moments such as this, and only for kids—but he smiled at me. This magical universal acknowledgement code seems to elude adults.

His front teeth were too big, too much space in between and tinged brown from never being brushed, but this one deficiency, was his best feature. His tender smile seemed to whisper to me it's going to be OK, you're OK; please just think I'm OK. And, for that frozen moment of time, just before the ugliness of the natural human pecking order ranked us, we were indeed...OK.

I knew some of the boys in the class from the football games we played with wadded up paper cups on Friday nights at the home games. My brother just made the varsity team at good ole Jess Rulam High School and on Friday's game we invariably would spy each other from the stands. With much nagging and pleading we'd squirm away from our mamas and daddies— this wasn't easy because they knew we would come back with our clothes the same color as grass—and we would meet on the practice field and played tackle football with a couple of paper cups rolled up in the shape of a football. I don't ever remember playing with a real football at one of these impromptu games.

I couldn't wait to talk to them; I needed reassurance, badly. They weren't as bashful and backwards as I was. It was a relief that somebody I knew was there.

"Everybody please find a seat," the teacher, Miss Bishop, said slowly, and then, restated slower, "Ev-er-ry bod-y pleeease find a seeeat."

That meant we better sit down.

"I'm going to call your name. When you hear your name, please say, here... and hold up your hand so I can see you and remember who you are."

She wanted to put a name with a face.

"Jude Adams."

"Here."

"Jonathan Beasley."

"Here."

"Please hold your hand up, high, thank you."

"James Famer."

"Here"

"Matthew Levy"

Hey that's my name. "Here", I said sheepishly.

"Hold your hand up." I worked up the nerve and raised my hand even with my head. She finally noticed me and smiled. I was relieved.

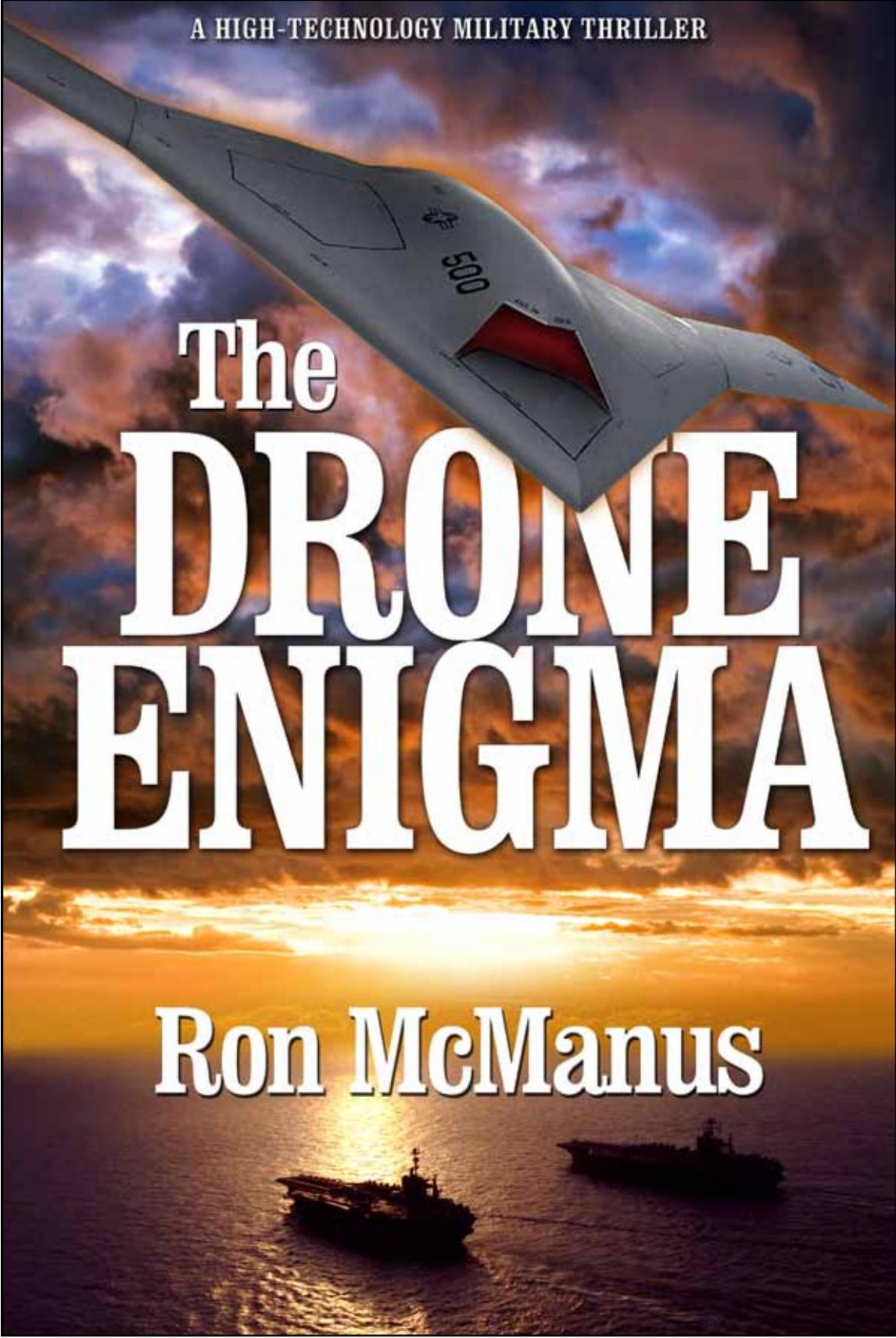
And so it went; teacher calling names and kids answering.

"Simon Redding."

"Here"

"Jessup, uh, hum," she paused to ponder. "What a name, Sa-vor-e, Sav-vo-e."

A HIGH-TECHNOLOGY MILITARY THRILLER



The
**DROONE
ENIGMA**

Ron McManus

The Drone Enigma

Ron McManus

SALES HANDLE

Jake Palmer, investigative consultant and former Navy SEAL, uncovers a terrorist plot to seize electronic control of a top-secret Navy drone and sets out to stop those responsible before they launch an attack.

DESCRIPTION

Jake Palmer accepts an offer from a defense contractor and his former SEAL teammate to consult with the company on the death of an engineer assigned to the top secret Perseus Project—the development of the navigation and targeting systems for an experimental Navy drone.

Two days into the case, Palmer finds the defense contractor shot dead. What he discovers convinces him that both deaths are related to the project and that someone within the company is working with terrorists to seize control of the drone during a live fire test in Afghanistan. With no hard evidence to support his theory, he is unable to persuade either the company or the military that an imminent threat exists. Concerned he will disrupt the test, the company terminates his contract and notifies the police.

Pursued by the police and headed for an engagement with a large, well armed terrorist cell led by the company insider, Palmer is close to defeat when he receives help from the most unlikely person. With only hours to spare, they race to stop an attack half a world away. *The Drone Enigma* will keep you on the edge of your seat and make you question every news story about drones..

KEY SELLING POINTS

- Drone are a newsworthy topic recently with domestic program and expansion of military programs.
- The story is based on the X-47B, the US Navy drone recently tested on aircraft carriers.
- * The author is a former naval officer, having served on board ship as well as with the Naval Advisory Group in Vietnam. He is knowledgeable on naval weapon systems.
- * The *Drone Enigma* is a techno military thriller that covers the very real possibility of a country or individual electronically seizing control of a drone and launching an attack
- * There are two strong female characters in the book and enough sexual tension between one of them and the lead protagonist to be of interest to female readers.

AUDIENCE

- * Present and past military men and women
- * People interested in the use of drones by the U.S. military and CIA
- * Thriller and suspense readers, including women readers two strong female characters, one with a romantic interest in the lead protagonist
- * Techno military thriller readers, especially those with interest in unmanned aerial vehicles or drones attack



AUTHOR BIO

Ron McManus' debut work, *Libido's Twist*, won a *Writer Digest* award in genre fiction. He is a former naval officer and former global vice president of R&D quality and regulatory compliance for GlaxoSmithKline, living and working in London for several years. Prior to entering the pharmaceutical industry, he was Director of Program Integrity at the North Carolina Medical Peer Review Foundation, where he established the state's first Medicaid fraud investigation unit.

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FIC032000 Fiction/War & Military

FIC031000 Fiction/Thrillers

MARKETING AND PUBLICITY HIGHLIGHTS

- * The author is working with Shari Stauch, CEO of Where Writers Win, on social media presence.
- * The author has a web site (Ron McManus.com) and writes a blog on that site.
- * Alexa ranking has gone from 8,900,000 to 3,600,000 since February 1, 2013.
- * Author has a Facebook page (RonMcManusAuthor) and personal Facebook page (~250 Friends).
- * Author has >250 connection on Linked and on Twitter (@Ron_McManus) has >1400 followers with a goal of >4000 by time of book launch.
- * On Google+, Goodreads, Shelfari, World Literary Café, RedRoom, and Library Thing.
- * Author planning on other conventional media, including TV, radio and print and working on getting interviews lined up.
- * Author is going to arrange blog tours, book signings, and book club presentations.

AUTHOR RESIDENCE

Virginia Beach, Virginia

COMPARATIVE TITLES

Enemy of Mine, Brad Taylor, 0 525 95310 8, 1/15/2013

Sea of Shadows, Jeff Edwards, 0 9830085 0 7, 12/29/2010

Time to Kill, Jack Coughlin, 1 250 01287 2, 5/7/2013



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The future of distribution

Prologue

Something had changed. Hassan Abdul-Bari Aswad surveyed U.S. forward operating base Camp Hammerbeck in Kunar Province in northeastern Afghanistan through his night vision binoculars, observing the heightened activity his men had reported. The Marines were creatures of discipline and routine; nothing happened without a purpose. Routine, however, spawned predictability. Aswad concentrated his attention on a small group of men who had arrived the day before. His men said they were replacement soldiers, but he noted they wore different uniforms, body armor, and helmets, and they stayed together rather than fraternize with the Marines. Something else caught his eye. One was smaller and had a different gait. He zoomed in on the subject of his curiosity and watched until the soldier glanced in his direction. A woman.

* * *

The next morning Aswad awoke before sunrise and returned to his observation point. He stood alone and scanned the base through his binoculars as the winter sun rose. With his hands on his hips, he came to terms with what he saw and smiled. The Americans were gone. After months of fighting, he was the victor. Or was he? Could this be a clever deception to lure them into the open?

Before sending his men into the compound, Aswad positioned observers in the hills. They would alert him if the Americans were waiting there or circling back. Then he sent his team leader, Abdul-Wajid Shadid, and a few men to search for mines and booby traps while he waited outside the perimeter of the base with the others. After almost two hours, Shadid returned. "Our search is complete. We located and disarmed several mines and booby traps. We found a mine in front of the munitions bunker and disarmed it. Allah has rewarded us. Inside is a treasure of ammunition, grenades, and mortar rounds."

Aswad frowned. "Check everything. It's probably a trap." Booby-trapping ammunition was nothing new. During Vietnam, U.S. Special Forces and the CIA replaced the gunpowder in ammunition with high explosives and left it behind for the Viet Cong. Aswad always ordered his men to destroy any they found. This large cache was different; it was one they could not ignore. They needed it for themselves and for the other insurgent groups.

An hour later, Shadid reported they found no traps. "We examined several cases and magazines. The munitions are ours for the taking."

Aswad was silent as he considered what Shadid had said. He knew of only one way to ensure the ammunition was safe. "Have Ameer fire a few rounds. Everyone stand clear." Ameer Antar was fresh from training and eager to prove himself. If someone were to die today, it would be him. Tragic as his death would be, the impact on the team's effectiveness would be less than that of any of his experienced men.

Aswad watched as Ameer, his hands shaking, inserted a magazine into an American rifle. Ameer closed his eyes and took a deep breath, then turned his head away and fired several shots into the air. The sound of the last shot was still echoing off the hillsides when Ameer opened his eyes and twisted his head back and forth, looking at the others as if surprised to be alive. Now smiling, he reloaded and fired again, using magazines selected at random from the bunker.

By mid-afternoon, the American munitions were on the way to a large cave in western Pakistan, a central supply and distribution point for operations near the border. News was spreading throughout the region that the Marines had been defeated and the strategic infiltration route to and from Pakistan was once again open.

* * *

A few days later, Hassan Aswad and a few of his men squatted on the ground near the opening of a cave in the early evening sun. The ammunition from the American outpost was enough to supply Taliban operations for months to come. Aswad had sent Abdul-Wajid Shadid to deliver the first shipment of ammunition to the insurgent teams operating nearby. The bulk of it, however, was in the small cave. He listened to the men boast about their victory and debate which factor was most paramount in achieving it.

"The isolation of the outpost," said Abdul Zahir, the most senior of the men who remained at the cave.

"Yes, but our sustained attack was more important. We wore down the American cowards. We outlasted them," Jamal Baz said. Baz, a fearless fighter, had been wounded twice during the long months of battle against the Marines.

"They retreated like a bunch of old women," said Ameer Antar, the man who had test fired the ammunition from the bunker.

Aswad understood their excitement, although he remained unconvinced by their arguments. Marines do not abandon a position without defeat. The outpost was an integral component of the American strategy to close the routes into and out of Pakistan, yet the final victory was a bloodless gift, contrary to everything he knew about them.

Aswad walked toward the sun, now low in the sky. He would rejoin his men for Maghrib, the Islamic prayer at sunset, but now he needed a moment of solitude to think.

* * *

In a secure bunker at Creech Air Force Base, thirty-five miles north of Las Vegas, Nevada, Air Force Major Doug Shepherd stared at the image on the video display. The image was transmitted from the camera of a land-based MQ-9 Reaper drone circling thousands of feet over eastern Afghanistan, near the Pakistan border. To Shepherd's right, his tech sergeant operated the drone's cameras and sensors. Both men wore

DEATH COMES TO THE OLD DOMINION

Virginia is for Mysteries



From 104 Sisters in Crime Writers

Meredith Cole – Maria Hudgins – Teresa Inge – Maggie King
May Layne – Vivian Lawry – Michael McGowan – Smita Harish Jain
Jayne Ormerod – Yvonne Saxon – Rosemary Shomaker – Fiona Quinn
Linda Thornburg – Heather Baker Weidner

Virginia is for Mysteries

Sisters in Crime Writers

SALES HANDLE

Yes, Virginia may be for Lovers. But according to 15 mystery authors from the Old Dominion, Virginia is for Mysteries too. Each story features a Virginia landmark from the shores of Cape Henry Lighthouse to Richmond's Old Hollywood Cemetery to Jefferson's Monticello and transports readers across Virginia's rich, unique, and very deadly landscape.

DESCRIPTION

Virginia Is for Mysteries is a collection of sixteen short stories set in and around the state of Virginia. All stories are written by Virginia residents with "murder" in mind. Each is a member of Sisters In Crime writers group. The idea of a themed anthology is popular in mystery writing groups and Virginia Is for Mysteries can be compared to Chesapeake Crimes, Fish Tales, Fish Nets, or Best New England Crime Stories.

KEY SELLING POINTS

- all 14 authors live in Virginia and will market book around state
- * Every author is a member of Sisters in Crime, a national book writers org
- Virginia Tourism gave the okay for authors to use VIRGINIA IS FOR
- Official Virginia govts., groups and tourists locations getting behind book

AUDIENCE

Mystery Readers, Virginia Tourists, Historical Readers, Fiction Readers

MARKETING & PUBLICITY

Promoting Virginia is for Mysteries at souvenir shops associated with the destinations featured in the book. A complete list of these Virginia landmarks includes:

- * Aquia Park, site of a key Civil War battle, Stafford
- * Battlefield Shopping Center, site of a key Revolutionary War battle, Chesapeake
- * Busch Gardens Theme Park, Williamsburg
- Cape Henry Lighthouse at Fort Story, Virginia Beach
- * Cavalier on the Hill, Virginia Beach
- * Chic's Beach, Virginia Beach
- * Chrysler Museum, Norfolk
- * Henricus Historical Park, Chester
- * Hollywood Cemetery, Richmond
- * Kent Valentine House, Richmond
- * Monticello, home of Thomas Jefferson, Charlottesville
- * NorVA Theater, Norfolk
- * The shores of the Chesapeake Bay, Hampton
- * Tide Light Rail, Norfolk
- * Pocohontas State Park, Chesterfield
- * Rockfish Valley, Nelson County
- * Virginia State Capitol, Richmond

- Authors will contact 121 National Historic Landmarks and 13 National Historical Parks to offer the book for sale and/or display promotional material.
- Bookmarks and other promotional material will be distributed at the 41 rest stops/tourist information centers that line the Interstates.

(continued on next page)

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FI022000 Fiction/Mystery &

Detective/General

TRV016000 Travel/Museums, Tours,

Points of Interest

AUTHOR BIOS

Meredith Cole, Maria Hudgins, Teresa Inge, Smita Harish Jain, Maggie King, Cindy Lane, Vivian Lawry, Michael McGowan, Jayne Ormerod, Yvonne Saxon, Capri Smith, Rosemary Shomaker, Linda Thornburg, and Heather Weidner.

All contributing authors of Virginia is for Mysteries, are members of "Sisters in Crime" and all bring a unique perspective and voice to the anthology.

Backgrounds range from teachers to MFA candidates to military spouses and soccer moms. Three of the authors have traditional mystery publishing experience with more than a dozen publishing credits between them. All three are experienced workshop presenters, and one teaches mystery writing and novel writing at the University of Virginia.

COMPARATIVE TITLES

Chesapeake Crimes, Sisters in Crime authors, 1 4344 0399 8, 1/1/2010
Fish Tales, Sisters in Crime authors, 1 4344 3080 4, 1/1/2011
Chesapeake Crimes Anthology, Sisters in Crime authors, 1 4344 4060 5, 1/1/2012



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MARKETING & PUBLICITY (cont.)

- Working with the Virginia Council on Tourism to explore other promotional opportunities.
 - Contact will be made with libraries and other public venues across the state with a request to display promotional material and host author chats and book signings.
 - Press releases will announce the publication of the book and the involvement of local authors.
 - The Richmond Times, The Virginian Pilot, The Daily Press, Style Weekly, and regional Shoppers for reviews and author interviews.
 - Drawing will be held for all Book Clubs who read the book and the winner will receive a Wine and Cheese event.
 - Writers will attend events such as The Virginia Festival of the Book, Christopher Newport Writer's conference, James River Writer's conference, Hampton Roads Writer's conference, Malice Domestic, the Junior League Annual Author's Lunch, and others to promote the book
 - In store promotions with readings and author signings at independent books stores across the state.
 - Tables at regional fairs, craft shows and festivals with autographed books for sale and opportunities to chat with authors will be scheduled.
 - Assemblage of Virginia Mystery Baskets, complete with an autographed copy of Virginia is for Mysteries along with other items significant to the book. These baskets will be offered at charity auctions such as JDRF, Children's Hospitals, Richmond Symphony, Military Spouse fundraising events, etc.
- Authors are members of "Sisters in Crime", the national chapter, as well as their own local chapters. Very involved in the online chapter. SinC is proactive in promoting books on their own websites and also to libraries across the country. The release of the book will be heavily publicized on a national level.
- Authors have attended the Malice Domestic conference in northern Virginia. This is a conference geared primarily for readers and authors will attend in order to connect with the readers. Promotional material will be provided at future conferences and book signings. Authors will join panel discussions to promote book.

MURDER AT MONTICELLO

By Meredith Cole

After spending two hours trapped with twenty esteemed members of the American Historic Horticultural Society on a bus to Monticello, tour guide Rory Adams was ready to murder someone—preferably a grumpy horticulturalist. But she restrained herself. First of all, murdering clients was bad for business. And second, they were finally about to arrive in Charlottesville for their tour and tomato tasting.

When Rory first conceived the idea of specialty tours for her family's DC tour company, Your Capitol City Tours, she thought it would be incredibly refreshing to get off of the National Mall and see new sights in the area. But specialty tours inevitably meant specialty interests. And these plant experts were proving to be more rancorous than her usual customers.

Rory had attempted to make peppy conversation and stay off any loaded topics, but it soon became apparent that almost everything to do with plants and history was a loaded topic. Rory had no idea how controversial tomatoes were until she made an innocent remark about Thomas Jefferson. "The former president was an avid and enthusiastic gardener and is credited with helping tomatoes become more

commonplace on American dinner tables.”

The bus erupted into an argument.

“The first tomato was brought over from Europe—and not by Jefferson. He was a talented horticulturist, but this is too much,” said Dr. John Powers. He had to be over eighty but was far from ready to be retired.

“I must disagree,” Dr. Randall Shuster interjected. “Jefferson was perhaps not the first to introduce the species, but his influence on the tomato is well known. His garden was both inspirational and educational.” Dr. Randall Shuster was a die-hard Jefferson fan who passionately believed the president’s efforts to import a multitude of plants to North America did more good than harm. Rory had perused his book on the subject in order to prepare for the tour.

“That’s right,” said Toby Handler. “Well said, Dr. Shuster.” Toby was a tall skinny graduate student whose main job appeared to be following Dr. Shuster around and agreeing with everything he said.

“Tomatoes are not native plants,” said Dr. Mary Walton with a sniff, “so it doesn’t matter who snuck them into the country.” Dr. Mary Walton was definitely the grumpiest member of the group. Only a little over five feet tall, Dr. Walton made up for her small stature with a particularly loud voice. A specialist in native flora and fauna, she apparently saw it as her mission to rid the world of all non-native species. No one disagreed with her, but Mary appeared to take any less strident views as an affront.

Herbalist Karen Long, wearing a flowing cotton dress and comfortable non-leather shoes, sat quietly in her seat up until now. But even she could not resist joining in. “Thomas Jefferson did valuable plant studies, but I find his use of slaves to work in his gardens disturbing. I don’t know how anyone can possibly say that a slave owner was an enlightened Renaissance man.”

As Rory sank back in her chair and let the group argue, she wondered if she should have made everyone go through a metal detector before they came on board.

Finally the Blue Ridge Mountains marched closer, and the bus wound its way up the road to Thomas Jefferson’s house. The heat hung heavy over the land like a yellow haze. Rory wrenched her eyes from the view and picked up the microphone again. “Imagine approaching the house as so many of Jefferson’s visitors did, on horse back or by carriage over rough terrain. Despite the distance and exhausting trip, visitors flocked to Monticello to meet Jefferson and to see his home.”

When the bus pulled up to the visitor center, Rory offered the group a chance to use the restroom and stretch their legs as she went to check on their tickets and other arrangements. “Meet me at the shuttle bus in fifteen minutes, and we’ll continue up to the house on the buses provided by the house. Remember, you’ll have time to shop at the end of the day before we return to Washington.”

Rory got in line to pick up their tickets, hoping they wouldn’t dawdle. Rory had arranged for a special tour with the head of the grounds, and she didn’t want to be late.

At the shuttle bus, Rory counted heads. Only nineteen were present and accounted for. There were supposed to be twenty, and it took Rory just thirty seconds to see who was missing. Mary Walton. Rory ground her teeth with frustration. They had just five minutes to climb the winding road up to Monticello, and they didn’t have time to wait

A Biblical Story of Good and Evil



REFUGE

A LILITH & CAIN NOVEL

Melinda Viergever Inman

Refuge

Melinda Viergever Inman

SALES HANDLE

Refuge is a tale of love, murder, revenge, and redemption, pulled from the oldest known source of drama—the Bible. It is the story of Cain and Abel, Lilith and Satan, the provoker and source of all evil.

DESCRIPTION

Intent on total destruction, Satan notices Cain's obsessive lust for Lilith and the dark roots of jealousy growing deep in his soul toward his do-gooding brother Abel. Satan goads him to the point of madness, barraging his mind with thoughts of hatred, lust, and futility. In a blinding rage, Cain wrecks everything. Wracked with shame, he flees into the vast wilderness, unable to possess the one thing he truly desires—Lilith. His life is destroyed, and he wonders if he will ever find his way back. He longs for refuge, and wonders if he will ever find God again?

KEY SELLING POINTS

- * A biblically-based dramatic narration of a classic story of good and evil
- * Makes Biblical principles come alive and accessible for readers
- * Author is intending this story to be useful for church small groups and Christian book clubs
- Author is Biblically trained and teaches church small groups

MARKETING & PUBLICITY

- Author has a two-year-old blog
- She is also socially connected via Facebook, Twitter and Google+, and utilizes them daily.
- She uses a Message Coach, Patricia Durgin
- She uses a nationwide discussion on Google+ Christian Author's Community in the Author's Video Hub.
- Tony Marino and Tom Blubaugh (the hosts) of Video Hub, have invited the author on May 16 to Video Hub online radio discussion which will be posted to YouTube.
- Author directs traffic to over 700 members in the Christian Authors community and their sites.
- Author was chosen by Rachele Gardner to be part of the launch team for her Field Guide for Authors series. She will be:
 - * Gathering a team of people with an online presence to help promote her work.
 - * Will include in that team a private Facebook group to discuss strategy and to give instructions will provide the team with a sense of belonging and motivation and allows the accumulated authors to network.
 - * This team will be equipped to blog, tweet, and post on Facebook prior to the launch to heighten awareness of the book.
 - * Author has a platform on her established website (<http://showknowgrow.com>), her Facebook page (Melinda Viergever Inman, and Twitter (Melinda V Inman @ ShowKnowGrow), and will keep her followers apprised of the upcoming launch. She is easy to find online very Google able. Her website can also be accessed as: www.melindainman.com, www.melindavinman.com, or www.melindaviergeverinman.com.
 - * Author is part of a Christian writers' community on Google+, and is connected in LinkedIn, and is a blogger/contributor at www.incourage.me, a large online network of Christian women who are active bloggers, Twitter, and social media users. These avenues will provide marketing possibilities.
 - * Author is securing speaking engagements at local organizations that may be interested in the topic to provide a connection and to inspire sales.

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FIC042030 Fiction/Christian/Historical
FIC009050 Fiction/Fantasy/Paranormal

AUDIENCE

- * The Christian market.
- * Former church readers
- * Readers of supernatural novels

COMPARATIVE TITLES

Invisible Terror Collection (Forbidden Doors), Bill Myers, 978 0 310 72904 4, 12/20/2011
Monster, Frank Peretti, 978 1 4016 8521 8, 10/11/2011
Iscaiot, Tosca Lee, 978 1 4516 8376 9, 2/1/2013

AUTHOR BIO

Melinda Viergever Inman is a church Bible-study leader and speaker. She has been journaling for nearly thirty years and is now a full-time writer. Writing is her ministry and her passion. Since 2005, Melinda has been writing Bible studies for her church and plans to market them at ShowKnowGrow.com, where she authors a bi-weekly inspirational blog. She shepherds spiritual growth for the women of her church, teaches in prison ministry, and studies theology. Melinda has published inspirational articles for David C. Cook and Christian Devotions.



INGRAM PUBLISHER SERVICES
The future of distribution

Chapter One

Satan prowled. Stalking the loathsome human beings with every sense attuned, he scrutinized them, attempting to discern their thoughts and motives. Their words, their actions, their scent, flush of cheek, or beat of heart that indicated emotion—combined, these told him what he wanted to know. Silent in his shadowy spirit body, he hovered near, stealthy and alert as he contemplated each one, searching for ways to devour them.

This was his passion—to discover a way to destroy them all, eradicating the human race if possible. He was now God’s enemy.

One by one, day and night, he investigated their similarities and their differences. These, he analyzed. God had designed them intricately. They were not like the animals. The humans had an inner moral guide. They all came from one father and one mother, but each of their personalities was unique. Because of this, the deformity that had infected them all since their parents’ first sin affected each one in a different and particular way.

However, there were commonalities. A plethora of corrupt and discontent desires tempered their ability to listen to that sense of right and wrong within them—their consciences. Satan and the other fallen angels had learned that this place of inner conflict was the tripping point, the area to nudge and to prod. Here, he sought the weak points. He always found them.

But, God constrained him. He could only touch Adam and Eve’s family if it was God’s will, if God allowed it. And then it always seemed to be for some purpose that Satan couldn’t discern. God took every malevolent action of Satan’s and twisted it, shaping it for good in the humans’ lives. This irked him, filling him with restless agitation. Clamping his jaw to quell the snarl of rage that nearly burst out, he tamped down his frustration.

One of them would defeat him. One day a seed of the woman, one specific offspring of Adam and Eve, would crush his head and destroy him. The Creator had decreed it. Satan could not discern which one it would be, nor could he comprehend how this crushing would occur.

The humans he observed every day called it a mystery; they didn’t know either. No one did except the Most High. He knew. In Satan’s mind, the most likely candidate was

Cain—the first child born after the man and woman had left the Garden, their oldest son.

All of Cain's life, Satan had watched his feeble attempts at obedience. Cain's sinful nature had led him into various temptations, but Satan wanted to draw him even further into sin. This boy-man was arrogant; he relied on himself—he would be easy to break.

The second-born son, Abel, was humble and devout. Unlike Cain, Abel adored Elohim and called upon God for assistance. For this, Satan despised him. But he hated Cain with particular hatred. Satan had decided he must destroy Cain. It was imperative.

Bitterly, Satan mulled over these facts. He had to win this battle.

The outcome held eternal implications.

The time now came for the multitude of angels to gather before the throne of God in order to present themselves. All of them were under the authority of God. They all must submit to God's edicts; they had to obey his boundaries and specifications. Yahweh Elohim reigned.

The elect angels obeyed by nature and love, the infernal angels by force and decree.

With all the other angels, Satan returned to his former domain. Assuming an attitude of nonchalance, he noted the radiance that shone out from the Most High God—Father, Son, and Holy Spirit. The familiar singing of praise thundered and echoed through the vault of heaven.

No longer did he offer praise to the Most High. Others now led the symphony of adoration. They didn't need him. With bitterness, he realized he was envious. Jealous! He was disgusted with himself. He loathed the elect angels who sang their praises around God's throne. Satan fell to one knee before God; but in his heart he was unbowed.

"Satan, from where have you come?" the Lord God addressed him.

Bowing lower, Satan feigned humility. As always, God knew exactly where he had been, but asked for an accounting. Attempting to maintain the correct note of deference, Satan replied: "From roaming about the earth, wandering to and fro, watching the human family."

"Have you considered Cain?"

"Of course, I have." Satan considered Cain more than all the other humans on the earth. God knew this. Why mention Cain?

"I have given him strength, intelligence, and creativity," God said. "Though his heart doesn't know how to do this yet, he wants to worship and please me."

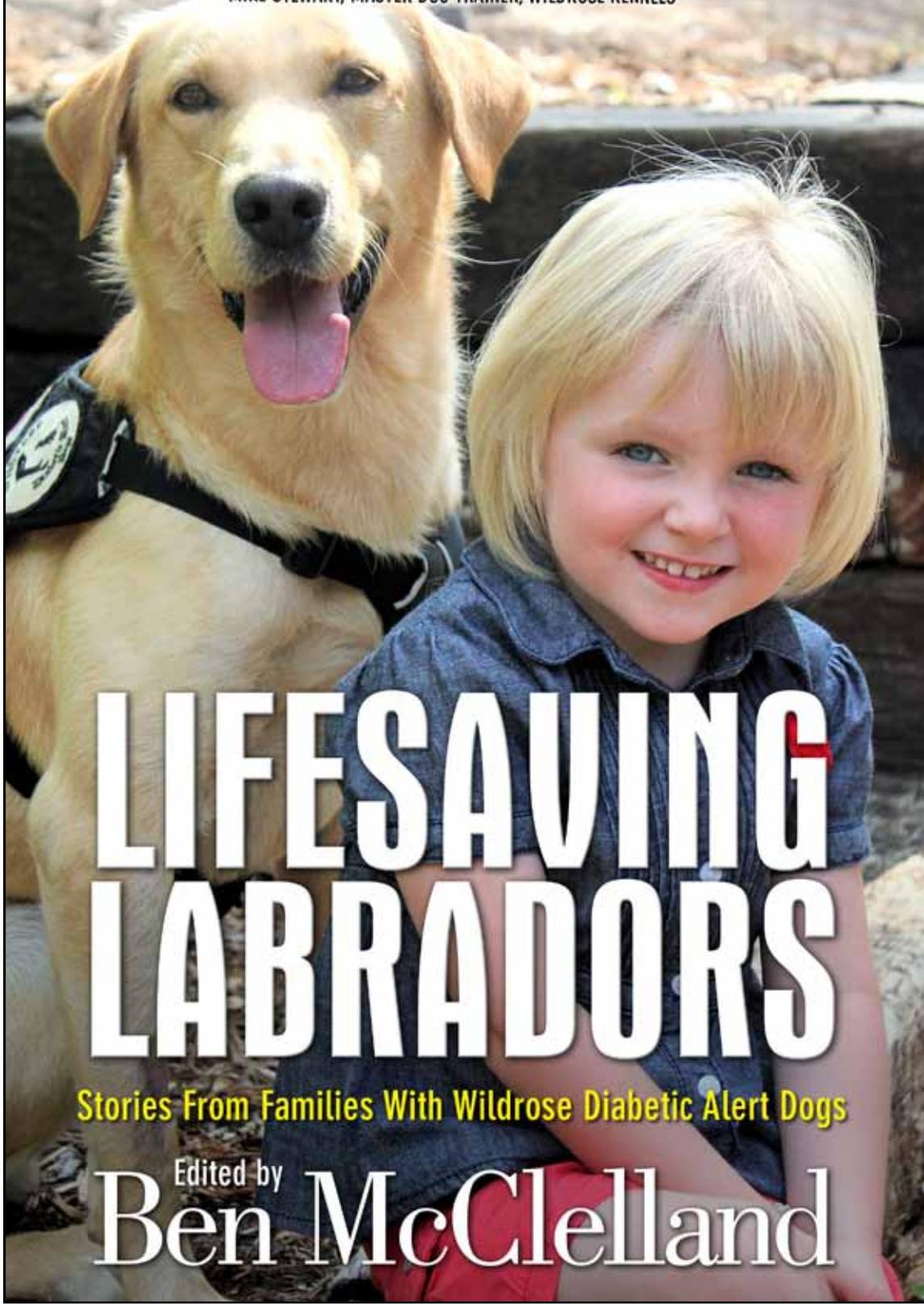
"And constantly fails," Satan said. "He doesn't love you, and he never will."

The mercy and compassion that flowed out from the Godhead in response to his derisive words practically flattened Satan. Scowling at Elohim, he picked himself up.

"He has every reason to want to please you." Satan made his voice silken and ingratiating. "His family is happy, even outside the Garden. They are still quite innocent, but let me tempt him and prove to you what he is really like. He will fail, and he will no longer seek to worship or please you."

"These exceptional Labradors are changing the lives of people with Type 1 Diabetes."

MIKE STEWART, MASTER DOG TRAINER, WILDROSE KENNELS



LIFESAVING LABRADORS

Stories From Families With Wildrose Diabetic Alert Dogs

Edited by
Ben McClelland

Lifesaving Labradors

Stories From Families With Wildrose Diabetic Alert Dogs

Edited by Ben McClelland

SALES HANDLE

Diabetic Alert Dogs can miraculously and profoundly change and save the lives of the three million Americans who suffer from Type 1 Diabetes—450,000 of them are children.

DESCRIPTION

"Diabetes is hell!" says Capri Smith, struggling with the debilitating disease that struck her daughter Ciara at age nine. Angie Simonton felt that a monster attacked her family when Lily succumbed before she was two years old. An equestrian in college, Devon Wright feared stigma and tried to shield her disease from public view. Animal EMT Megan DeHaven and Manhattan businessman Tom Arsenault worried that they would die in their sleep. Tom came to know borough EMTs by name, because he blacked out so frequently. Sharon Stinson, married and in her twenties, thought she would die like Shelby in *Steel Magnolias*. Sharon and her husband made many 911 calls and visited the local ER so frequently that they felt they had practically paid for the hospital.

Sweet Ciara, little Lily, and the rest of the people in this book are all Type 1 Diabetics. Like three million other Americans they suffer from an incurable autoimmune disease that destroys the insulin producing beta cells in the pancreas. Sugar rides a rollercoaster in each diabetic's blood stream, sending the body into a catastrophic state. Death casts its shadow over each of them.

All of the parents in this group, the around the clock caregivers for their children, have frantically administered Glucagon shots or force fed sugar drinks in desperate attempts to steady erratic blood sugar events. Like Capri Smith, all of them have gone on daredevil car rides to the ER, frantic to save their daughters' lives.

Desperate, each one sought a diabetic alert dog from Wildrose Kennels. Known as DADs, these British Labradors use their keen sense of smell to notify the diabetic or the caregiver of low and high blood sugar levels, thereby allowing prompt corrections to avert the episode or lessen its severity. Each one of these diabetics and the other authors in this collection has experienced attacks that led to seizure, or coma, dangerously close to death. Each one attests that the dog is a true lifesaver—daily. *Lifesaving Labradors* explains how the dogs do it, and how they are used to change and save lives.

The stories in *Lifesaving Labradors* present an inside the family understanding of this grave disease and the life transforming abilities of these diabetic alert dogs.

KEY SELLING POINTS

* All of the dogs in *Lifesaving Labradors* are associated with TV personality Mike Stewart's Wildrose Diabetic Alert Dog Program. Stewart has written a Foreword for and will promote *Lifesaving Labradors*.

* *Lifesaving Labradors* presents accurate information about Type 1 diabetes, about managing diabetes with canine medical assistants, and about training dogs to become diabetic alert dogs. Here are some facts about the disease:

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**HEA039050 Health & Fitness/Diseases/
Diabetes**

MED022000 Medical/Diseases

AUDIENCE

- * Diabetics and their families
- * Patrons of and Volunteers for the American Diabetes Association, JDRF (Juvenile Diabetes Research Fund), and Stop Diabetes
- * Medical practitioners, especially endocrinologists and pediatricians
- * Dog owners and trainers, specifically, hunters, service alert dog trainers, and outdoor sports enthusiasts
- * Animal lovers (AKC, Humane Society, Animal Shelter Board Members, Workers, and Volunteers)



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1. Twenty six (26) million Americans have diabetes, over 8 % of the population.
2. Three (3) million people have Type 1 diabetes, according to 2010 research data.
3. Diabetes currently affects more than 371 million people worldwide and is expected to affect 552 million by 2030.
4. In the U.S., a new case of diabetes is diagnosed every 30 seconds; more than 1.9 million people are diagnosed each year.

* Lifesaving Labradors is a dog book with dramatic human interest stories.



EDITOR BIO

Since 2011 Ben McClelland has been associated with Wildrose Kennels as an apprentice trainer and writer of the Wildrose blog. He has also worked extensively with adults and children who have received Diabetic Alert Dogs (DADs) from Wildrose.

He is a Professor and Schillig Chair of English at the University of Mississippi, where he has taught courses in literature and writing for twenty six years. He holds a Ph.D. in American Literature from Indiana University, where he wrote a dissertation on William Faulkner's fiction. He also completed post doctoral study at the University of Pittsburgh in composition and at Carnegie Mellon University in rhetoric.

He developed professional credentials in the area of nonfiction and life narrative writing by conducting research into the history, theory, and current place of nonfiction prose in English studies. In addition to articles and editions, he has written two professional books and a nonfiction memoir, *Soldier's Son*, which was published by the University Press of Mississippi in March 2004, as a Willie Morris Book in Memoir and Biography. Since 2004 he has offered undergraduate and graduate courses in nonfiction writing. His favorite pastime is hunting with his Wildrose Labs, Eider and Mac.

MARKETING & PUBLICITY

1) Social Media

Author will disseminate information through the Wildrose web site (uklabs.com); the diabetic alert blog; the wildroseblog; and the Wildrose Trading Company store and its online web site.

Author will have a Lifesaving Labradors' website, a blog, a Facebook fan page, and Twitter and will be using You Tube to post videos. These will all be linked to Wildrose's popular website and Facebook page. Most of the DAD story authors have active Facebook pages, on which they share daily news with their friends. Links among this network will generate activity on Lifesaving Labradors' website and Facebook page.

2) Conventional media, including TV, radio and print.

Author will develop a public relations campaign, including mailings targeted to individuals, newspapers, magazines, radio and television stations, web sites, and other non traditional, social media. Will gain the cooperation of Sportsman's Pride Dog Food, sporting organizations, service dog organizations, and hunting and dog journals in disseminating information on the book.

Author will call radio stations to set up interviews, drawing on markets in Atlanta, Nashville, Memphis, Little Rock, and Jackson, MS.

The University of Mississippi News Service will issue news releases and local and regional media will carry

news and feature articles.

Set up interviews in the following local news outlets:

- * The Oxford Eagle (Oxford, MS)
- * The Daily Mississippian (University of Mississippi)
- * The Northeast Mississippi Daily Journal (Tupelo, MS)
- * The Clarion Ledger (Jackson, MS)

Will send PR packets to the story authors to stimulate news releases in their hometowns and to lead to book signings where the authors and their DADs can be featured.

3) Book tours

Author and other Wildrose DAD trainers, DAD volunteer trainers, will appear with dogs at a number of independent bookstores for book readings and signings. Will contact local media prior to book signing appearances.

Will set up presentations at such venues as:

- * Square Books (Richard Howorth), Oxford, MS
- * Lemuria Books (John Evans), Jackson, MS
- * TurnRow Book Company, Greenwood, MS
- * Main Street Books, Hattiesburg, MS
- * Reed's Gum Tree Bookstore, Tupelo, MS
- * DFF, the Diabetic Friendly Foundation, based in Dallas, holds a fundraiser, "K9s for Kids," to raise money to acquire DADs for Texas families with a diabetic. The author will conduct a book signing at the fundraiser.
- * In Wildrose Colorado, a kennel located at Clear Creek Ranch in Granite, Colorado, will hold a book talk in a venue there.

Chapter One Masters of Scent

Ben McClelland

IT'S JUST A DOG KENNEL, like some you've no doubt visited. But it's so much more. They're just ordinary folks here, like you and me. Yet there's something very different about them.

This is Mike and Cathy Stewart's Wildrose, a haven for British Labradors, tucked away in the piney hills of Mississippi, Faulkner's renowned landscape. Hundreds of people visit here annually to pick up pups from celebrated genetic lines. Most are gundog enthusiasts or outdoor adventure seekers, who want a steady, well-trained companions at home and afield. But petite Texan Angie Simonton also visited with Lily, her blonde preschooler. College sophomore Devon Wright, a competitive equestrian, and her mother flew in from Colorado for a look. Capri Smith, a savvy romance novelist, brought daughter Ciara on an overland journey for some training with their dog, Teddy Bear. Megan DeHaven took time away from her demanding job to drive down from Ohio. Twenty-something Sharon Stinson and husband Jeremy came for Gracie. And several others like them have also visited in the last few years. Yes, these people would fit in with us at, say, a summer picnic or at a family reunion or at an afternoon concert in the park. But something significant sets them apart. Little Lily, athletic Devon, sweet Ciara, pixie-haired Megan, and Sharon, tall and demure, are all Type 1 Diabetics. Like three million other Americans they suffer from an autoimmune disease that destroys the beta cells in the pancreas that are responsible for producing insulin. Death cast its shadow over each of them.

They all came to Wildrose seeking diabetic alert dogs to hold death at bay. To get here they traveled a path that pioneer Rachel Thornton had cleared for them. Rachel and her very ill, eleven-year-old daughter, Abi, toughed it out, training Mr. Darcy to alert for Abi. Then Rachel and Wildrose owners, Mike and Cathy Stewart, created opportunities for other diabetics and their caregivers to use dogs as medical assistants to help them monitor their levels of blood glucose (also referred to as BG) and live

more normal lives.

Because these folks look healthy, it's hard for us to understand the medical challenges that they face every day. Imagine that, willy-nilly, your blood glucose level could rise or fall suddenly, because your pancreas no longer works to supply insulin. What's worse, you can neither predict these changes, nor can you feel any side effects—until you are dangerously sick. With a high level you might experience febrile convulsions. In the case of a low you might likely fall unconscious.

Consider the effect that this condition would have on your daily life. You could suffer an attack while swimming, riding a bike, or driving a car. You could be enjoying dinner and a movie with friends. Or you could be sound asleep in the middle of the night. Because these incidents could occur at any time and might have severe consequences, you might choose to reduce your activities and try to stay safe at home. You might become reclusive or depressed. And still you would have little control over this unpredictable condition.

Imagining that you have this unpredictable malady can give you some idea of what these folks face with Type 1 Diabetes. The diabetic suffers from lack of insulin production, which can lead to sudden changes in blood glucose levels. So many things contribute to glucose levels from emotions to exercise and from eating carbohydrates to getting a cold. Several times emergency responders rushed Sharon Stinson to the hospital when she fell into diabetic comas. All of the parents in this group, the around-the-clock caregivers for their children, have frantically administered Glucagon shots or force-fed sugar drinks in desperate attempts to steady erratic glycemic events. Like Capri Smith, all of them have gone on daredevil car rides to the ER, desperate to save their daughters' lives. Kitty Berry attests, "Battling diabetes is an unimaginable fight. Every day. 24/7/365. The fight requires every bit of energy and faith we can muster."

Monitoring blood glucose levels all of the time, day and night, is a continual activity for these diabetics and their caregivers. The goal is to maintain tight control over the glycemic range, minimizing fluctuations so as to maintain normal activities and to prevent any of the several harmful side effects of wide, erratic glucose swings. Even with modern insulin monitoring and delivery systems, Type 1 Diabetics continue to struggle to achieve healthy monthly averages, a key to long-term health. A diabetic alert dog, known as a DAD, is a tool in diabetes management. Each dog is trained to notify the diabetic or the caregiver of low and high blood glucose levels, thereby allowing them to promptly make necessary corrections to avert the episode or lessen its severity. A hypo- or hyperglycemic attack can lead to a seizure, coma, or death, making these well-trained dogs true lifesavers. The DAD's performance can result in tighter glycemic control, which decreases the likelihood of devastating, long-term complications, including kidney failure, retinopathy, neuropathy, and heart disease.

As these diabetics and their caregivers struggled with this relentless disease, they turned to dogs as effective monitors of blood glucose changes. Mr. Darcy, Teddy Bear, Olive, Gracie, Ruby, Charlie, Keeper, Willow, Juniper, Drake, and Hatch—these canines are the masters of scent, the heroes of their owners' real-life dramas. These DADs consistently alert their owners to glucose level changes more frequently and sooner than the mechanical monitors that the diabetics wear. Some report that dog

"Randi's story of love and betrayal, of family and suspicion,
will hold readers spellbound."

—DIANE LEE WILSON, AWARD-WINNING AUTHOR OF *BLACK STORM COMIN'*

Susan Union



Rode To Death

A Randi Sterling Mystery

Rode To Death

Susan Union

SALES HANDLE

Journalist and part time vet tech Randi Sterling wants a big truck, a fast horse and a cowboy to call her own, but the cowboy turns out to be more than she bargained for when his wife turns up dead and Randi's fingerprints are found on the murder weapon. Rode to Death is a mystery set on a horse ranch in a wealthy enclave of San Diego County.

DESCRIPTION

Equine journalist Randi Sterling bonds easily with the horses she writes about—it's men she has a hard time trusting. When she receives a proposition from Jaydee Hill, her charismatic college flame, to move to his ranch in San Diego's wealthy Rancho del Zorro, she is torn. Jaydee is offering her the life she's always dreamed of, but he burned her once before. Is he a changed man or is she heading down a trail of trouble?

Desire and curiosity win her mental coin toss, but she arrives to discover surprise! Jaydee is already married. She stumbles upon Jaydee's dead bride in a champion stallion's stall and her fingerprints are found on the murder weapon.

Can Randi solve this murder in horseman's paradise or will she become the killer's next victim?

KEY SELLING POINTS

- The upscale world of show horses is a fascinating realm with a huge following and market
- The author is a horse owner, World Show level competitor and an equine journalist
- The author is a member of the American Quarter Horse Association and she has access to approximately 350,000 members and that's just for one breed.

AUDIENCE

1. Horse mystery lovers looking to fill the void left by Dick Francis.
2. Murder mystery aficionados who like a strong sense of place.
3. Women
4. Horse owners

COMPARATIVE TITLES

The Body in the Sleigh: A Faith Fairchild Mystery, Katherine Hall Page, 0 06 147425 8, 10/1/2009

The Dark Horse: A Walt Longmire Mystery, Craig Johnson, 0 14 311731 9, 5/1/2010

Lead a Horse to Murder (Reining Cats & Dogs Mysteries), Cynthia Baxter, 0 553 58643 2, 5/1/2005



AUTHOR BIO

Susan Union has owned and showed horses since the age of ten. She was a contributing editor for The Western Horse magazine and feature article writer for Quarter Horses USA, The Western Horse, Horses USA and Horse Illustrated magazines. Her articles and essays have appeared in A 5th Portion for Chicken Soup for the Soul, the Mammoth Times newspaper and the Rancho Santa Fe Review. Her short story, Stone Cricket was recently published in A Year in Ink, the 2012 San Diego Writers Anthology Ink, Volume 5. Susan lives in Southern California and is currently at work on her Randi Sterling mystery series.

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FIC027020 Fiction/Romance/Contemporary

MARKETING

- * Promote through the on line equestrian community. Using the numerous horse and mystery related blogs and forums available.
- * Blog tours by targeting areas of showing, breeding, training and care, specifically in the quarter horse realm.
- * Marketing efforts toward all breed forums like "Barnmice," the largest on line equine group on the Web.
- * Post a blurb on "American Horse" a section called "Bits & Spurs" to pique the interest of the magazine's large fan base.
- * Target the regional horse publications such as the Pacific Quarter Horse Association along with the newsletter of the Southern California Professional Horseman's Association with collected email addresses of hundreds of members who will receive an announcement regarding the publication of Moon Blind.
- * Attend the Malice Domestic Conference and also looking at Killer Nashville, Bouchercon, Left Coast Crime and the Book Passage Mystery Writers Conference as a way to promote Moon Blind.
- * Has website at susanunion.com and direct links to her Facebook, Twitter and Goodreads pages on the site.
- * Posting informative tidbits to entice people to buy Moon Blind.
- * Use membership in the national chapter of Sisters in Crime and their monthly e newsletters and website with links to author sites and books in print.
- * Contact local library and local book clubs and then will move on to the rest of San Diego County, all of Southern California and beyond.
- * Contact local papers, The Coast News, the North County Times and the San Diego Union Tribune and a community magazine, as well as the local radio station to write an article about the author and her book.
- * Using a publicists

Chapter One

Men are generally more concerned of the breeding of their horses
than of their children.

—William Penn

RANDI STERLING STEPPED out of the sunlight into the breeding barn. She breathed deep. Hay and horseflesh. Some people thought horses stunk or considered them large, frightening beasts to be avoided at all costs, but to Randi the scent of a horse was one of the best things life had to offer, and an existence without them would be colorless and flat.

Forget a shrink's couch. A horse beneath you, a beckoning trail and the squeak of saddle leather—far better therapy than sitting on a couch trying to decide if your mother's infidelities or your father's alcoholism, or perhaps both, made you screwy.

Randi's friend Kira followed her through the double doors and hooked arms with her. "Thanks for letting me ride in on your coattails. You know Hank, he thinks all Europeans are voyeurs."

Kira let go of Randi's arm to duck behind her back. "He also says the fewer people around making Rebel nervous, the better." Kira's white-blonde hair and St. Pauli girl curves were anything but inconspicuous.

A six-figure quarter horse stallion, Hesa Rebel Man, pranced sideways in the center of the breeding room until he hit the end of his rope, neck arched, ears up.

"Ridiculous." Randi stepped to the side, leaving Kira exposed. "Rebel only cares about one thing right now and it's not who's watching him. It's a horse breeding, not a golf match." Randi handed her a notebook and the camera she'd been holding. "Take these. If Hank gives you a hard time, I'll say you're here as my assistant. He can't argue with that."

Kira waggled the notepad. "Journalists hardly need a Sherpa to schlep their stuff around."

"Don't sell yourself short. You're helping to carry my emotional baggage, and we all know how much that weighs."

Kira swiveled her head. "I don't see him, or her. So far so good."

"They'll be here. Rebel's her stallion. The good news is this is probably the last time

I'll have to watch them hanging all over each other."

"That's what you think. It's only been six months, but it feels like I've known you forever and I'm not letting you go."

"That's sweet, Kira, but there's nothing worse than being a third wheel."

"It's February. Why would anyone in their right mind leave San Diego for Colorado in the dead of winter?"

"Who says I'm in my right mind? Anyway, it's home."

"Home is where the heart is." Kira shook her finger. "Don't give me that look. English isn't my native language. Therefore, I can cliché till I'm blue in the face. To me they're not overused phrases but unique ways to figure out how your American minds think." She clucked her tongue. "Focus on the horse. He's the reason you're here, remember?"

"How could I forget? HorseWorld magazine is my shot at the big time. Let's go stand near the wash rack. We'll have a better view."

Piper Powell, breeding manager of Lucky Jack Performance Horses, gave them a cursory nod before handing Rebel's lead rope over to the groom.

Randi leaned in. "Piper saw you and didn't even do a double take, and there's nothing she likes better than snitching to Hank. You're in the clear."

Kira tucked the notebook under her arm and applied a coat of her trademark red lipstick. The combination of bright red lips on milky-white skin made Kira look like a porcelain doll, an Austrian farmer's daughter.

She dropped the tube in her bag. "Piper doesn't notice anything unless it has four legs, a tail and a piece of apparatus I am, thankfully, without."

"Can't say I blame her. A horse might give you a warning before he bucks you off. Men are far harder to read than animals. Animals don't lie and they don't cheat."

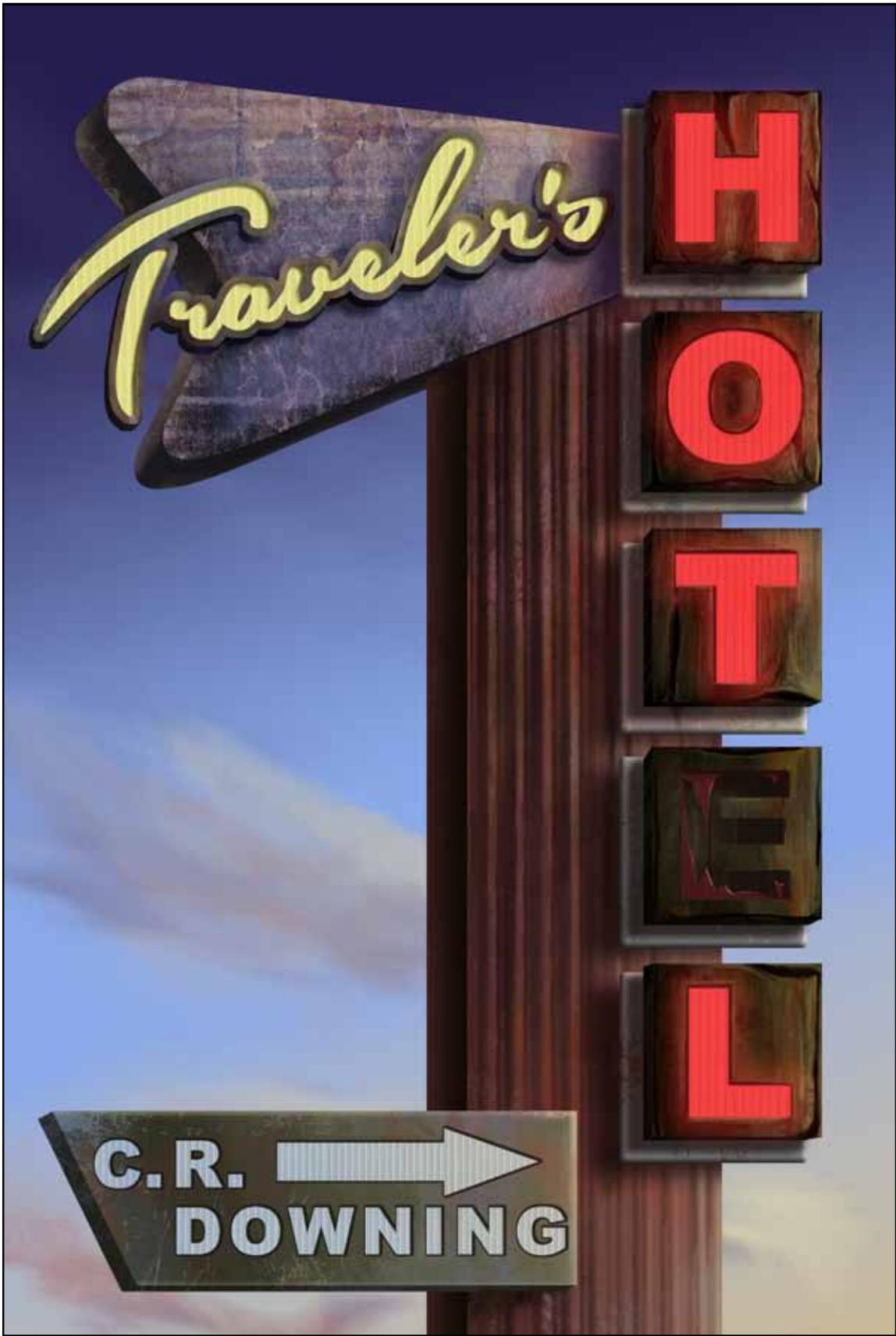
Hank Hill, Lucky Jack's owner, leaned against the wall, an unlit cigarette dangling from his lip. A stranger could think him relaxed, but anytime a stallion was present, Hank had his guard up. Most ranch owners put maximum effort into absolving themselves of culpability. Hank refused to shy away from duty. Kira might have been intimidated by his hawk-like eyes and booming voice. Not many people got under Kira's skin like that, but Hank was the type of guy Randi would have been proud to call her father-in-law if things had turned out the way they were supposed to.

Hank's eyes skimmed the other six or so people in the room, landed on Kira, registered a question mark, followed by a look of resignation when he saw Randi. He removed a fleck of tobacco from his tongue and pushed himself away from the wall.

"Whew." Kira feigned wiping sweat from her brow then nodded at the group of newcomers. "Look at them. If I sold my restaurant and everything I own along with it, I wouldn't come close to having the kind of money they do. I bet the silverbelly Stetson that guy has on is at least a five X. Why are they here anyway?"

"Looking to breed their mares to Rebel if Hank deems them worthy. Check out the belt buckle on the tall one. Salad plate, anyone?"

The women wore True Religion jeans paired with tight Swarovski crystal-studded tops. Louis Vuitton bags swung heavy from their elbows, while wafting waves of expensive perfume clashed with Rebel's musky sweat. The couples conversed in



Traveler's HOT L

C.R. Downing

SALES HANDLE

Traveler's HOT L presents the journey through time by eight adventurers. Each traveler's reason for taking their trip is as unique as the outcome of their experience, with twists and surprising turns along the way.

DESCRIPTION

The wall began to ripple. She felt a jolt, like a low voltage electric current pass through her body then it was over. She shook her head. It was, Shaina decided, time to begin her adventure. She grabbed the handle and pulled hard on the heavy, wooden door. It opened with a groan. Outside, it was overcast. But, it didn't smell all that bad after all. At least not at first.

This is how Shaina Brewer arrives at what she thinks is her destination, and is one of the stories in Traveler's HOT L. The remaining seven stories are accounts of time travel by means of one of Earth's two Harmonic Overlapping Time Locations. The stories reveal a unique use of the HOT L by a former mental patient, a pair of counterfeiter, a detective, and four other individuals. As the travelers move through time, readers follow them as they try to repair the damage to the time fabric, attempt to use time as the ultimate hiding place, choose the "other fork in the road," and right wrongs.

KEY SELLING POINTS

- * Dr. Downing has connected with over 5,000 students through his storytelling skills.
- * Time travel and science fiction remain hot topics for readers
- * The format of unique stories makes for an easy read
- Accessible for Young, New Adult and Adult readers.

AUDIENCE

- * Young and New Adult readers
- * Science fiction readers.
- * Scientists and science lovers.

COMPARATIVE TITLES

Time Ship, Gary Cottrell, 978 0 615 58849 0, 1/26/2012
Time and Again, Jack Finney, 978 0 684 80105 6, 2/1/2005
The Time Traders, Andre Norton, 978 1 920265 07 6, 8/2/2008



AUTHOR BIO

Chuck Downing is an author of a series of abstracts/commentary on articles of scientific interest for AccessExcellence.org. He has been writing stories since the early 1980s and won a "Teachers as Writers" competition and a short story writing contest through Writer's Digest. Both his Masters Thesis and his Doctoral Dissertation were finalists for "Outstanding Submission" in their respective years.

He is author/editor of Making Connections, a four textbook series of integrating science concepts from various disciplines around common theme; co author of an alternative laboratory manual for Advanced Placement Biology for People's Education; designer/developer of six educational laboratory exercises for Science Kit and Ward's Biological Companies; and designer/developer of biotechnology laboratory kits for Stratagene Cloning, Systems.

Chuck has a BS in Biology and an MA and PhD in Science Education. He taught high school and university science courses for 40 years. Over that span he was San Diego County Teacher of the Year, Christa McAuliffe Fellow, Fellow of the American Society of Molecular Biology and Biochemistry, and Presidential Awardee for Excellence in Science Teaching.

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BISAC Code Category:

FIC028000 Fiction/Science Fiction/General

FIC028010 Fiction/Science Fiction/Adventure

MARKETING & PUBLICITY

- The author's website is chuckdowning.net, and www.engagein-science.com
- Author has Facebook page Engage in Science and also has Linked In.
- The author's son is the Lead News Media Specialist for Bridgepoint Education.
- Videos on YouTube clips of his storytelling from the 90 minute "Storytime with Uncle Chuck" at his retirement "show" at Great Oak High. There are YouTube videos presenting science content "bursts" and teaching techniques, tips, and strategies. There is also an interview about Traveler's HOT L, hosted by the author's son, a TV news producer, and in the YouTube video there are links to/from Facebook and website.
- Author is working with the San Diego Union Tribune, to feature the author in a story on "What retired teachers do."
- The author's son is producer of the morning show on San Diego 6
- Book signings to include Great Oak High School.
- Will be covered in the local Temecula newspaper.
- Book signing at the Point Loma Nazarene University bookstore.
- Book signing at a local independent bookstore, Mysterious Galaxy.
- Looking into ComicCon, San Diego.

AUTHOR RESIDENCE



INGRAM PUBLISHER SERVICES
The future of distribution

Chapter One

Caught in the Middle

THE PLACE DIDN'T look like much from the outside. There was a crumbling, oversized parking lot, mostly full of dust-covered vehicles, and the aging landscaping needed attention. Four large wooden letters, painted white, stood as witnesses to the function of the building—HOT L stood tall on the lawn to the left of the front door. It looked to all who passed by like the E had been blown away in one of the hot, high desert windstorms of some past year. A smaller sign that said Welcome to Traveler's was fastened over the front door.

Shaina slowed her car and pulled over to the side of the two-lane road. She unfolded the page of directions she had printed off her e-mail confirmation and carefully re-read them. She grimaced. According to the directions, this was the place.

Instructions below the map said to arrive at the hotel by 12:45PM. She checked her watch. It wasn't even 12:30PM. She removed her soda from the cup holder and slurped down the last lukewarm, watered-down remnants of the diet cola. She stuffed the cup into the fast food bag, tossed the bag on the floor, slipped the transmission back into drive, and slowly eased her car into the driveway.

A carefully paced lap around the parking lot yielded an empty space. She pulled in and parked the car.

She got out of her car, grabbed her small suitcase from the back seat, and studied the building in front of her. A red tile roof protected thick, textured stucco walls. She could see a patio through arched openings in the front portico. Most of the place was two stories tall. Only the lobby area seemed to lack a second floor. It looked like a run-down, Ma and Pa hotel operation whose lifeblood had been sucked away when the Interstate opened.

Except the parking lot was full.

In spite of her initial misgivings, and because she'd already come this far, Shaina decided that she must be in the right place. She headed toward the lobby.

Waves of heat from the parking lot's asphalt surface shimmered in the afternoon sun. She could feel the warmth through the air-cushioned soles of her jogging shoes.

She began to sweat.

A blast of almost arctic air greeted her as she opened the door to the lobby. She shivered instinctively and asked herself whether it was because of the cold or the circumstances. She closed the door behind her and stood, waiting for her eyes to adjust to the semi-darkness of the interior.

A silk Ficus tree stood as lonely sentinel to her right. A braided Mexican rug covered only a small portion of the tile floor. A sofa, two overstuffed chairs, and a coffee table were the extent of the furniture. Two alcoves seemed to embrace their small tables and chairs. A rack, like those that held tourist brochures in most hotels, was conspicuous by its lack of gaudy, colorful, temptations.

Directly ahead was the front desk. She walked over to it and rang the stereotypical bell. She waited.

After what seemed like a long time, a tall, shrewd-looking woman appeared. An equally shrewd-looking, but much shorter man followed her. The man carefully closed the door to the office behind him.

“Yes?” the woman’s voice was neutral. It was almost as though she was performing a formality over which she had no control.

“Um, I have a reservation,” Shaina stammered.

“Name.” The man’s voice was crisply efficient.

“Brewer. Shaina Brewer. I called last week. They said to arrive by twelve-forty-five...” Her voice trailed off as the man pulled a computer keyboard from beneath the plastic laminate counter surface. He glanced at his watch.

“Glad to see you’re punctual, Ms. Brewer,” he commented. He looked down at a recessed computer screen. “Still paying with the credit card on file?”

“Um, yeah. That’ll be all right.”

The shrewd-looking man continued to stare at the hidden screen as he checked the rest of the information in Shaina’s file through a series of questions. Satisfied, he slid the keyboard back under the counter, looked at her, and smiled.

“Welcome to Traveler’s,” he said. “My name is Chronos.”

The phone rang. The man and woman exchanged glances. Neither made a move to answer the phone. Shaina could see no phone anywhere in the reception area—the ringing was coming from the office.

“Shouldn’t someone get that?” She offered.

“Someone always does,” was the woman’s reply.

“Come along.” The man said and directed her around the end of the counter and toward the office door.

The woman opened the door and answered the phone. Shaina stopped in the doorway. Her mouth dropped open.

“Best close that up,” the man pointed to her open mouth without a hint of emotion. “Otherwise flies are liable to take up residence there.”

“What is this place?” Shaina asked.

“What? This?” The man motioned toward an entire wall covered with dozens of television monitors. The pictures were all similar—they looked like the inside of rooms. But there were some significant differences. The upper left display looked like



AMERICAN

★ SKY ★

GOOD LANDINGS AND OTHER FLYING ADVENTURES

Fred Tribuzzo

American Sky

Fred Tribuzzo

SALES HANDLE

American Sky tells the author's journey from a small prop-driven Cessna to the cockpit of the world's fastest business jet. The author's passage reflects his growing understanding of leadership, love and self-control through the teachings of his mentors.

DESCRIPTION

American Sky is the story of a young man going to work for a father and learning the skills for starting a Lycoming or Continental engine on a hot summer day, as well as the daily humor, courage, and vision to pursue dreams.

Whether attending a training session with a fellow pilot whose relative snapped the famous photograph of the Wright Brothers first flight, or listening to a grouchy cab driver's pithy remarks before a long flight home, the author encounters people and random experiences as if they're signposts of life. He learns that a teacher can often be a place, a stranger, a storm, the sky itself.

The world comes awake, and on the eve of starting flight lessons, a World War Two veteran will insist the author give up sailplanes and experience powered flight, the joy of driving straight up into the clouds.

In *American Sky*, events and people shift in time and experiences blossom unexpectedly. Yet the influence of a mentor remains a visible, poignant anchor.

KEY SELLING POINTS

- The top twenty five aviation blogs like AVweb have over 200,000 viewers per month and the combined circulation of flight magazines is nearly one million.
- The mentoring lessons of this story make it accessible to young and old alike
- *American Sky* points to the struggle of growing up in an age where self indulgence dominates the culture and boys flounder searching for the right principles to live by.
- Historical emphasis is placed on grassroots aviation and the birth of fractional jet ownership, started by Netjets, a pioneering American company which maintains a worldwide market.

MARKETING AND PUBLICITY HIGHLIGHTS

- Book signings in Northeastern Ohio and Columbus and will contact Netjets' newsletter which is sent out to several thousand employees.
- Sending books to blogs, traditional reviewers, newspapers and magazines.
- Local and regional print interviews will be contacted based upon the author's published Christmas novella, his work as a literary agent, and previous employment at Netjets, a prominent aviation company located in Columbus, Ohio.
- Author is on Facebook and LinkedIn and has a web site <http://infinitecreations.com/tribuzzo>.
- The author and the Netjets' Vice President gave a talk to a graduating class at Kent State's School of Aerospace. That same Vice President is now working at Ohio State University's flight school. Author is pursuing endorsements from the Dean at Kent State and Ohio State schools.

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Autobiography/Personal Memoirs

TRV010000 Travel/Essays &

Travelogues

AUDIENCE

1. Pilots, flight attendants and aviation professionals
2. Baby boomers
3. Young and New Adults

AUTHOR BIO

Fred Tribuzzo has been published in *Flying* magazine. He is a literary agent and is involved with shaping and launching writing careers. Fred has flown aircraft from the J3 Cub to the fastest corporate jet ever made—the Citation Ten. He also flew internationally for eight years on a corporate Boeing Business Jet (a corporate 737) for the Columbus based Netjets company. On two separate tours of duty Fred played electric bass for the Numbers Band

from northeastern Ohio, performing on four of the band's CDs. Tribuzzo received a fellowship in 1987 from the Ohio Arts Council for piano, oboe, and string compositions.



INGRAM PUBLISHER SERVICES
The future of distribution

Flying and Hunting You need that horsepower

In early summer of 1976, Joe Z and I sped north on the freeway east of Cleveland, a line of thunderstorms paralleling our route. Inspired by the spectacle, Joe sang at the top of his lungs, an American Pavarotti executing the pop tunes of the day.

Something of the storm's energy struck my chest. It felt like a home run—I could learn to fly! I guarded the revelation and waited until after our performance that night to say anything. After four sets of dance music we started home at three a.m. With the cool air rushing through the car I blurted out my news.

“My father will have something to say about this,” Joe said. “He learned to fly before the war started.”

On the nights we played out, I usually got to Joe's house a bit early so I could talk with his father. Recently, hunting had been the focus and our unsuccessful attempts. We asked his dad to go with us, but he declined, saying he no longer had the stomach for deer hunting. But he was pleased with our excitement and proud that his son could navigate the woods for hours and shoot with precision. Joe utilized these skills for his first kill.

Separated from his father and the other men, Joe was leaning against a tree when the hair on the back of his neck rose. Instinctively he turned toward the bottom of a hill and spotted a deer twenty-five yards away. His gunshot pounded across the valley. He told me that his hands trembled as he made the cuts and gutted the animal.

His dad's last kill had been a female black bear, in Canada over thirty years ago. It was a mother with cubs. He listened to their cries, unable to claim the bear or leave. After several hours, and thoughts of silencing the cubs, he left as night approached. This incident ended his big game hunting and made him more homebound, yet he never discouraged Joe's appetite for adventure.

We put the hunting stories aside and began to discuss flying. Although Joe's dad washed out in World War Two because of a vision problem, he climbed into any aircraft that came his way. But when the war ended, so did his flying. He had a family to think about, he said, and commercial aviation was an uncertain field. His spirits were finally dampened when he witnessed a young soldier absentmindedly walk into the turning prop of a large transport.

One evening, after finishing a story about his first flight in a P-47 Thunderbolt,

Joe's dad glanced out the window and quietly studied the sky and a few passing clouds. He turned to me, saying that I might get checked-out someday in a seaplane, making it possible to combine both interests. "Just think a few hours north of here would put you and Joey in the middle of some of the most isolated, beautiful woods in the world."

"Just soloing for the first time is all I can think about, Mr. Z. I might even try gliders."

Usually, his advice was gentle, but the mention of sailplane instruction made him lean forward from his chair and speak up.

"Sure, it's beautiful to float around the sky, no engine turning out in front of you. But it's powered flight you need to experience. You don't want to be helplessly towed by some other guy, get a little altitude, and then figure how you're going to stay aloft? You need that horsepower, the feel of driving straight up into the clouds."

Uncle Gus

You know exactly what you're doing, even if it's the first time

That summer, a massive heart attack nailed my Uncle Gus in the month of August, exactly two months before his forty-sixth birthday. My aunt said a mirror cracked and a clock stopped at the moment of his death. Perhaps the leap from his body startled the world on his departure.

On the day he was buried, a cool wind haunted a cloudless blue sky. My father and I were at the far end of the yard, next to the garden. Closer to the house, my relatives stood and talked, holding their drinks, while the wind rippled their dresses and suits and blew their hair out of place.

I asked my father if my uncle had known of my flying lessons. He wasn't sure. He couldn't remember. I had meant to call Uncle Gus, let him know that I was flying an airplane just like the one he had owned and given me my first ride in when I was fifteen, a Cessna 150, a two-seat trainer.

On the afternoon of my first flight, my uncle leveled the plane at altitude and set the power. He pointed to the horizon and the nose of the plane—the basic cues for maintaining an aircraft in level flight—and told me to keep it there. Briefly, I sensed the balance, the suspension of the plane between land and sky. However, when I banked the Cessna, everything went to hell, the speed picked up and I lost altitude. My uncle laughed, taking the controls, leveling the wings as he adjusted the power.

I mentioned that first ride to my dad as my aunt approached us. She wore sunglasses and her movements were deliberate and graceful. Her first order of business was the insurance policy. She and my dad talked for several minutes before she asked about my flying. I didn't say much. Instead, I asked about my uncle's years as a private pilot and the radio-controlled models he built in the 1950's.

She shrugged and glanced about the yard, then at the sky. "Summer's over today. You can feel it in the wind." She looked at me and said, "Will you take me flying someday?"

"Sure," I replied.

Köehler Books Marketing Program

KOEHLER BOOKS PARTNERS with our authors to create a shared comprehensive marketing program that combines our marketing with the authors. This program utilizes a combination of guerilla marketing techniques that we will train and coach you in, as well as conventional media, social media and other ways to build a buzz and raise awareness about your book. Our goal is to help you think and act like a professional author who uses marketing and promotions in an intelligent way that—combined with our marketing—brings results and sales.

As the publisher, Köehler Books markets and promotes the your title to the 40+ buyers and reps from our distributor, Ingram Publisher Services (IPS). Through IPS catalogs, ads and online information services, we also market to thousands of distributors and booksellers across the globe, both print and digital, brick and mortar and online.

Because we do not have large marketing budgets, our methods rely on intelligence, hard work, and teaching you, the author, how to promote yourself and your work. We will show you how to do things that will cost you little or nothing to do.

We will also provide you with a list of trusted design and marketing professionals we work with as well as our authors. They can help you with everything from marketing, publicity, social media, website design, book trailers and more. You will meet one of the marketing pros on the Marketing Coaching & Training Call we will have with you and you will have the option to hire them to help you with your marketing program.

What We Expect From The Author

The Right Mindset

We are looking for team players. Authors willing to learn and be coached and trained in new ways. Authors willing to share information, ideas and solutions, and work with us to help make their book a success. We will be training and coaching you in some areas, but we do expect you to reach out and figure out the rest. We want you to become a marketing pro.

SOCIAL MEDIA

Social media refers to the entire network of online tool, websites, blogs and networks you can use to increase your reach and awareness about your title.

Author's Website

Your author's website is the linchpin of your social media program. It needs to look good and work smart. It needs to connect readers to the rest of your social media empire through Facebook, Twitter, etc.

We recommend WordPress or another similar type web application which allows the author to easily make changes, add posts, photos, etc. You can learn how to build your own site or trade or pay a professional to build it for you. The key is that it looks professional, is loaded with the right informa-

tion and is accessible, searchable and easy to use.

If possible, try to use a plugin or other tool that will automatically send all new posts to your social media networks like Facebook and Twitter. That is a great way to easily expand your reach and save you time.

If you have a budget for creating your website, we will provide you with our list of Publishing Partners for you to consider. They are trusted pros who have worked with some of our authors. You may hire them or another pro, but as usual, author beware!

Facebook

Facebook is king according to some book publicists. No doubt it is important and the author needs to have an author Fan Page. Instead of friends you want likes. Make sure that your FB page is connected to your website and that you take the time to flesh it out with relevant information.

Twitter

Twitter tends to make a lot of people groan. But a lot of readers use it, so you should too.

LinkedIn

An author once asked, "Isn't LinkedIn for professionals?" To which we replied, "Aren't authors professionals?" LI is the place to post your resume. It is another place you establish yourself as a professional author.

YouTube

Don't overlook YouTube. It is a great tool for sharing book trailers and author talks. Don't overthink the production values. Readers want to hear from you and they don't expect heavy makeup and perfect lighting. You can do it on your computer. Keep them short, less than 5:00. Add the video to your site.

Goodreads

Goodreads is the Facebook for readers, a place authors want to be. You can create a profile, add your books and even do giveaways which Goodreads will manage and then provide you with the addresses and names of the winners. You ask them to post a review.

Other Networks

There are many other social media apps and networks for you to consider. Be strategic. Be smart. Be there.

Blogs

We recommend that you add a blog to your website. Fewer clicks the better for readers and it adds your voice to your work. Regardless of how you do it, this is the place for you to share your thoughts as a writer and author and reader.

Conventional Media

Newspapers, magazines, TV and radio are all viable sources for acquiring reviews. They are tougher to navigate, but the results can be spectacular. This is an area where a publicist or marketing pro can be especially helpful due to their established network.

Advanced Review Copies (ARCs)

We expect our authors to use print and digital ARCs that we will provide to acquire endorsement quotes and reviews. The quotes and reviews can be used on the book front and back cover and in

the text. They establish validity and quality. We add them to book prior to release. They are priceless.

We will provide an agreed amount of ARCs as part of our publishing agreement. Author may also purchase additional ARCs for well under wholesale prices. Our authors typically purchase 50-100 ARCs for personal and professional use. They may sell them but the sales do not include royalties.

Book Talks, Signings & Events

Authors often will set up a series of talks and other events as a way to spread the good news about their book. These can be at book stores, for book or reader's groups, writer's groups and clubs, professional organizations that bring in speakers and more. If the event is held at a bookstore, they must purchase the books. Otherwise the author may use their own ARCs.

Blog Tours

A blog tour is essentially sending an ARC to a number of blogs that are related to the subject matter of the title. Many publicists and book marketing pros have a list of bloggers they work with.

Share the Wealth

When our authors set up a tour, or a series of talks or anything else that would be considered newsworthy and relevant to readers and the industry, we ask them to send it to us. We may post it on our website and/or share it with the reps at Ingram.

Hiring A Pro

This is always an option, if you have the budget. We will share our Publishing Partners list and watch over what they do for you. We are happy to have a look at any other vendor you are considering. Be smart. Be careful.

What The Author Can Expect From The Publisher, Koehler Books

Book web page

Each title gets a stand alone web page on the KB website. It includes the cover, description, author bio and photo, an excerpt as well as buying and other optional information.

Author's Questionnaire

This is a comprehensive document that solicits the author for information about their title, the cover, marketing plans, description, comparative titles, etc. This information becomes the bedrock for Ingram's Title Management System (TMS).

Title Management System (TMS)

Ingram's TMS provides title information and graphics to booksellers and distributors. This includes descriptions, endorsement quotes, marketing plans and other information from the author's questionnaire. Booksellers can download tip sheets and package the information in a number of ways.

Tip Sheets

Tip sheets are a comprehensive single page sheet that originate from the author's questionnaire and are produced by Ingram's TMS. Koehler Books modifies the information to fit on the page and adds other items. Tip sheets are invaluable for authors to send along with ARCs for endorsement quotes, and also useful when visiting booksellers.

Advanced Reader Copies (ARCs)

Each author receives at least ten ARCs after the book has been approved for distribution. Authors are urged to use

them for soliciting endorsement quotes and reviews, and for their personal enjoyment. They are finished books in every way.

ARC Author Purchases

Koehler Books authors may purchase additional ARCs at any time for cost plus 30%, buying their books well under wholesale. Books may be sold for profit and also used for promotional purposes.

ARC Endorsement/Review Assistance

Koehler Books will assist authors by sending out ARCs for review and endorsements in situations where they must come from the publisher.

Ingram Catalog Inclusion

All Koehler Books titles are included (unless they are crashed to market) in one or more of Ingram's catalogs, usually trade and/or Christian, Children, etc. Catalogs are available to booksellers online.

Catalog ads

Koehler Books purchases ads or listings in specialty catalogs put out by Ingram, such as Black History, Military, etc.

Ingram Publisher Services (IPS) Sales Force

All Koehler Books titles are presented to the 45+ person IPS sales force via a series of pre-sales and sales meetings, remotely and in person. Initial orders are booked at both meetings by reps of major distributors and booksellers, including Amazon, Barnes and Noble, Books a Million, Baker & Taylor and many other major and minor buyers. Throughout the pre and post sales period of the titles, the team is available to assist with issues such as book tours and other needs.

Media Releases and Posts

Koehler Books issues a series of releases and posts using their website as the primary source, and simultaneously releasing on FaceBook and Twitter.

Vote the Cover Campaigns

Koehler Books will post a VOTE THE COVER poll on our website to get the pulse on two opposing covers. While this is not used as the primary method of deciding a cover, it can show trends and provide valuable insights as well as stir interest in the title.

Marketing Coaching & Training

Working with a professional publicist or marketing pro, along with other members of our team, authors participate in a call that will coach them on guerrilla marketing techniques for promoting their title, and teach them other effective methods to use.

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WHAT WE OFFER:

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- eBook distribution through Kindle, Nook, iBooks, Google Books and many more
- Collaborative approach to editing, design and the entire publishing process
- Marketing Coaching to help authors plan the book marketing and promotional strategy
- Discounted authors copies
- Traditional and hybrid models



Founder & Partner John Köehler had a distinguished career in advertising and design as an Art Director, and owned a graphic design studio for 15 years. He has won numerous design awards during his career. John also was the director of Young Life Capernaum in Hampton Roads, a ministry for kids with disabilities. John is the 1991 Boomerang World Champ. His fifth book, *Billy Blue Sky*, launched in early 2013. He lives and works in Virginia Beach.



Partner & Executive Editor Joe Coccaro was a deputy managing editor and a reporter and columnist for nearly three decades, working for major newspapers in three states, including *The Virginian-Pilot* in Norfolk. While there, he started a book division. Joe is a graduate of Syracuse University’s distinguished communications school, has won more than a dozen individual writing awards and shaped the work of countless others who have been recognized nationally. Joe is a college writing instructor who emphasizes a collaborative approach to coaching and editing authors. He co-wrote a memoir released this year and is working on a novel to be released in the spring of 2014. Joe trains and competes as a road bicyclist and plays the five-string banjo.



Publishing Associate Cheryl Ross is an award-winning writer who has worked for the *Chicago Reader*, *The Virginian-Pilot* and the *St. Petersburg Times*. She has won state and national awards for her reporting. She also cultivates and acquires stories by African American writers. Cheryl recently authored an educational series used for a PBS documentary. She is the president of the Hampton Roads Black Media Professionals (HRBMP).



Author Relations Manager Margo Toulouse joined the Koehler Books team in 2011, where she loves working with the authors and being exposed to amazing books. While living in Idaho, she worked in the nuclear reactor field for 15 years as a tech supervisor in the training department. Her department was responsible for creating certification programs for the nuclear operators and monitoring and keeping life time records. She attended BYU of Idaho and also BYU of Utah with a degree in Business.



W. Terry Whalin, Acquisitions Editor, understands both sides of the editorial desk—as an editor and a writer. A former literary agent, Terry is an Acquisitions Editor at Morgan James Publishing and Köehler Books. He has written more than sixty nonfiction books through traditional publishers. For three years, Terry was a fiction acquisitions editor at Howard Books, a division of Simon and Schuster. Also for 12 years, Terry was an ECPA Gold Medallion judge in the Christian Fiction Category. He reads a broad range of fiction genres and has reviewed fiction for Book Page and many other publications.



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